

## Rapid Assessment 2001

- Preliminary Findings -

- Aim, Sample, Method
- Take Control Campaigns
- Awareness of HIV/AIDS
- Condom Use
- *Cool Ryder, Life's Choice & Femidom*

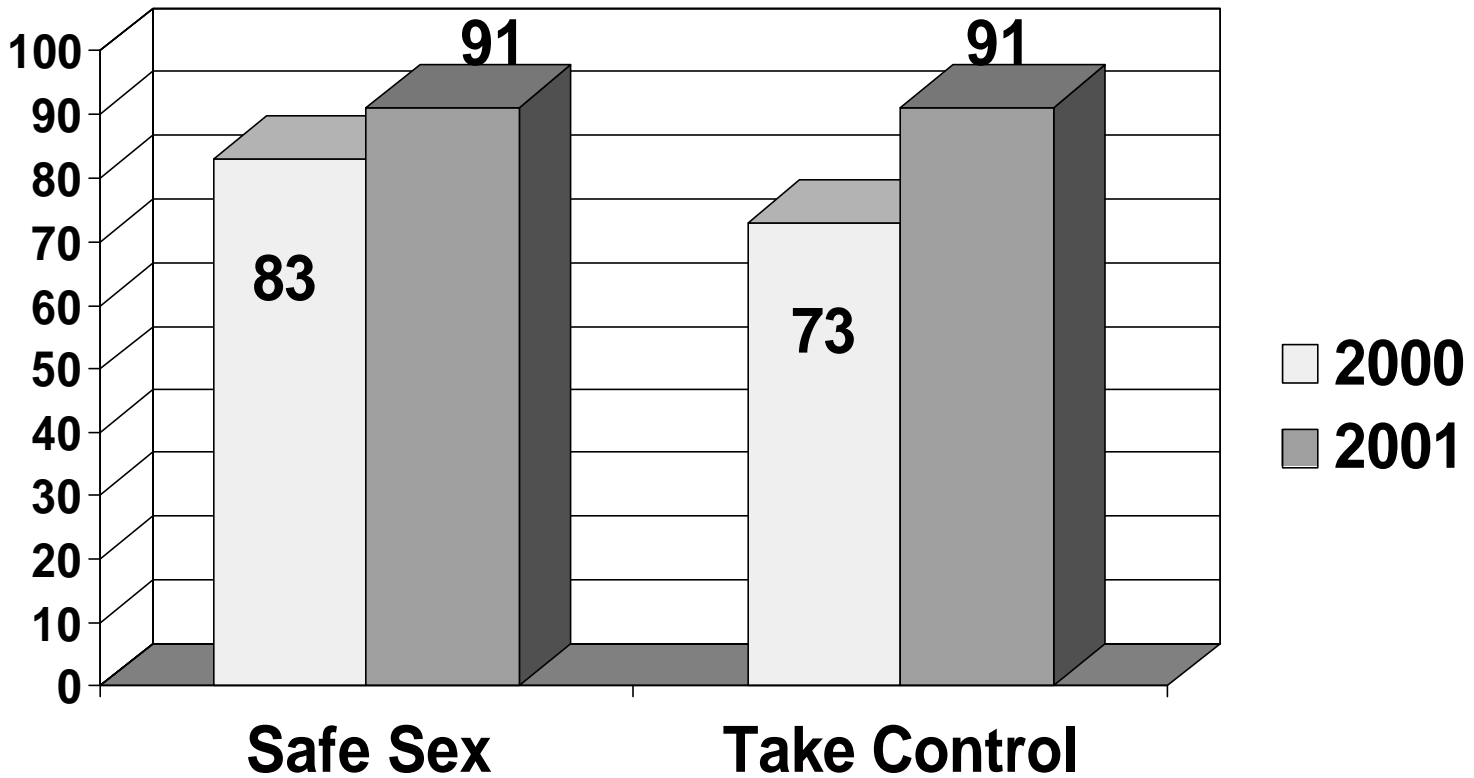
# Field Work

- 1268 interviews in 27 places
- field time: April 9 – 21, 2001
- 17 interviewers, mostly students, graduates UNAM, some Task Force members, 7 female
- 40% interviews in English, 24% Afrikaans, 21% Oshiwambo, 10% Damara>Nama

# Sample Population

- **59% male**
- **24% age 12-18, 43% 19-24, 22% 25-30, 11% 30-39**
- **4% no education, 30% primary, 60% secondary, 6% higher**
- **36% Oshiwambo, 24% Damara>Nama, 16% Herero**
- **10% married**
- **28% attended *My Future – My Choice*, of those 72% completed with a certificate**
- **59% experienced a family member or friend dying of AIDS**

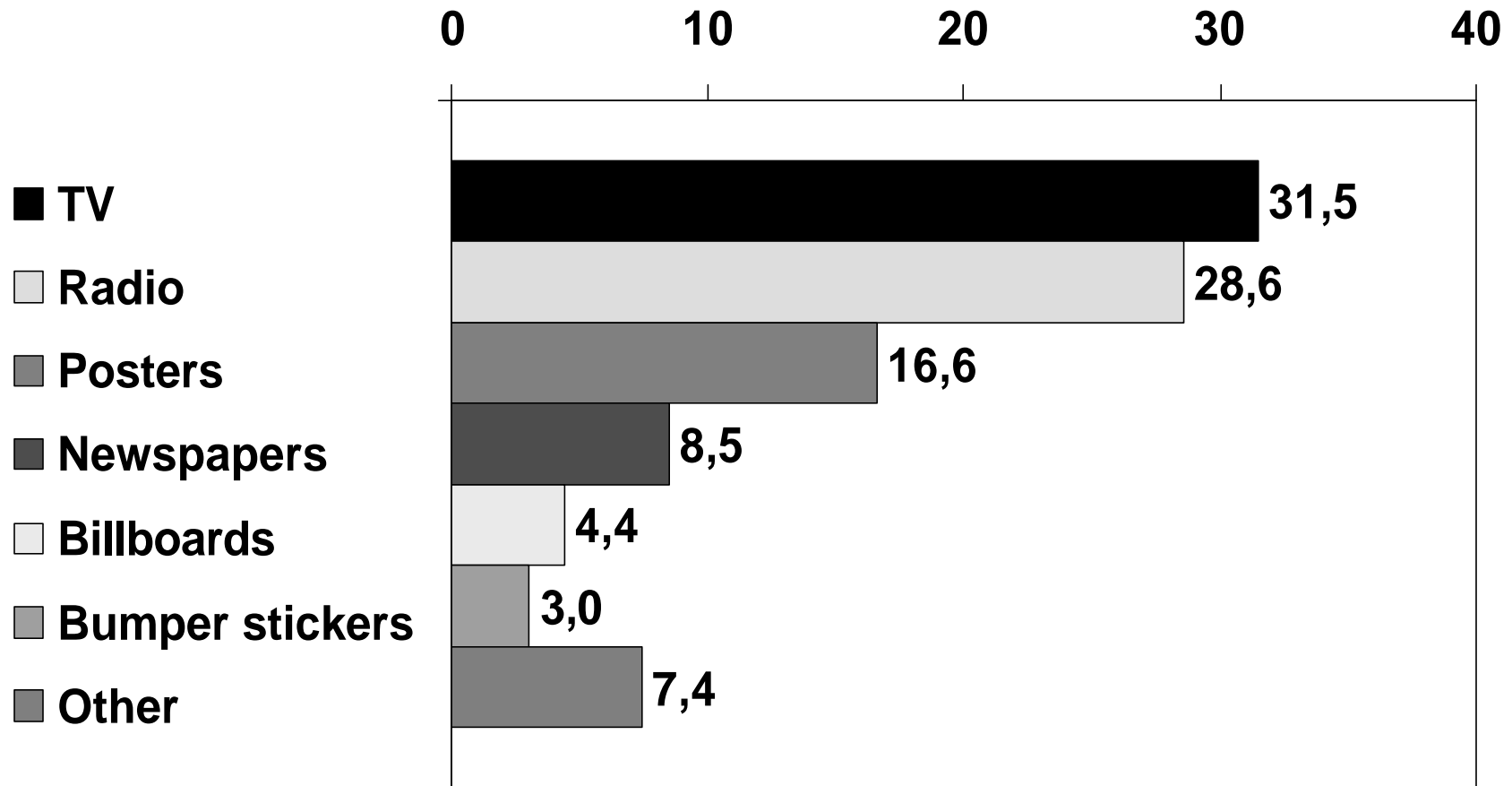
# Awareness About Campaigns



# Underexposed Places: never heard of ..., %

	2000			2001		
	Safe Sex	Take Con	n	Safe Sex	Take Con	n
<b>Opuwo</b>	<b>18,5</b>	<b>34,4</b>	<b>65</b>	<b>6,3</b>	<b>2,1</b>	<b>48</b>
<b>Oshakati</b>	<b>21,3</b>	<b>46,7</b>	<b>122</b>	<b>8,1</b>	<b>7,1</b>	<b>70</b>
<b>Oshikango</b>				<b>20,9</b>	<b>14,3</b>	<b>42</b>
<b>Rundu</b>				<b>18,5</b>	<b>18,5</b>	<b>27</b>
<b>Karibib</b>	<b>28,0</b>	<b>38,5</b>	<b>26</b>	<b>28,9</b>	<b>15,6</b>	<b>45</b>
<b>Grootfontein</b>				<b>10,3</b>	<b>17,2</b>	<b>29</b>
<b>Windhoek</b>	<b>17,4</b>	<b>27,4</b>	<b>121</b>	<b>11,0</b>	<b>15,6</b>	<b>218</b>
<b>Mariental</b>	<b>8,3</b>	<b>19,4</b>	<b>36</b>	<b>8,7</b>	<b>15,2</b>	<b>46</b>
<b>Total</b>	<b>17,1</b>	<b>27,4</b>	<b>1.254</b>	<b>9,4</b>	<b>9,0</b>	<b>1.251</b>

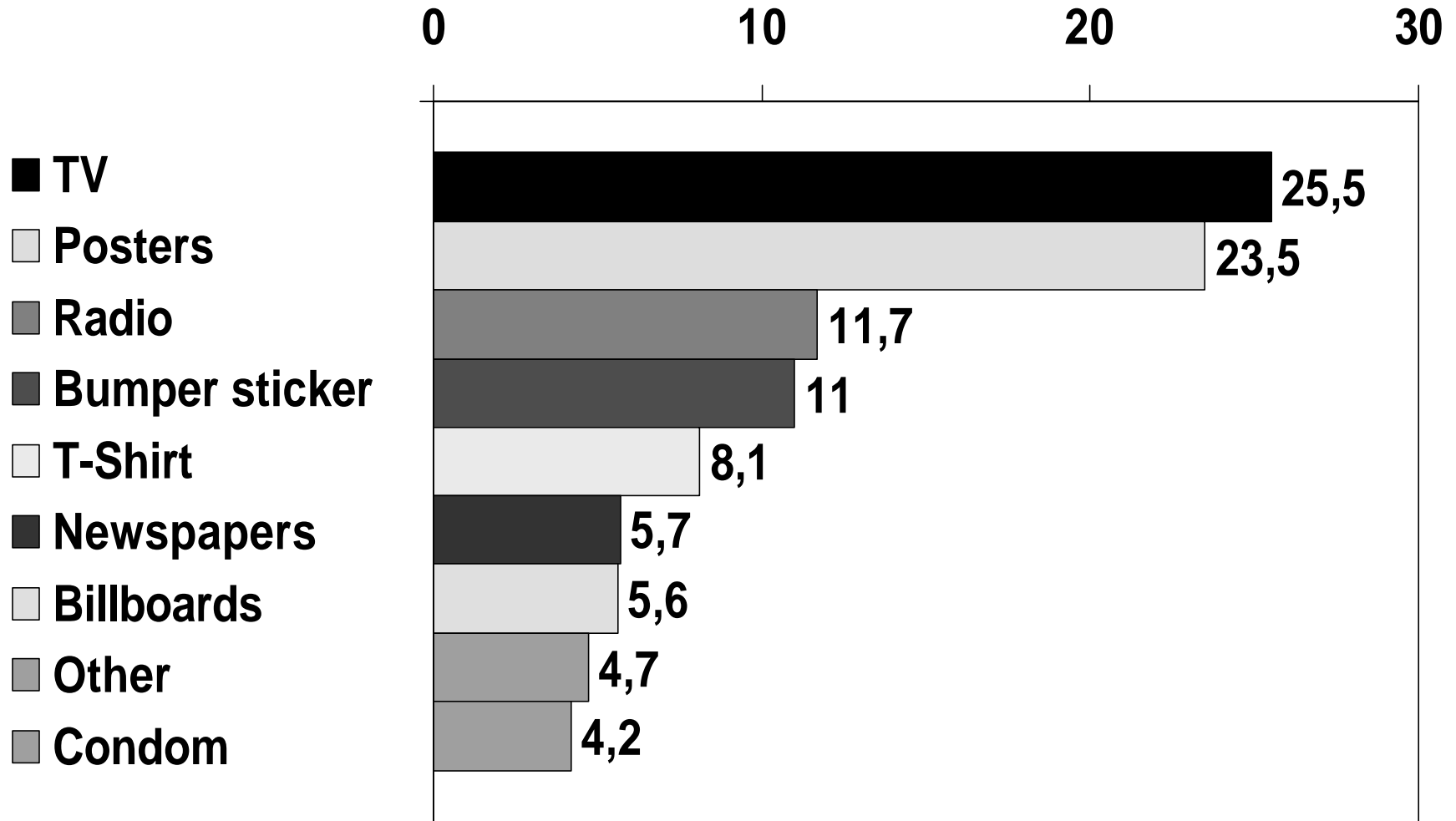
# Where Heard/Seen „Safe Sex Saves Lives“?



# Sources of Information on „Safe Sex Saves Lives“

	2000	2001
TV	37,2	31,5
Radio	28,3	28,6
Posters	16,4	16,6
Billboards	3,0	4,4
Bumper stickers	2,7	3,0
Other	12,4	15,9
<b>Total</b>	<b>100,0</b>	<b>100,0</b>

# Where Heard/Seen „Take Control“?



# With Whom Talked About „Take Control“?

	2000	2001
Partner/Spouse	14,7	15,2
Peers/Friends	45,6	63,5
Parents/Family	22,1	12,4
Health worker	3,2	3,6
Teacher	4,0	2,4
Religious leader	0,3	0,7
Other	10,0	2,2
Total	100	100

41% (2000: 37%) did not talk with anyone about „Take Control“

# „AIDS a Serious Problem Now

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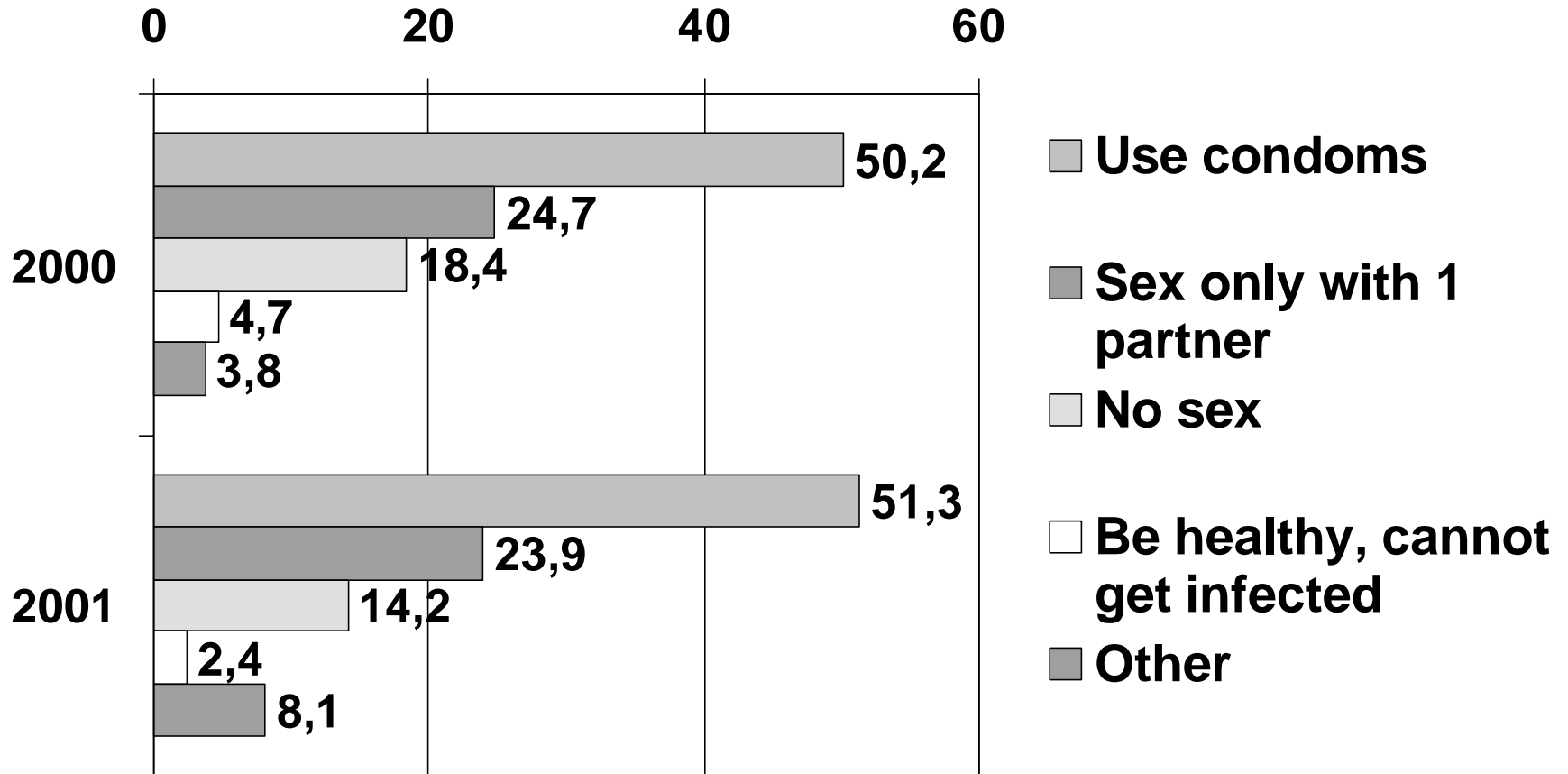
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	experienced a family member/friend dying of AIDS		Total
	Yes	No	
Not here	1,8	1,8	1,8
Maybe in a few years	5,2	7,4	6,1
A serious problem today	90,6	86,5	88,9
Don't know	2,5	4,3	3,2
	100,0	100,0	100,0

# Risk Perceptions

- **89% (2000: 90%) see AIDS as serious problem today**
- **knowledge about prevalence and fatality quite good, as last year**
- **93% (2000: 86%) know that 1 time is enough to get caught by HIV**
- **38% see themselves at risk (43% in 2000)**
- **among those who experienced a family member or friend dying of AIDS 43% perceived themselves at risk**

# Why Not at Risk?



# Ever Used a Condom?

Age group	%
12-18	92,9
19-24	89,7
25-29	77,3
30-39	57,7
MFMC	
Yes	90,8
No	80,5
Total	83,1

\*) only respondents who ever had sex

# Places With Low „Ever“ Condom Use

	ever used, %	n
Grootfontein	52,4	21
Katima Mulilo	63,0	27
Oshikango	67,5	40
Karasburg	68,4	38
Walvis Bay	69,4	49
Omaruru	72,2	36
Rundu	75,0	20
Buitepos	76,0	25
Otjiwarongo	76,6	47
Mariental	78,0	41

\*) only respondents who ever had sex

# Places With High „Ever“ Condom Use

	ever used, %	n
Karibib	88,6	35
Ohangwena	88,9	18
Otavi	88,9	36
Luderitz	88,9	36
Aminus	92,0	25
Opuwo	95,1	41
Khorixas	95,5	44

\*) only respondents who ever had sex

# Where Do You Usually Get Condoms?

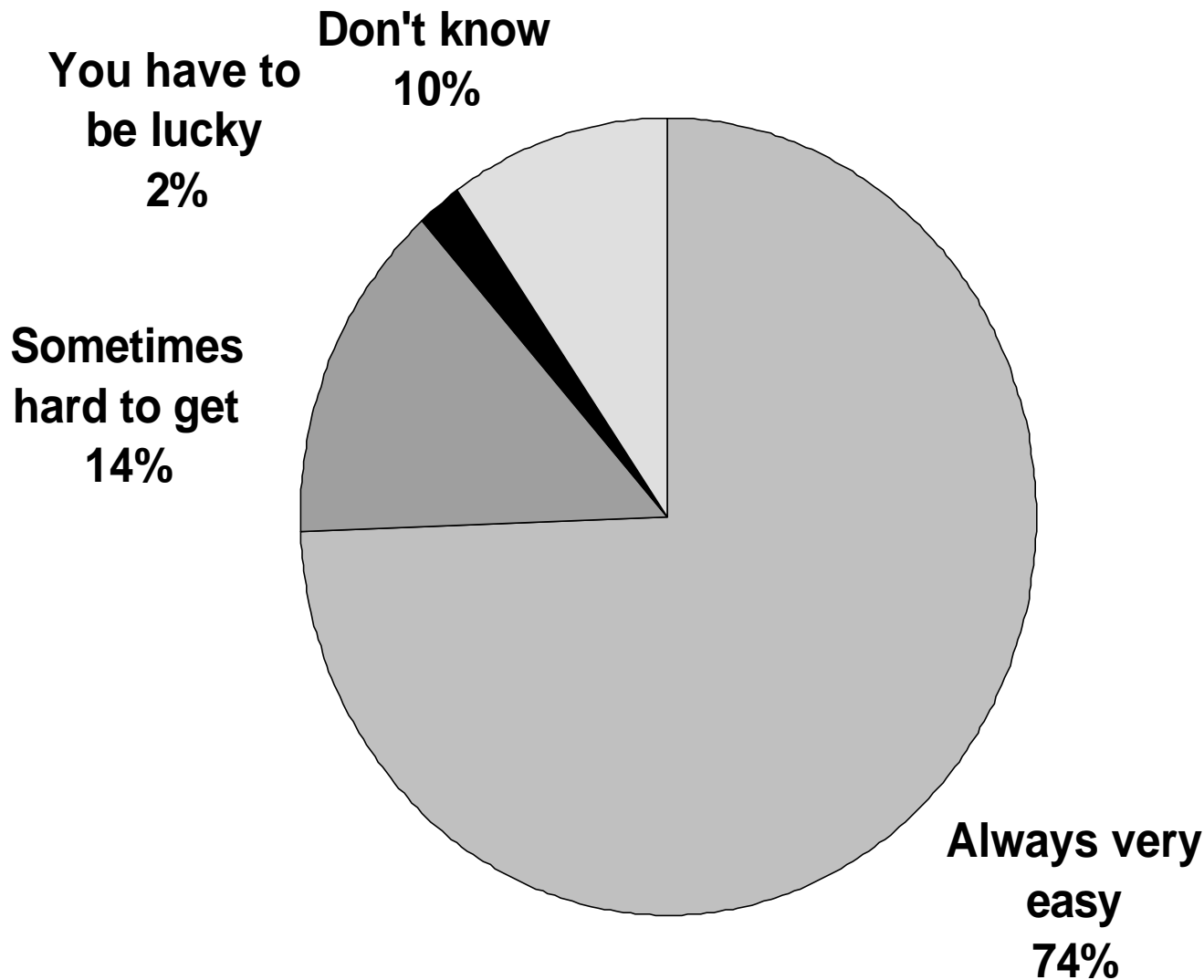
Health facility, hospital	53,8
Pharmacy	15,8
Supermarket	14,0
Night club or bar	6,2
Gas station	2,5
My partner gets them	2,2
Other	2,0
Youth club	1,3
At workplace	1,2
School	1,0

# Ever Took Free Condoms or Bought?

Age group	% ever free	% ever bought
12-18	82,1	60,6
19-24	84,0	55,0
25-29	75,4	45,7
30-39	73,6	34,3
MFMC	% ever free	% ever bought
Yes	85,7	59,6
No	78,5	48,3
Total	80,3	51,2

\*) only respondents who ever had sex

# Easy to Obtain Free Condoms Here?

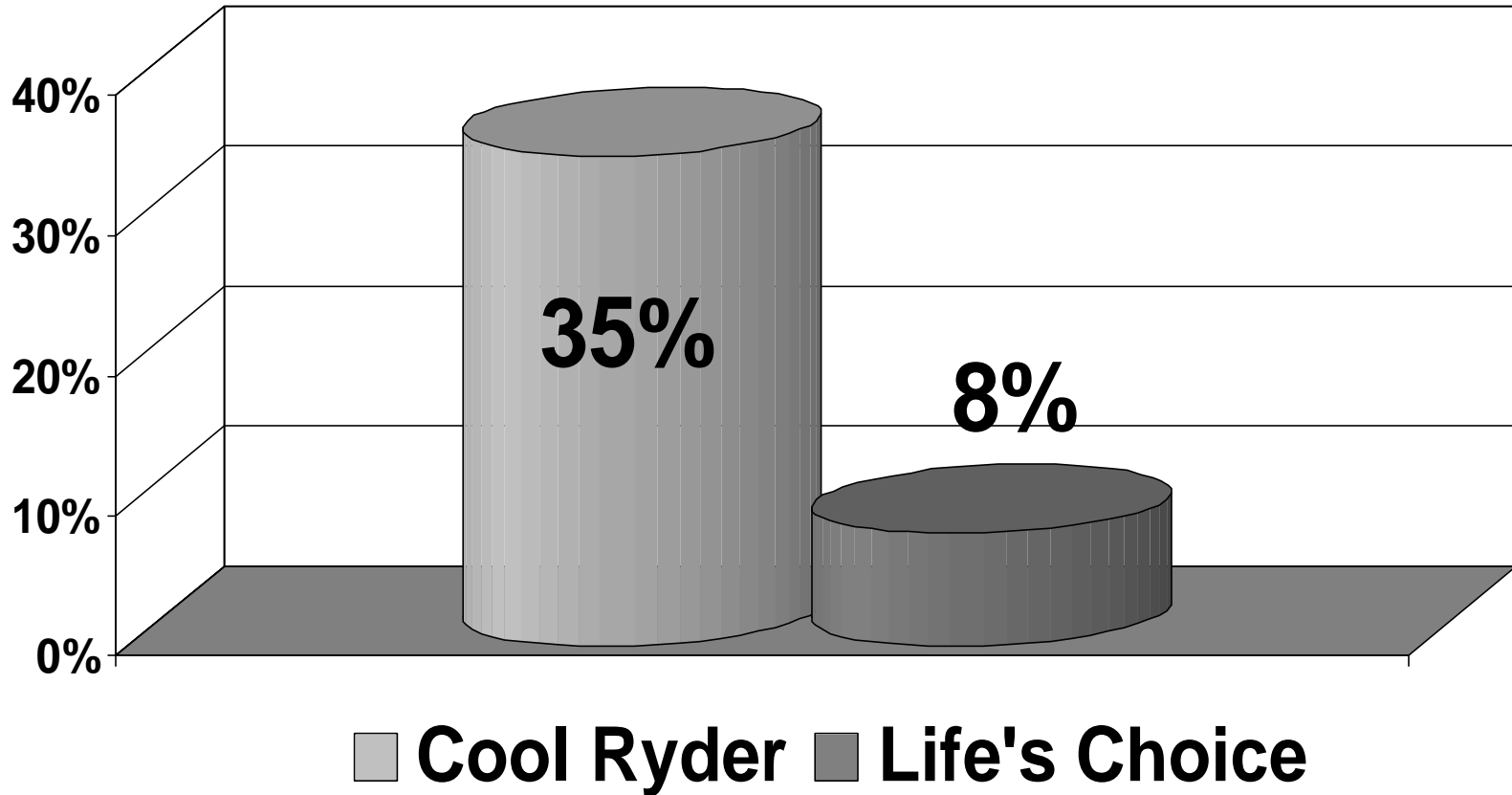


# Five Best Known Condom Brands

	% *)
Cool Ryder	41,2
Rough Rider	18,4
Life's Choice	14,5
Maximum	10,0
Femidom	7,6
5 brands together	91,7

\*) % named by those who could give any brand name

# Did You Ever Buy ... ?



\*) % of all respondents

# Cool Places:

% ever bought *Cool Ryder*, packs bought by respondents

	ever bought, %	packs bought last 4 weeks
Okakarara	73,5	25
Gobabis	68,8	33
Keetmanshoop	67,7	22
Karibib	67,6	24
Omaruru	63,0	17
Swakopmund	56,1	22
Aminus	53,8	13
Mariental	48,3	14

# Uncool Places:

% ever bought *Cool Ryder*, packs bought by respondents

	ever bought, %	packs bought in last 4 weeks
Grootfontein	14,3	4
Oshakati	12,7	9
Ohangwena	5,3	1
Oshikango	5,0	2
Ondangwa	3,4	1
Katima Mulilo	3,0	1
Rundu	0,0	0
Total	35,3	357

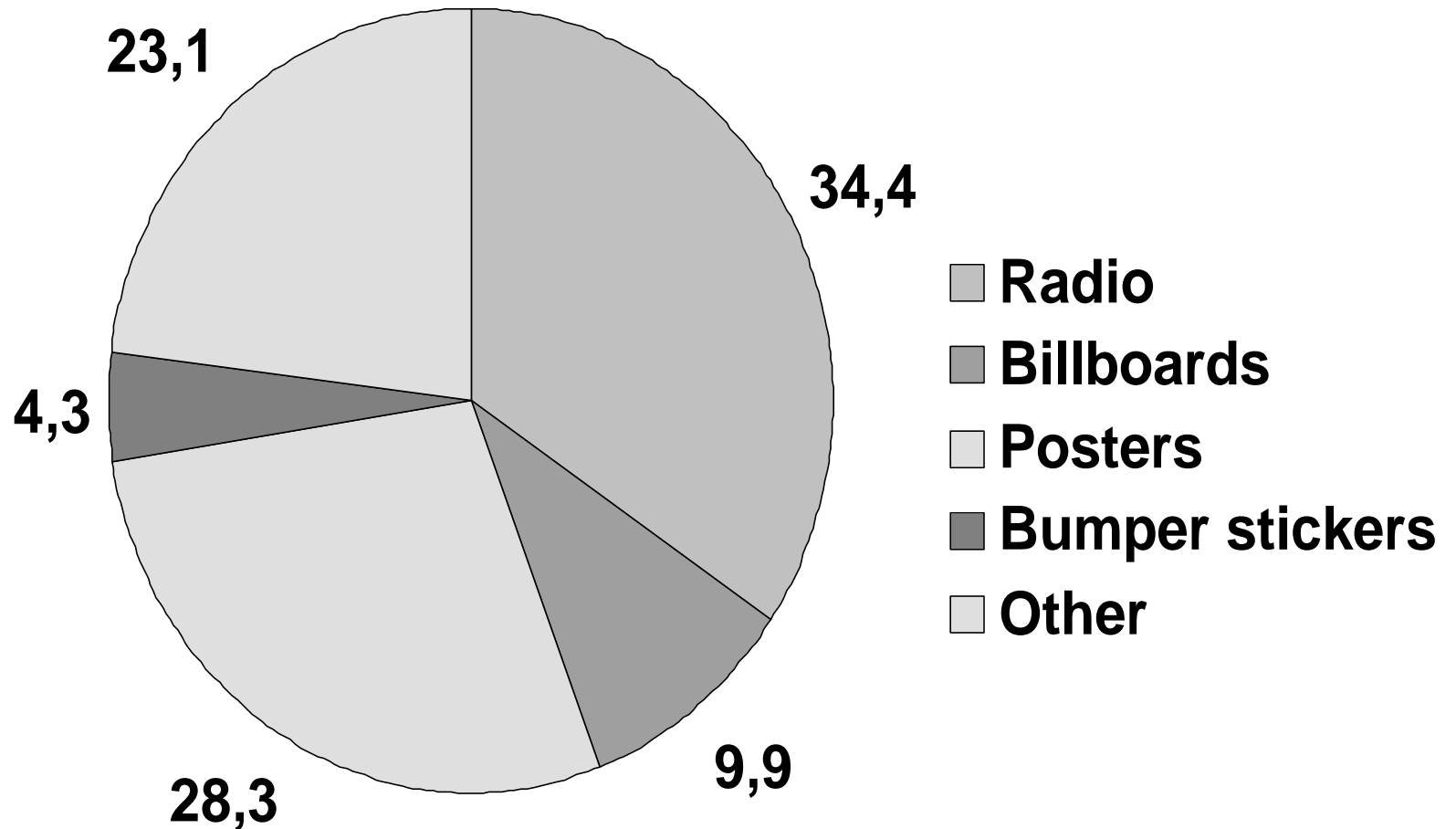
# Random Outlet Survey

- 57 outlets had been asked if they ever sold *Cool Ryder* or *Life's Choice* and if they have it in stock now
- 45 sites ever sold *Cool Ryder*, however only 26 sites had it currently in stock, most problems in the O-Regions
- only 7 places ever sold *Life's Choice*

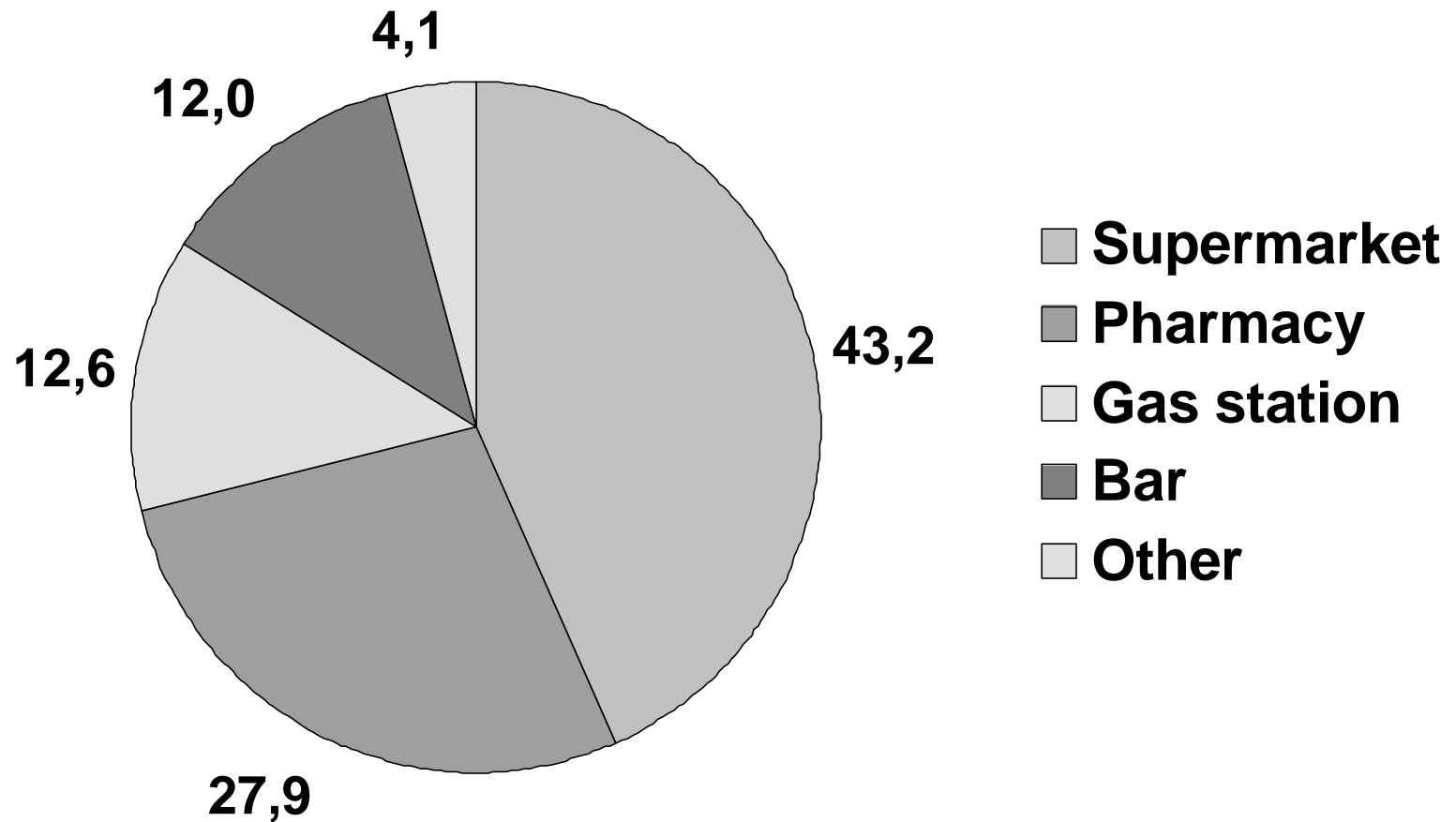
# Exposure to NaSoMa Advertisement, %

	Cool Ryder	Life's Choice
This week	11,9	6,5
Before	31,3	17,0
Never	56,8	76,4
Total	100	100

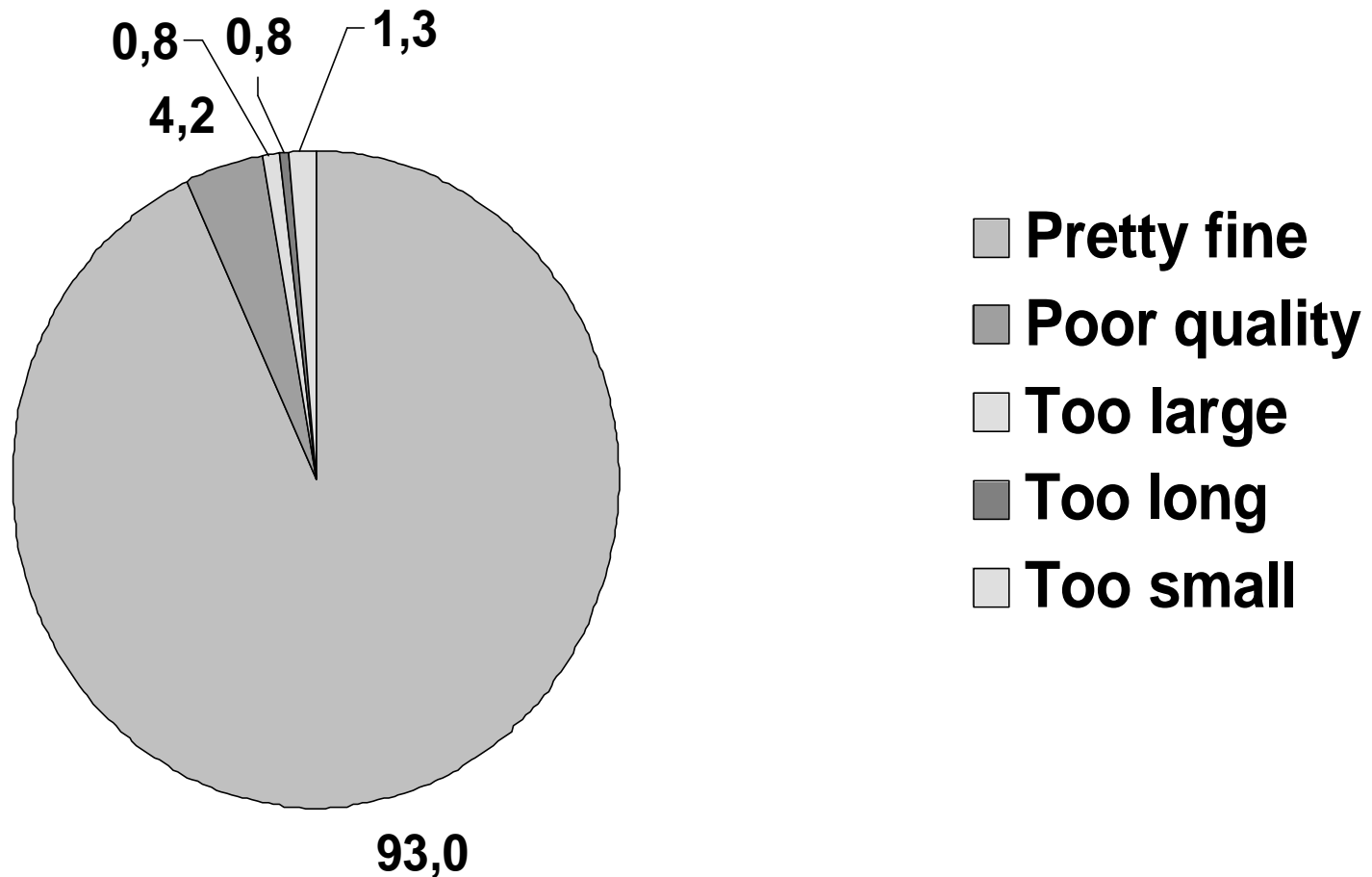
# Where heard *Cool Ryder* ad?



# Where bought *Cool Ryder* last time, %?



# A Cool Experience: How did you like *Cool Ryder*, %?



# Femidom

- 81% of respondents believe a condom used by women does exist
- of those 45% can give Femidom as a brand name
- NaSoMa sold 5,300 units from Nov. 2000 to March 2001

# Preliminary Conclusions

- The *Take Control* campaign is now known almost by everybody in Namibia. Awareness on HIV/AIDS and risk perceptions did not change much over the previous year.
- Experiences with condoms seem to be widespread now, particularly among young people. MFMC attendance seemed to have an impact on risk perceptions and condom use. Still there are places with notoriously low „ever“ use and condom use is not consistent.
- Although 3 out of 4 people said its always easy to obtain free condoms, more than 50% did ever buy a condom, more young people.

# Preliminary Conclusions 2

- *Cool Ryder* could achieve a remarkable awareness as a brand, every third respondent had bought it. Yet, there are substantial regional variations. Customers like *Cool Ryder*.
- Existing shortcomings in resupply and delivery should be overcome soon. Regional sales representatives will be helpful only if suited for this task.
- *Life's Choice* did not take-off by now. If it should really find its way into the market the marketing strategy needs to be revised.