

RESEARCH

FoQus on Segmentation (2009)

Topic: Exploring Concurrent Sexual Partnerships (CP)

Target: Urban males and females aged 24-45 in Dar es Salaam

BACKGROUND	
PSI/Tanzania	PSI has been working in Tanzania since 1993 through social marketing and health communications for HIV, reproductive health, malaria and diarrheal disease prevention. With support from multilateral and bilateral donor organizations (The Global Fund to Fight AIDS, Tuberculosis and Malaria; KfW; The United States Agency for International Development; the Royal Netherlands Embassy; and Irish Aid) and the Tanzanian government, PSI/Tanzania plays a leading role in the distribution and promotion of affordable, essential health products and services, and assisting in the development of private sector enterprise in the country.
Health Topic	<p>Heterosexual sex remains the main mode of HIV transmission in Tanzania, with concurrent sexual partnerships (CP) believed to be a significant driver of the epidemic.</p> <ul style="list-style-type: none"> - Concurrence is typically characterized by overlapping, long-term relationships (spouse, cohabiting partner, boy/girlfriend, sugar daddy/mommy, etc.). Some circumstances involving sex with sex workers can also be included, particularly in instances when clients return to the same sex worker over a period of time. - Epidemiological modeling suggests that even a relatively small reduction in CP has the potential to break up extensive and dense sexual networks and can significantly slow the spread of HIV in the sexually active population. - In Tanzania, HIV prevalence is highest among women, particularly those who are in unions, or are widowed or divorced, and 25% of married men admit to having had more than one sexual partner in the last year (THMIS, 2007/08). HIV prevalence remains highest among adults in urban settings. - Current HIV programming in Tanzania seeks to improve condom use and address CP in the context of casual and transactional sex, particularly among a younger audience. A gap exists in addressing CP among a slightly older population, especially those in urban areas with greater access to resources and increased potential to engage in CP. <p><i>PSI/Tanzania's CP strategy will address longer-term concurrent relationships among an older urban audience.</i></p>
Terms	<ul style="list-style-type: none"> - CP: Concurrent sexual partnerships - NCP: Non – concurrent sexual partnerships <p><i>The <u>target behavior</u> is concurrent sexual partnerships (CP)</i></p> <p><i>The <u>desired behavior</u> is non-concurrent sexual partnerships (NCP)</i></p>
Study Design	<p>This study, FoQus on Segmentation, follows internal PSI qualitative methodology, which uses in-depth interviews, photo narratives and collages in data collection. FoQus on Segmentation helps to identify target audience beliefs to reinforce and those to change, to highlight strategies used to overcome obstacles to the desired behavior (NCP), and to better understand when and where to reach the target audience (those engaged in CP). Using qualitative research and tangible tools the study gives voice to target audience.</p> <p>The FoQus took place in Dar es Salaam in 2009. A total of 16 in-depth interviews were conducted among males and females aged 25-45 (6 each among male and female CP; and 3 each among male and female NCP).</p> <p>Participants also took part in the photo narrative and collage exercises (6 CP photo</p>

		<p>narratives and 4 NCP photo narratives; and 2 collages each from CP and NCP describing the character types of those engaged in CP and NCP.</p> <p>To qualify, participants were required to be between the ages of 25 – 45 years, and either engaged in CP for the past three months (CP), or NCP.</p> <p>The objectives of the study were to;</p> <ol style="list-style-type: none"> Identify beliefs to reinforce and beliefs to change Build one or more character archetypes Identify current strategies used by the target audience members to overcome obstacles to the desired behavior Describe when, where, and how (openings) the target audience receives information, and which sources or individuals they respond to and trust Describe target audience past experiences with the desired and target behaviors Describe the level of knowledge and sophistication the target audience has to approach decisions about the desired behavior Understand current brand/behavior associations
KEY FINDINGS		
<i>Data for FoQus was analyzed according to a methodology that categorizes information into 9 key codes listed below</i>		
1	Beliefs to Reinforce	<p>Beliefs expressed by the target audience to be reinforced</p> <p>Study participants engaged in CP and NCP clearly understood the benefits of having only one partner. It was said that having only one partner:</p> <ul style="list-style-type: none"> - Prevents people from getting sexually transmitted diseases, such as HIV - Enables a person to save money and spend less on unplanned activities - Allows a person to fulfill the needs of his/her family - Avoids unplanned pregnancies - Helps people to be focused, be happy and enjoy sex at home - Allows a person to spend time and plan together with the family <p><i>“It [having one partner] gives enough time of concentration especially with a family because you will have no divided royalties” Male, CP</i></p> <p><i>“Faithfulness strengthens the relationship, it also increases love” Female, CP</i></p>
2	Beliefs to Change	<p>Beliefs expressed by the target audience to be changed</p> <ul style="list-style-type: none"> - Male and female participants, CP and NCP, believe the best way for women to attain material needs is to engage in CP - The majority of men believe that CP is a social norm - Both men and women surveyed believe that being in CP will give them added satisfaction that they cannot get in their marriages - Misunderstandings in the family were described as factors that make people look for other partners in order to seek comfort - Male and female participants engaged in CP believe that once trust is established, condom use can stop <p><i>“I love my marriage because of my wife...My wife is a very important person in my life, having a girlfriend outside is just like culture” Male, CP</i></p> <p><i>“There are things she has which I cannot say and my wife doesn’t have, also if I quarrel with my wife I know I have a place to go for comfort” Male, CP</i></p>
3	Strategies to	<i>Strategies employed by the target audience to maintain the desired behavior</i>

	Behave	<p>A few strategies emerged that participants used to overcome the challenges of practicing the desired behavior (having only one partner).</p> <ul style="list-style-type: none"> - The study revealed that women engaged in CP and NCP said that they were working hard in order to increase their income and therefore reduce their dependence on wealthy men - It was also found that women did not want their husbands to be unfaithful and therefore tried to keep them sexually satisfied <p><i>“If you pray and believe that there is a god then you will think twice before you engage yourself in such kind of relationships, you will make a decision that as long as I am married to this person, I will stay with him/her forever” Female, NCP</i></p> <p><i>“There is a need to avoid temptations, especially drinking and getting drunk” Male, CP</i></p>
4	Archetype	<p><i>Characteristics and aspirations of the target audience</i></p> <p>Economic hardship was indicated as one of the major challenges that the majority of participants faced in their daily lives. Economic challenges included:</p> <ul style="list-style-type: none"> - Lack of enough capital to run a stable business - Business competition - Lack of sustainable income to support the family - Lack of education options <p><i>“The main challenge that I face, and I think for everyone, is the economic hardship. We run small businesses but we have so many needs. Responsibilities keep on increasing so you can find that your income is not enough to support you to live a standard life.” Male, CP</i></p> <p>Majority of participants, male and female, CP and NCP, expressed concern about the future of their families. HIV/AIDS was also observed to be a concern across all genders regardless of whether people are in CP or not.</p> <p><i>“Honestly HIV/AIDS is a primary thing which concerns me, I do ask myself about it even when I sleep at night” Female, CP</i></p> <p><i>“The future of my family is a big issue...I have a wife and kids to take care of and I don’t know if I’ll be able to fulfill their dreams.” Male, CP</i></p> <p>The study also indicated that both men and women, CP and NCP, aspired to obtain advanced education to improve their living standards. The majority of participants also desired a quality education for their children. Other aspirations included:</p> <ul style="list-style-type: none"> - Expanding businesses - Building a family house - Owning personal cars (mostly men) <p><i>“I would like my children to receive a better education and I would like to build my own house.” Male, NCP</i></p>
5	Openings	<p><i>How the target audience receives information (media, community, friends, etc.) and how they feel about/trust that information</i></p>

		<p>The majority of participants reported that their main source of information came from the radio and television. The study reported that while women enjoy watching local television dramas, men watch soccer and listen to the news. Both men and women reported that they share their personal problems with friends, relatives and partners.</p> <p><i>"I talk to my close friends, I can also talk to my parents, my mother or my uncle. I talk to them about problems and challenges that I face" Female, CP</i></p> <p><i>"The sources I trust most are the radio and television, especially the news" Male, NCP</i></p>
6	Acquisition	<p><i>How the target audience is introduced to the product/behavior</i></p> <p>Participants surveyed met their additional partners in a variety of places, including:</p> <ul style="list-style-type: none"> - Places of entertainment - Work areas - Through friends/relatives - Travelling from one region to another <p><i>"I knew this guy from my neighborhood, but at that time he was just a normal friend. One day I went to the nightclub with my friends. I saw him, he asked me to dance, we exchanged phone numbers, and from there we started the relationship" Female, CP</i></p>
7	Knowledge & Sophistication	<p><i>What the target audience knows about the product/behavior and related risks</i></p> <p>The majority of participants acknowledged the challenges and advantages of having only one partner, and the health risks associated with engaging in CP.</p> <p>It was also clear that participants knew the importance of discussing HIV with their family and at work, as well as for couples to go for VCT, and to frequently discuss condom use.</p> <p><i>"Even with multiple partners I try to prevent myself from unsafe sex, especially by using condoms. I am trying to work hard and be accountable as well as responsible to my duties" Female, CP</i></p>
8	Category Experiences	<p><i>The target audiences experience with the product/behavior</i></p> <p>Past experience with CP, or those engaged in CP, seemed to be a driving factor for continuing the behavior. While some women expressed that their husbands were frequently busy, and occasionally drunk, others cited the break down of communication in the relationship to the desire to seek emotional and physical support elsewhere.</p> <p><i>"She told me that her husband is a drunkard to the extent that he cannot perform the sexual act to her satisfaction, so that's why she decided to have someone else" Female, CP</i></p>
9	Brand/ Behavior Associations	<p><i>The attributes or qualities people associate with the product (brand) or target/desired behaviors</i></p> <ul style="list-style-type: none"> - Participants engaged in CP and NCP believe that faithful people have a good marriage, future and solid reputation in the society - The majority of participants believe that having one partner reduces the risk of contracting HIV - Women in CP are referred to as money seekers - Men in NCP are described as understanding and wanting to prosper in life <p><i>"People will say Mrs. Somebody is so good and she will be respected within the society even if her husband could be like us [CP] but people will say she is cool but her</i></p>

	husband is letting her down” Female in CP
OTHER KEY FINDINGS	
Reasons to engage in CP	<p>Three themes emerged from the data as key drivers among the participants for engaging in CP, financial instability, lack of sexual satisfaction, and miscommunication.</p> <p>Financial instability For men and women the lack of sustainable income to support the family appeared to be a key driver, while the desire to have material goods seemed a significant temptation for women alone, with few male participants reporting pursuing women for money.</p> <p><i>“He [additional partner] is the one who keeps me in town financially” Female, CP</i></p> <p><i>“She helps me economically because she is working although I don’t want my wife to know that there is a person outside helping me” Male, CP</i></p> <p>Sexual satisfaction Male and female participants described sexual satisfaction as a key factor in the stability of a marriage or relationship. The majority of women surveyed said they lacked sexual satisfaction because their partner travels frequently, drinks too much, and/or doesn’t pay attention to their feelings. The desire for new sexual experiences was also defined as a reason for engaging in CP, especially for single men and women.</p> <p><i>“By being with him I saw that he was a good lover and he was satisfying me and he played a big role in making me continue to stay with my husband” Female, CP</i></p> <p><i>“We want to taste something different from what we get from our wives” Male, CP</i></p> <p>Miscommunication Both men and women stated that miscommunication in the family leads people to seek additional partners for emotional and sexual satisfaction.</p> <p><i>“We are still together, she [additional partner] is the one who comforts me and make me happy, she knows more of my problems than my wife at home” Male, CP</i></p>
Longevity of CP	<p>The majority of participants agreed that their future with their additional partners was unstable, or having “no future at all”.</p> <p><i>“We have already agreed when she gets married our relationship will end there, because she is saying that she will not be able to split her love among two people” Male, CP</i></p>
Disadvantages/ challenges of CP	<p>The majority of participants understood the CP potentially leads to:</p> <ul style="list-style-type: none"> - Extra spending - Contracting diseases such as HIV/AIDS - Lack of freedom peace of mind (related to getting caught) - Losing respect in the society (related to getting caught) <p><i>“The main drawback I see is related to money, since you have two families it means that you have to spend more and that will be a loss on your side...” Male, CP</i></p> <p>In general CP is viewed as a catalyst to misunderstandings in families.</p>

<p>Views on condom use</p>	<p>The majority of participants agreed that condoms are an important tool to prevent the transmission of sexually transmitted diseases, such as HIV, and unintended pregnancies.</p> <p><i>“We use a condom always. I am not on any family planning method so I am afraid that I might conceive, that will be a big problem in our lives especially taking into account that I am somebody’s wife” Female, CP</i></p> <p>While knowledge on the importance of condom use appears to be high, actual practice was inconsistent among both men and women with their additional partners.</p> <p><i>“When we plan to use condom we do so. But sometimes it happens, we meet and he does not have condom, so in this circumstance we do have intercourse without a condom...” Female, CP</i></p> <p>Participants reported that testing for HIV built trust, which led to a decline or end in condom use.</p> <p><i>“We used a condom for say 3 to 4 times, then after she tested and the results were negative we stopped using condoms” Male, CP</i></p> <p>In general, condoms were considered unnecessary:</p> <ul style="list-style-type: none"> - In marriages, and - Where trust has been established between partners (built in the relationship or following an HIV test)
-----------------------------------	---

CONCLUSIONS

While many factors emerged as reasons to engaged in CP, three key themes stood out for their frequent repetition throughout the study:

- Financial instability
- Lack of sexual satisfaction
- Miscommunication

Additionally, to those engaged in CP and NCP; the disadvantages, challenges and potential outcomes seem well known. While knowledge appears to be high, the campaign should seek to address the linkages between CP and HIV as a building block for addressing the key themes. The strategy for CP should include interventions directed to both individual-level behavior and also social and cultural factors that may be barriers to behavior change.

RESEARCH TO ACTION

PSI/Tanzania’s HIV department will follow this study with comprehensive marketing planning on CP, using this data, to further flesh out target audience archetypes and develop key messaging.

Following that process, PSI/Tanzania will contract a creative agency to develop a campaign using the resulting themes to be launched in Q1/Q2 of 2010.

ACKNOWLEDGEMENTS

PSI/Tanzania would like to thank: KfW for funding this study; the University of Dar es Salaam – Department of Sociology and Anthropology for conducting the in-depth interviews; and the individuals who shared their stories and agreed to participate in this research.

For additional information please contact James Kajuna, PSI Research Director: jkajuna@psi.or.tz

