

**Measuring Coverage and Access to Condoms and Lubricants
in Hot Zones in Central America
Round Three**

Project MAP



**Belize, Costa Rica, El Salvador,
Guatemala, Nicaragua, and Panamá
September 2009**

This report was prepared by PASMO/PSI as part of the Central American Condom Distribution Project implemented in partnership with Abt Associates.

Central America, 2009: MAP Study Evaluating Coverage, Quality of Coverage, Penetration, Quality of Penetration in Hot Zones, Access and Equity of Access among Vulnerable Populations. Round Three.

PASMO / PSI Research Division
2009

© Population Services International, 2009

Contact Information:

Jorge Rivas,
Quantitative Researcher for Central America
PASMO REGIONAL OFFICE
13 Calle 3-40 zona 10, Edificio Atlantis, Office
1305, Guatemala.
(502) 2366-1557 al 59

jrivas@pasmo-ca.org

Barry Whittle,
Executive Director
PASMO REGIONAL OFFICE
13 Calle 3-40 zona 10, Edificio Atlantis, Office
1305, Guatemala.
(502) 2366-1557 al 59

bwhittle@pasmo-ca.org

Acknowledgments

This report represents the work of different agencies and individuals, led by PASMO's Research Division with the technical support of Bram Piot, Coordinator of PSI'S MAP Project, who collaborated with the study's design since the first round of research in 2007. Jorge Rivas, Researcher of PASMO Central America, with the support of Pablo Ceballos, researcher of PASMO Guatemala were in charge of the analysis of the data and the writing of the report. Additionally, CID Gallup's staff conducted the fieldwork throughout the entire region. Benjamin Nieto Andrade, PSI's Regional Researcher for Latin America, revised the final version of the report. The study was funded by the United States Agency for International Development (USAID) and the Reconstruction Credit Institute of Germany (KfW).

Table of Contents

Executive Summary	4
Main Findings	7
Programatic Recommendations	10
Coverage of Condoms	11
Coverage of Lubricants	14
Quality of Coverage of Condoms	16
Quality of Coverage of Lubricants	17
Access to Condoms	17
Penetration of Condoms	20
Quality of Penetration of Condoms	23
FSW who have their own condoms	25
Conclusions	27
Limitations	29

Annex 1: List of Hot Zones

Annex 2: Glossary of Terms

Annex 3: LQAS Table

Annex 4: Price Table

Annex 5: Questionnaire

Executive Summary

Background

PASMO began its operations in Central America in 1997. Since then, it has expanded its presence to all the countries in the region, currently covering all the countries from Belize to Panama. PASMO's interventions in Central America focus on the prevention of HIV and STIs, promoting, through social marketing, the correct and consistent use of condoms. Since reports show that the epidemic is concentrated among specific populations in Central America, program interventions are focused mainly on particularly vulnerable groups such as: Men that have Sex with Men (MSM) and Female Sex Workers (FSW).

Research Objectives

Project MAP studies allow Program Managers in each country, as well as technical advisors, to have an overview of the availability and accessibility of the products distributed by PASMO using pre-defined criteria for coverage, quality of coverage, access, penetration, and quality of penetration. The main objectives for this study are: a) to identify coverage of condoms and lubricants, especially those distributed by PASMO in hot zones where MSM and FSW are found; b) to establish the quality of coverage of the condom distribution and sales outlets, according to minimum standards defined by PASMO; c) To identify the proportion of channels that distribute condoms in each high-risk zone; d) to identify delivery mechanisms appropriate to the socioeconomic level of each sales outlet.

Methodology

The MAP Methodology employs the Lot Quality Assurance Sampling (LQAS) technique to identify a random sample of 19 areas or hot zones chosen from a universe of more than 40 areas in each of the countries in the region. These zones were identified by PASMO's country programs according to the experience they have in reaching MSM and FSW populations in each of their countries.

The term "hot zones" refers to the geographical spaces where the target populations (MSM and FSW) of the project are concentrated due to social or work reasons. Within each of the selected hot zones a census of all the establishments was carried out. These establishments are potential

outlets for the distribution of condoms. They are classified into three main channels: Pharmacies, Non-traditional, and High-risk.

The **Pharmacies** channel includes all the medicine outlets. The **Non-traditional** channel includes all the places where condoms are not usually available, places such as: Convenience stores at gas stations, restaurants, neighborhood stores or grocery stores, and supermarkets. **The High-risk** channel includes all the places where, because of social or sexual reasons, the target populations of the project are found, places such as: Discotheques, night clubs, brothels, bars, “casas cerradas”, cantinas, hotels, motels, pensions, saunas, movie theaters, massage parlors. For the purposes of the Project, the main emphasis is made on the results obtained in the high-risk channel.

LQAS methodology allows researchers to establish the proportion of hot zones where condoms are available; additionally, it also enables establishing the quality of this presence or coverage according to different previously defined aspects, which include: Availability of IEC materials (information, education, and/or communication); selling of PASMO products at suggested prices, product supply and presence of condoms in night-time outlets.

Additionally, secondary analyses of this information are sent to country managers as support to their work in order to give further use to the information collected. Such analyses contain the following information: presence of product disaggregated by sales channel, willingness to sell the product in case they are not selling it already, disaggregation of social marketing brands for the pharmacies channel, percentage of high-risk outlets that serve FSW and MSM, a list of all the addresses and names of all the outlets included in the study.

All the outlets in the hot zones were surveyed. Additional information regarding product shortage frequency, supplying source, presence of educational and promotional material in the outlets, type of clientele that frequents the distribution point (in order to establish coverage of target populations) and willingness to sell the product, when such product was not already available at the outlet.

To measure penetration, all brands were included. However, the penetration of VIVE brand products (condoms and lubricants) was also measured in each of the identified hot zone channels. CID Gallup carried out the fieldwork during the months of May and June 2009.

Before using the MAP methodology, a specific study to determine the presence of condoms in high-risk sites at national level was carried out by AC Nielsen in 2006. The list of clients served by PASMO through this channel at the national level was used by the study as the basis for selecting the sample.

Since the first round and based on the previous study made by Nielsen, the minimum standard used is “at least 75% of outlets with condom presence”. Respective calculations were made according to a previously defined standard, and in addition, new calculations were made using a minimum standard that was adjusted to the overall average of coverage given by the three measurements. This standard is “at least 35% of the outlets with condom presence”.

Main Findings

- **Coverage of Condoms:** In comparison with the previous measurement, the coverage of condoms, under the 75% standard, has increased 10 and 15 percentage points in Belize and Costa Rica, respectively. However, it has decreased by 5 and 35 points in El Salvador and Panama. All the other countries show no changes. When evaluating coverage using lower standards (50% and 35%), an increase can be detected in at least 4 countries of the region, with substantial increases, from 25 to 30 percent, in comparison with the previous year.

4 of the 6 countries show an increase in the coverage of condoms in the high-risk channel in relation to 2008, while in Panama such coverage decreased. The magnitude of these changes can be seen more clearly, as the standard is reduced.

- **Coverage of VIVE Condoms:** smaller changes can be detected in the coverage of VIVE social marketing brands, only Nicaragua shows a coverage increase in relation to the previous year, under a 75% standard. When the standard is reduced to 50% and 35% one can see that 4 of the 6 countries show a better performance in relation to the previous year, with Nicaragua showing the largest increase.

When the coverage of VIVE in the high-risk channel is evaluated, changes are more substantial, even when the standard of 75% is used, because Costa Rica, Guatemala and Nicaragua show an increase in relation to 2008.

- **Coverage of Lubricants:** Overall, all the countries except for Belize, show that there is a coverage of lubricants in at least two thirds of the hot zones, with El Salvador and Panama showing the largest coverage. In the specific case of VIVE lubricants, coverage is similar to that of the category, because in most of the countries no less than 55% of the hot zones are reached.

- **Quality of Coverage of Condoms:** El Salvador is the country where the largest coverage of IEC materials can be detected. One third of the hot zones have coverage of these materials. In general, with the exception of El Salvador, one third of the hot zones in all the countries sell VIVE original condoms at the suggested price. No more than 25% of hot zones offer free condoms in these countries. Costa Rica, El Salvador and Guatemala show the largest presence of condoms in establishments that close after midnight. Visibility of condoms in the establishments is only found in Belize, Costa Rica, and Panama; on average, such visibility is found in one third of the hot zones. Product supply is acceptable in at least 55% of the hot zones, with Costa Rica showing the best levels of supply.
- **Quality of Coverage of Lubricants:** Only Nicaragua and Panama have hot zones that adhere to the suggested price for VIVE Lub, although this coverage is not higher than 25%. Presence of lubricants in establishments that close after midnight is found in approximately one third of the hot zones. Supply remains above 80% in most of the countries except for Belize and El Salvador (20% and 50%, respectively). Coverage of combo packs in hot zone establishments is between 20% and 50%.
- **Access:** Generally, in Central America no less than 82% of the FSW and the MSM have access to a condom at least 200mts from the place they gather, and which is located in the hot zones that were evaluated. In 5 of the 7 countries in the region access for FSW and MSM is equitable (with a difference no greater than 5%). In the case of water based lubricants, at least two thirds of the populations have access to the product in Costa Rica, Guatemala, and Panama. Access to the product was not reported in Belize.
- **Penetration by Socio Economic Level (SEL):** With the exception of Belize and El Salvador, more than 50% of type “A” Socioeconomic Level establishments show presence of commercial condoms; while in type “B” establishments, the presence of these condoms remains average in at least one third of them, with the exception of Guatemala. Social marketing condoms are present in one third of type “B” establishments, and in between 14% and 24% of type “C” establishments. However, Belize shows lower results. Only 8% of type “C” establishments have free condoms.

- **Penetration in Hotels and Brothels:** The presence of condoms in hotels in all the countries of the region has increased, with Guatemala and El Salvador showing the highest margin increase in relation to 2008. In the case of brothels the increase is lower in relation to that of the previous year. In addition, such presence has decreased between 6% and 4% in Belize and Nicaragua, respectively.
- **Penetration – KfW Indicators:** On average, except for Guatemala, 20% of non-traditional outlets sell condoms of every brand, while 16% sell VIVE condoms. Presence of VIVE condoms is found in at least 4 out of 5 pharmacies, while the presence of lubricants reaches 20% on average. Between 9% and 14% of bars sell VIVE condoms, with the exception of Nicaragua where the percentage is much lower. VIVE condoms are present, on average, in 1 out of 3 brothels, but in El Salvador this number is reduced to half, and in Nicaragua it is much higher. VIVE condoms are present in approximately half of the hotels.
- **Quality of Penetration:** More than half of type A and B SEL outlets are supplied by wholesale distributors, but only one out of five B and C outlets are supplied by independent retailers and 15% are supplied by PASMO sales personnel. No more than 2% of the outlets are supplied through NGOs.

An average of 30% of high-risk channel A and B outlets are supplied by wholesalers. This is similar to the case of type B and C outlets which are supplied by independent retailers. On average, 18% of B and C outlets are supplied by PASMO sales personnel, and 2% of C outlets are supplied through NGOs.

The average presence of IEC (Information, Education and Communication) material in any outlet that sells condoms remains at 26%. The same reaches 43% in the high-risk channel, specifically. El Salvador and Guatemala show a significant performance, well above this average.
- **Condoms, FSW:** In El Salvador and Guatemala, more than 63% of Female Sex Workers found in establishments where social marketing condoms are not available have their own condoms. This increases the presence of condoms in these areas.

Programmatic Recommendations

- Use the tables with minimum standards of 75%, 50% and 35% as comparative and programmatic reference, because even if all show correct results, having a comparison is of vital importance and allows a better visualization of the strategies that the countries apply.
- When there is previous information, it is important to always show results in a comparative manner in order to establish tendencies and performance throughout the years.
- Always keep a healthy comparison among the strategies of the countries, in order to share successful experiences that can have a positive effect on the results of the others.
- Increase PASMO's focus on high-risk channel sites of all socioeconomic levels, because even if there is already presence of VIVE products, there is still a wide gap that can be filled.
- Always keep a strong focus on hotels, motels, pensions, and brothels, which are the places that are most important for the project, and for which there is a goal that only one of the countries has reached.
- Use the results of this and other MAP studies as a complement to establish future joint efforts to create national strategies for the distribution of condoms in the region.
- Evaluate a new measuring strategy for the possession of condoms by FSW vs. sales outlets, using a population based methodology which enables a future reevaluation of the actual need for coverage in hot zones.

Findings

Coverage of Product

Coverage refers to the estimated proportion of hot zones where availability of condoms/lubricants reaches the minimum standards. These standards were previously set based on the numbers obtained by the Nielsen study in 2006 and correspond to “at least 75% of outlets where condoms are available on the day of the visit”. The number of areas that reach such standard represent a percentage which is obtained from the LQAS table (Lote Quality Assurance Sample)*see table in annex 3.

Coverage of Condoms

Table 1.1: Comparative Total Coverage of Condoms* by Country: 2007-2008-2009 Using 3 standards (75%, 50%, and 35%) – All Channels (Pharmacies, Non-traditional, and High Risk)

	Any Condom (Available the day of the interview)											
	n			Coverage LQAS ST 75%			Coverage LQAS ST 50%			Coverage LQAS ST 35%		
	2007	2008	2009	2007	2008	2009	2007	2008	2009	2007	2008	2009
Belize	80	170	208	50%	40%	50%	65%	85%	65%	65%	90%	80%
Costa Rica	282	230	224	30%	25%	40%	50%	70%	95%	75%	>95%	>95%
El Salvador	703	324	338	25%	25%	20%	45%	30%	60%	70%	55%	75%
Guatemala	520	842	654	<20%	<20%	<20%	25%	<20%	30%	40%	20%	40%
Nicaragua**	622	416	399	<20%	<20%	<20%	<20%	<20%	35%	30%	25%	50%
Panamá	238	194	261	25%	60%	25%	70%	90%	90%	75%	>95%	>95%
TOTAL				12%	16%	13%	28%	38%	50%	46%	54%	63%

*N corresponds to the total number of channels for each area, excluding “others”

+ Total percentage is calculated by dividing the total number of hot zones covered into the total number of zones being evaluated in the measurement

When using a coverage standard of 75%, only Costa Rica shows an increase in 2009 relative to the past two years. In Panama a significant decline is perceived. When evaluating coverage using a lower standard (50%) 4 of the 7 countries being evaluated show an increase in coverage in relation to 2008, which demonstrates the existence of an improvement regarding the presence of condoms. This improvement can be detected at a lower standard. A further decrease in the standard to 35% (since this has been the general coverage average for hot zones in the 3 measurements) presents substantive increases in El Salvador and Nicaragua. It is important to mention that the other countries maintain their levels; and that Costa Rica and Panama have achieved nearly complete coverage.

Regarding full coverage in the region, its tendency to increase is perceived when the standards of 50% and 35% are used. Although the official standard is 75%, these data can demonstrate that coverage increases constantly, and that if goals are kept high, substantive results will start to be seen gradually, even when the standard of 75% is used.

The current project, developed by PASMO in partnership with Abt Associates, places a special emphasis on the high-risk channel (motels, brothels, bars, etc.), reason why a coverage analysis giving special consideration to this distribution channel is presented. The results can be seen in table 1.2.

Table 1.2: Comparative total coverage of condoms by country: 2007-2008-2009 Using 3 standards (75%, 50% y 35%) – High-Risk Channel

	Any Condom (Available the day of the interview)											
	HIGH RISK											
	n			Coverage LQAS ST 75%			Coverage LQAS ST 50%			Coverage LQAS ST 35%		
	2007	2008	2009	2007	2008	2009	2007	2008	2009	2007	2008	2009
Belize	37	54	76	40%	25%	25%	50%	45%	35%	55%	60%	45%
Costa Rica	187	128	117	25%	20%	30%	45%	45%	50%	60%	65%	85%
El Salvador	382	186	217	20%	25%	30%	35%	30%	55%	55%	35%	75%
Guatemala	224	366	256	20%	<20%	30%	20%	<20%	45%	35%	20%	60%
Nicaragua**	204	96	96	<20%	<20%	20%	20%	40%	50%	20%	45%	60%
Panamá	172	89	82	25%	40%	25%	45%	50%	45%	50%	50%	50%
TOTAL				10%	9%	14%	22%	24%	33%	32%	32%	50%

*N corresponds to the total number of the high-risk channel outlets

+ Total percentage is calculated by dividing the number of all the hot zones covered into the number of all the zones evaluated in the measurement

While, at a general level, no substantive changes were detected in the countries that use a high standard (75%), at least 4 countries in the region show an increase in coverage, in the high-risk channel specifically, in relation to previous years. In addition, the more the standard is reduced, the more substantive the changes are in those countries, regarding site coverage increase. Guatemala, in particular, shows a substantive increase and recovery with respect to previous years. At the general regional level one can see an increase in the coverage of condoms in 2009, which represents the highest percentage increase since the project started to be measured.

For PASMO's project is important to establish the presence of VIVE social marketing condoms in the outlets evaluated in the measurement. Table 2.1 presents the results obtained for the

coverage of VIVE social marketing condoms in all the distribution channels (pharmacies, Non-traditional, High-risk). The results are presented using the 3 previously mentioned standards (outlet coverage of 75%, 50%, and 35%).

Table 2.1 – Coverage of social marketing VIVE condoms in hot zones: 2009
Using 3 standards (75%, 50%, and 35%) – All channels (Pharmacies, Non-traditional, and High-risk)

	VIVE AMOR			VIVE ORIGINAL			AMOR/ORIGINAL 2008 vs 2009					
							st.75%		st.50%		st.35%	
	st.75%	st.50%	st.35%	st.75%	st.50%	st.35%	2008	2009	2008	2009	2008	2009
Belize	<20%	<20%	<20%	<20%	<20%	20%	<20%	<20%	25%	<20%	<20%	25%
Costa Rica	25%	25%	30%	20%	25%	25%	20%	20%	25%	25%	20%	35%
El Salvador	<20%	<20%	35%	<20%	<20%	25%	20%	<20%	25%	25%	25%	40%
Guatemala	<20%	20%	30%	<20%	20%	20%	<20%	<20%	<20%	35%	<20%	35%
Nicaragua**	<20%	<20%	20%	<20%	25%	40%	<20%	25%	<20%	25%	25%	45%
Panamá	-	-	-	20%	45%	80%	30%	20%	50%	45%	75%	80%
TOTAL+	1%	3%	12%	2%	10%	21%	5%	4%	13%	14%	15%	30%

*N corresponds to the total number of channels for each area, excluding "other", see table 1.1

**the percentage given for Vive Amor Nicaragua corresponds to Body Guard.

Panamá does not distribute Vive Amor brand.

+ The total percentage is calculated by dividing the total number of hot zones into the total number of zones evaluated in the measurement.

Generally, the coverage of PASMO's social marketing brands is no higher than 25% when evaluated using the highest standard (75%). When the levels are reduced, one can detect that countries like Guatemala, El Salvador, Panama, and Nicaragua have coverage in a significant number of sites, with at least one of its brands. Generally, coverage of any of the VIVE social marketing condoms in the region is only 4% when the 75% standard is used. However, such coverage rises to 30% under a minimum standard of 35%, as per LQAS parameters.

Since the social marketing category is designed to be present mainly in high-risk sites, table 2.2 shows the results for the coverage of VIVE social marketing condoms, specifically for this channel.

Table 2.2 – Coverage of Social Marketing Vive brand Condoms in hot zones: 2009
Using 3 standards (75%, 50%, and 35%) – High-risk Channel

							AMOR/ORIGINAL 2008 vs 2009					
	VIVE AMOR			VIVE ORIGINAL			st.75%		st.50%		st.35%	
	st.75%	st.50%	st.35%	st.75%	st.50%	st.35%	2008	2009	2008	2009	2008	2009
Belize	<20%	<20%	<20%	<20%	20%	20%	<20%	<20%	25%	20%	20%	20%
Costa Rica	25%	25%	25%	25%	25%	25%	<20%	20%	<20%	25%	<20%	30%
El Salvador	<20%	25%	30%	<20%	25%	25%	25%	<20%	25%	30%	20%	45%
Guatemala	<20%	20%	25%	20%	25%	40%	<20%	25%	<20%	40%	<20%	50%
Nicaragua**	<20%	<20%	<20%	<20%	20%	20%	<20%	25%	30%	25%	30%	25%
Panamá	-	-	-	20%	25%	25%	20%	20%	35%	25%	35%	25%
TOTAL+	2%	5%	7%	4%	9%	11%	3%	5%	10%	13%	8%	18%

*N corresponds to the total number of high-risk channel outlets, see table 1.2

**the percentage for Vive Amor Nicaragua corresponds to Body Guard.

+ The total percentage is calculated dividing the total number of hot zones being covered into the total number of zones evaluated in the measurement.

Regarding the presence of social marketing VIVE condoms in the high-risk channel, Guatemala and Nicaragua are the countries that present a better performance in hot zones, reaching coverage of 25% of the hot zones. At regional level, such coverage does not exceed 5% when the highest standard is used, and reaches 18% with the use of the lowest standard (35%).

Coverage of Lubricants

The minimum standard used to consider a hot zone covered by lubricants is less demanding, because “at least one outlet selling any brand water based lubricants in the area” is necessary for the area to be considered covered.

Table 3 – Coverage of lubricants in Hot Areas – by country- All Channels: 2009

Country	Hot zones	Any Lube	Vive			
		Nb min. 1 neg. *	Nb Combo Pack*	Nb Lub - sachet*	Nb Lub - tubo *	Nb Lub - (cualquiera) *
Belize	19	2 (25%)	1 (20%)	1 (20%)	1 (20%)	1 (20%)
Costa Rica	19	12 (75%)	9 (60%)	6 (45%)	7 (50%)	11 (70%)
El Salvador	19	13 (80%)	n/a	7 (50%)	1 (20%)	8 (55%)
Guatemala	19	12 (75%)	9 (60%)	3 (30%)	6 (45%)	11 (70%)
Nicaragua	19	9 (60%)	4 (35%)	4 (35%)	6 (45%)	9 (60%)
Panamá	19	18 (>95%)	n/a	5 (40%)	10 (65%)	10 (65%)
TOTAL	114	66 (58%)	23 (30%)**	26 (23%)	31 (27%)	50 (44%)

* N corresponds to the total number of channels for each area, excluding “others”, see table 1.1

+ The total percentage is calculated by dividing the total number of hot zones covered into the total number of zones being evaluated in the measurement.

** TOTAL average has been calculated using only 76 hot zones that correspond to this category of lubricants.

n/a: Not applicable, this line of product is not present in this country.

Knowing that our established minimum standard regarding coverage of lubricants is lower given the condition and context of the product, it is possible to see encouraging results, because, with the exception of Belize, all the countries show that no less than 60% of their hot zones are covered; especially Panama, whose hot zones are almost completely covered.

Concerning PASMO's different lines of lubricants, it can be said that in the case of Combo Pack, Guatemala and Costa Rica show the highest levels of coverage. Almost two thirds of the hot zones of these two countries are covered. In the case of VIVE Lub sachet, almost all the countries show coverage in at least one third of their zones. El Salvador presents the highest result (50%). VIVE Lub Tub has bigger presence in Panama and Costa Rica; at least half of their zones are covered.

When evaluating the presence of any of the VIVE lubricants, one can establish that 6 of the 7 countries of the region show at least 55% of coverage of the product. At the general regional level, it rises to 44%, which is 5% higher than the percentage found in the measurement of 2008².

Quality of Coverage of condoms and lubricants

Quality of coverage refers to the estimated proportion or hot zones where availability of condoms/lubricants meets the previously established minimum standards, based on the following quality standards:

- IEC Material (Information, education and/or communication): Outlets/establishments that have promotional and/or educational material on condoms and/or HIV & AIDS.
- Price: Outlets that sell the product (VIVE Original condoms or VIVE tube lubricants) at PASMO's suggested price*, see price table in annex 4.
- Free condoms: Outlets that have and distribute free condoms to the public.
- Condoms after midnight: Establishments that close after midnight and that have condoms/lubricants available.
- Visibility: Establishments that have condoms/lubricants visible to clients at the point of sales.
- Supply: Establishments that did not report any shortage of product supply during the previous month.

Concerning the quality of coverage, also a minimum of 75% of the outlets in each area have to meet the established standards to qualify; except for the case of free condoms, where the minimum standard to be met was of 50% of outlets per area. See results in table 4.

Table 4 – Quality of coverage: Condoms in hot zones – by country – High-risk Channel, 2009

Country	Hot zones	Q of C IPC Material (*1)	Q of C Price(*3)	Q of C Free Condoms(*1)	Q of C Condoms after 24hrs. (*4)	Q of C Visibility(*2)	Q of C Stocking(*2)
Belize	19	1 (20%)	3 (30%)	0 (<20%)	1 (20%)	5 (40%)	7 (50%)
Costa Rica	19	0 (<20%)	4 (35%)	2 (25%)	6 (45%)	4 (35%)	15 (90%)
El Salvador	19	4 (35%)	0 (<20%)	1 (20%)	7 (50%)	0 (<20%)	12 (75%)
Guatemala	19	0 (<20%)	3 (30%)	0 (<20%)	6 (45%)	0 (<20%)	11 (80%)
Nicaragua	19	0 (<20%)	1 (20%)	2 (25%)	3 (30%)	0 (<20%)	10 (65%)
Panamá	19	0 (<20%)	3 (30%)	0 (<20%)	2 (25%)	4 (35%)	8 (55%)
Total	114	5 (4%)	14 (12%)	5 (4%)	25 (22%)	13 (11%)	63 (55%)

(*1) N corresponds to the total number of establishments in the high-risk channel, see table 1.2.

(*2) N corresponds to the total number of establishments in the high-risk channel that sell condoms.

(*3) N corresponds to the total number of establishments in the high-risk channel that sell VIVE ORIGINAL condoms.

(*4) N corresponds to the total number of establishments in the high-risk channel that close between midnight and six o'clock in the morning and the ones that are open all the time.

+ The percentage is calculated dividing the total number of hot zones covered into the total number of zones being evaluated in the measurement.

Regarding variables classified as quality of coverage, El Salvador shows the best results concerning outlets with availability of IEC material. Generally, one third of the hot zones in almost all the countries sell VIVE original condoms adhering to the suggested price. Costa Rica and Guatemala are the countries that present the highest coverage of condoms in places that close after midnight. In Central America, condom supply remains adequate in more than half of the hot zones, with Costa Rica and Guatemala showing the best performance in this regard. Visibility of condoms in the outlets is present only in Belize, Costa Rica and Panama.

An analysis concerning the quality of coverage of lubricants was also performed. The variables included in this analysis are not as rigid as the ones used in the case of condoms, because this is not a highly demanding market due to the circumstances of the product. The results are presented in table 5.

Table 5- Quality of coverage: Lubricants in hot zones – by country, 2009

Country	Hot zones	Q of C Price (#3)	Q of C. Lubes after 24hrs. (#4)	Q of C	Q of C
				Stocking(#2)	Combo packs/sachets(#1)
Belize	19	0 (<20%)	0 (<20%)	1 (20%)	1 (20%)
Costa Rica	19	0 (<20%)	2 (25%)	12 (85%)	8 (55%)
El Salvador	19	0 (<20%)	4 (35%)	13 (90%)	7 (50%)
Guatemala	19	0 (<20%)	2 (25%)	11 (80%)	5 (40%)
Nicaragua	19	2 (25%)	3 (30%)	7 (50%)	4 (35%)
Panamá	19	1 (20%)	5 (40%)	17 (>95%)	5 (40%)
Total	114	0 (0%)	6 (6%)	55 (58%)	29 (31%)

(*1) N corresponds to the total number of establishments, see table 1.1.

(*2) N corresponds to the total number of establishments that sell some brand of lubricant.

(*3) N corresponds to the total number of establishments that sell VIVE LUB tube.

(*4) N corresponds to the total number of establishments that are open after midnight.

+ The percentage is calculated dividing the total number of hot zones covered into the total number of zones being evaluated in the measurement.

Only four aspects concerning quality are evaluated in the case of lubricants: outlets selling lubricants at the suggested price, presence in establishment that close after midnight, product supply, and presence of combo packs or VIVE sachets; Besides that, there is the fact that the minimum standards require only one outlet in each hot zone to qualify, based on the three distribution channels evaluated in the study.

As table 5 shows, outlets that sell VIVE Lub tube at the suggested price were found only in Nicaragua and Panama. El Salvador and Panama show the highest level of coverage in places that close after midnight. Generally, lubricant supply reaches half of the hot zones in Central America, except for Belize. At least one third of the places show presence of combo packs or sachets, with Costa Rica and El Salvador showing the best results.

Access and equity of access

Access is defined as the number of individuals (in the target group) that work/gather/have fun no more than 200 meters from an establishment that has condoms or lubricants, regardless of the type of outlet it might be (traditional / non-traditional / high-risk). Access was calculated with the application of the Health Mapper’s GIS using the buffer function. As shown in table 6, the great

majority of MSM and FSW in each country have access to condoms in hot zones within a radius of 200 meters: More than 82% of MSM and FSW in each country have access to condoms.

When the previous coverage results are analyzed according to tables 1.1 and 1.2 it can be determined that even if, and when, a very high coverage of product by outlet is not perceived, outlets that distribute condoms in these zones are strategically located so that even when there is not a high number of outlets with product available, the target populations have access to condoms.

This estimation of access shows that, except for Costa Rica and Nicaragua, there is equity of access (levels of access are similar for MSM and FSW) regarding condoms in Central America. One can establish that generally, with minimum levels of difference, there is equity of access¹. In most of the countries, access to condoms by these two high-risk populations is higher than that of “other” groups or populations. See table 6.

¹ There is equity of access when the difference, between the populations, reported by the access indicator is less than 5%, according to PASMO’s definition for this study.

Table 6 – Access to condoms in hot zones, 2009 – By target population and country.

Country	Population	Total	at 200 mt from an outlet with condoms available	Access %
Belize	FSW	227	227	100.0%
Belize	MSM	74	74	100.0%
Costa Rica	FSW	1604	1404	87.5%
Costa Rica	MSM	792	792	100.0%
El Salvador	FSW	1210	1056	87.3%
El Salvador	MSM	994	823	82.8%
Guatemala	FSW	1689	1682	99.6%
Guatemala	MSM	286	284	99.3%
Nicaragua	FSW	855	821	96.0%
Nicaragua	MSM	638	525	82.3%
Panamá	FSW	2127	2127	100.0%
Panamá	MSM	1163	1163	100.0%

Access to lubricants is generally high in Costa Rica, Guatemala and Panama, even when this product's category and novelty still represents a challenge in the market. In the case of Nicaragua and El Salvador, one third of the FSW and MSM populations have access to the product, while in Belize no population reported access to this product. Guatemala is the only country where there is equity of access among both populations (MSM and FSW). See table 7 for detailed results.

Table 7 – Access to lubricants in hot zones, 2009 – By target group and country.

Country	Population	Total	at 200 mt from an outlet with lubricants available	Access %
Belize	FSW	227	0	0.0%
Belize	MSM	74	0	0.0%
Costa Rica	FSW	1604	1190	74.2%
Costa Rica	MSM	792	719	90.8%
El Salvador	FSW	1210	395	32.6%
El Salvador	MSM	994	272	27.4%
Guatemala	FSW	1689	1232	72.9%
Guatemala	MSM	286	222	77.6%
Nicaragua	FSW	855	191	22.3%
Nicaragua	MSM	638	158	24.8%
Panamá	FSW	2127	1726	81.1%
Panamá	MSM	1163	1014	87.2%

Penetration

Penetration refers to the net percentage of hot zone outlets that sell condoms.

Results regarding penetration are shown in tables 8.1, 8.2, 8.3, and 9. The last three tables correspond to the indicators required by USAID and KfW, respectively. USAID indicators evaluate availability of condoms by outlet type (hotels/motels/pensions/and FSW establishments) and by their socioeconomic level, comparing availability of social marketing condoms vs. public sector condoms at the different distribution sites. KfW indicators measure availability of VIVE condoms as well as that of other social marketing condoms in different distribution channels.

Table 8.1 – Indicators for penetration of condoms, 2009 – All Socioeconomic Level Channels.

Country	n	% of outlets "A"		% of outlets "B"		n	% of outlets "C"	
		with commercial condoms available*	n	with commercial condoms available*	% of outlets "B" with SM* condoms		% of outlets "C" with SM* condoms	% of outlets "C" with free condoms
Belize	19	36.84%	189	49.21%	13.76%			
Costa Rica	42	73.81%	131	51.91%	36.64%	51	23.53%	5.88%
El Salvador	18	44.44%	91	36.26%	37.36%	229	24.02%	7.86%
Guatemala	24	54.17%	70	15.71%	30.00%	560	18.00%	2.86%
Nicaragua	26	46.15%	168	25.60%	30.36%	205	14.63%	5.37%
Panamá	42	64.29%	96	44.79%	41.67%	123	38.21%	0.81%
Average CA		53.28%		37.25%	31.63%		23.68%	4.56%

*percentages calculated taking into consideration all of the establishments.
Belize does not have type C outlets

Table 8.1 shows a presence of commercial, socially marketed, and free condoms in all the channels according to SEL. There is significant availability of commercial condoms in type A establishments in Costa Rica, Guatemala, and Panama, while presence of commercial condoms in type B establishments is uniform in all the countries; and remains average in at least one third of them, with the exception of Guatemala. On the other hand, the presence of social marketing condoms in type B outlets remains stable in at least one third of them, except for Belize where it only reaches 14%. The presence of social marketing condoms in type C outlets is higher in Panama, with an average of 24%, than in the rest of the countries. In most of the countries, free condoms are available in 5% of type C outlets. The highest results regarding presence of free condoms were found in El Salvador. This can be considered normal since free distribution strategies are aimed directly at consumers and not at the outlets.

USAID’s project requires that penetration be measured based on those aspects relevant to the high-risk channel. The results are shown in tables 8.2 and 8.3

Table 8.2 – USAID’s indicators for penetration of condoms, 2009. – By SEL; High-risk Channel

Country	n	% of outlets "A" with commercial condoms available*	n	% of outlets "B" with commercial condoms available*	% of outlets "B" with SM* condoms	n	% of outlets "C" with SM* condoms	% of outlets "C" with free condoms
Belize	11	18.18%	65	23.08%	9.23%			
Costa Rica	18	44.44%	59	32.20%	32.20%	40	20.00%	7.50%
El Salvador	8	12.50%	44	25.00%	34.09%	165	23.64%	10.30%
Guatemala	8	37.50%	32	9.38%	31.25%	216	25.00%	7.41%
Nicaragua	7	14.29%	23	17.39%	8.70%	66	12.12%	16.67%
Panamá	12	58.33%	34	20.59%	20.59%	37	13.51%	2.70%
Average CA		30.87%		21.27%	22.68%		18.85%	8.92%

*percentages calculated based only on high-risk outlets.

+ "Has condoms" is obtained from Q4, ¿Do you have condoms available today?

Regarding high-risk channel type A outlets, penetration of commercial condoms is higher in Costa Rica, Guatemala, and Panama, with Panama showing the best results. In relation to type B outlets, Costa Rica is the country that presents the best performance; while in the rest of the countries, the presence of commercial condoms does not exceed one fourth of the outlets. On average, social marketing condoms are present in one third of type B outlets in the majority of the countries, except for Belize and Nicaragua, where the presence does not exceed 10%. Additionally, in the countries of the region, existence of type C outlets that have social marketing condoms is between 12% and 25%. Nicaragua shows the highest presence of free condoms in type C outlets.

**Table 8.3 – USAID’s Indictors for penetration of condoms, 2009.
High-risk outlets – High Risk Channel**

Country	%Hotels/Motels/ with condoms**+						% Brothels with condoms**+					
	n	2007	n	2008	n	2009	n	2007	n	2008	n	2009
Belize	10	30.00%	12	16.7%	22	31.82%	20	40.00%	38	39.5%	48	33.33%
Costa Rica	71	39.44%	41	63.4%	43	65.12%	103	14.56%	78	17.9%	63	26.98%
El Salvador	65	64.62%	54	35.2%	50	64.00%	303	33.33%	125	23.2%	146	34.25%
Guatemala	86	63.95%	131	31.3%	104	61.54%	128	15.63%	186	7.0%	144	18.75%
Nicaragua	51	23.53%	39	46.2%	28	67.86%	133	7.52%	51	19.6%	66	15.15%
Panamá	55	78.18%	36	70.6%	25	80.00%	112	10.71%	52	11.5%	50	12.00%
Average CA		49.95%		43.25%		61.72%		20.29%		19.78%		23.41%

*percentages calculated taking into consideration all of the high-risk channel establishments.

**the percentage for brothels has been obtained through the number of brothels, bars, and discotheques or night clubs.

+ "they have condoms" is obtained from Q4, Are there condoms available today?.

A substantive increase can be perceived regarding the presence of condoms in hotels in El Salvador, Guatemala, Nicaragua and Panamá in comparison with previous years. Panamá is the country that shows the highest percentage of penetration. The presence of condoms in brothels has increased in 5 of the 7 countries in relation to 2008. El Salvador and Guatemala are the countries that saw the largest increase in the area.

Table 9 – KfW Indicators for penetration of condoms, 2009.

Country	n	% of non traditional outlets selling condoms (any brand)		n	% of Pharmacies selling VIVE condoms		n	% of bars selling VIVE condoms		n	% of Brothels selling VIVE condoms		n	% of Hotels/Motels selling VIVE condoms		n	% of Discos/night clubs selling VIVE condoms	
		%	%		%	%		%	%		%	%						
El Salvador	89	25.84%	14.61%	32	78.13%	12.50%	118	11.02%	16	12.50%	50	100%	13	23.08%				
Guatemala	330	8.18%	7.58%	68	82.35%	23.53%	135	9.63%	6	33.33%	104	48.08%	5	60.00%				
Honduras	120	37.50%	30.00%	59	83.50%	32.20%	70	14.29%	5	20.00%	77	20.78%	5	20.00%				
Nicaragua	255	15.69%	15.29%	46	95.83%	22.92%	61	1.60%	4	75.00%	28	39.29%	0	-				
Total		21.80%	16.87%		84.95%	22.79%		9.14%		35.21%		52.04%		34.36%				

*Percentage calculated taking into consideration all of the establishments.

**The percentage given for brothels in Honduras corresponds to Discotheques/Night Clubs, since there are no sites identified as brothels in the country due to legislative issues.

Table nine reflects the penetration of condoms in important secondary channels, for the product category, according to the KfW financed project, therefore the results for Honduras are included in this table. Honduras presents the highest presence of condoms of any brand in the Non - traditional channel, where more than one third of the outlets are covered. One fourth of this type of outlets is already covered in El Salvador. Regarding VIVE brand specifically, these percentages decrease in El Salvador, while remaining stable in the rest of the countries. This proves that it is VIVE who supports the presence of condoms in this channel. Penetration of VIVE condoms in pharmacies is more than 78% in all the countries, with Nicaragua showing the

highest results. On average, penetration of VIVE LUB in this channel does not exceed one fourth of the outlets, with the exception of Honduras where it reaches 32%.

In relation to bars that sell VIVE condoms; an average of 10% to 14% of establishments in the countries have condoms, with the exception of Nicaragua, where only 2% of these places showed presence of condoms. In the case of brothels the sample is smaller, and it is Nicaragua the country that shows the highest presence of the brand in these establishments. Penetration of the brand in hotels, motels and pensions in Guatemala and Nicaragua reaches almost half of these high risk establishments. Guatemala reaches a relatively high presence of VIVE condoms in discotheques and/or night clubs, where the product is available in two out of three establishments.

Quality of penetration

The quality of penetration can be determined based on the percentage of each socioeconomic level that is supplied with the product by the corresponding outlets.

Table 10 – Quality of penetration – All Channels 2009

Country	n	% of A & B outlets stocked by major distributors	n	% of B & C outlets stocked by independent sales agents	% of B & C outlets stocked by PASMO sales agents*	n	% of C outlets stocked by NGO's FBO's*	n	% of outlets with IPC materials available*
BELIZE	91	57.14%	113	19.47%	6.19%			122	18.03%
COSTA RICA	173	48.55%	182	6.04%	7.14%	51	0%	135	4.91%
EL SALVADOR	109	26.61%	320	10.63%	12.50%	229	1.75%	147	24.85%
GUATEMALA	94	15.96%	630	8.73%	1.90%	560	1.43%	195	12.84%
NICARAGUA	194	19.07%	373	4.29%	5.63%	205	1.95%	116	5.26%
PANAMÁ	138	42.03%	219	6.85%	9.13%	123	0%	147	8.05%
		34.89%		9.34%	7.08%		1.03%		12.32%

*Percentages calculated taking into consideration the establishments that sell condoms, according to Q3.

At least 40% of type A and B outlets that sell condoms are supplied by wholesalers in Belize, Costa Rica and Panama. Such percentage is lower in El Salvador. Between 15 and 25% of these types of outlets are supplied by wholesalers in Guatemala and Nicaragua. On average, 9% of B and C outlets are supplied by independent retailers. However, this percentage is reduced to almost half in Costa Rica and Panama. PASMO supplies 7% of level B and C outlets, although this percentage is higher in El Salvador. In Guatemala, these percentages are well below average. Outlets that report being supplied by NGOs or FBOs were found only in El Salvador, Guatemala, and Nicaragua, but the number is very low.

Generally, there is presence of IEC material in 12% of the outlets. Costa Rica, Nicaragua and Panama are below this average.

With reference to the sales channel, which is the most important channel for the project, a new Quality of Penetration Table was calculated, based only on the high-risk channel.

Table 10.1 – Quality of Penetration– High Risk Channel, 2009

Country	n	% of A & B outlets stocked by major distributors	n	% of B & C outlets stocked by independent sales agents	% of B & C outlets stocked by PASMO sales agents*	n	% of C outlets stocked by NGO's FBO's*	n	% of outlets with IPC materials available*
BELIZE	18	38.39%	26	26.92%	11.54%			30	40.00%
COSTA RICA	77	22.57%	99	9.09%	8.08%	40	0%	55	18.18%
EL SALVADOR	52	5.77%	209	12.92%	15.79%	165	2.42%	94	82.98%
GUATEMALA	40	2.50%	248	13.31%	4.03%	216	3.24	102	71.57%
NICARAGUA	30	6.67%	89	14.24%	6.74%	66	3.03%	30	36.67%
PANAMÁ	46	26.09%	71	11.27%	4.23%	37	0%	33	9.09%
		17.00%		14.63%	8.40%		65.89%		43.08%

*Percentages calculated taking into consideration the high-risk channel outlets that sell condoms, according to Q3.

On average, 17% of High-risk channel type B and C outlets are supplied by distributors and/or wholesalers. However, the percentages are higher in Belize, Costa Rica and Panama. An average of 14% of type B and C outlets are supplied by independent retailers, with this percentage being higher in Belize. PASMO supplies between 4% and 15% of High-risk type B and C channel outlets, with El Salvador showing the highest percentage in this aspect.

Only in El Salvador, Guatemala and Nicaragua are type C High-risk channel outlets supplied by NGOs or FBOs, although these represent only between 2% and 3% of all outlets.

The best presence of promotional and/or educational material (IEC) in High-risk channel outlets that sell condoms happens in El Salvador and Guatemala, where at least 3 out of 4 outlets have such material available. Panamá shows the lowest presence of this kind of material.

Possession of condoms by FSW.

Since the difficulty to sell condoms at high-risk establishments like pensions, brothels and night clubs is one of the concerns some countries have every year, due to the fact that some projects

provide condoms directly to female sex workers, a new variable that identifies if a randomly selected sex worker has her own condoms even if the establishment where she is does not have them has been included in the measurement performed in 2009. The results are shown in table 11.1.

Table 11.1 – Possession of condoms by FSW population, even if the establishment does not have them –Central America, 2009.²

	n	No SM condoms available but FSW have their own
Guatemala	81	82.72%
El Salvador	30	63.33%
Honduras	10	30.00%
Nicaragua	8	50.00%
Panamá	3	33.33%
Costa Rica	0	-
Belize	0	-

**Percentages calculated based on the high-risk establishments where there were FSW present, but did not sell social marketing condoms*

Guatemala and El Salvador are the only countries where there is enough data to make a meaningful calculation of the results. The majority of FSW in these two countries have their own condoms even when the establishments do not have social marketing condoms available. The number of FSW that have their own condoms is particularly high in Guatemala.

Additionally, in order to establish the type of condoms the populations have, a question, whose purpose was to establish the brand of the condoms was included. The results can be seen in table 11.2.

² Due to the sampling methodology used for the study (LQAS) the results cannot be extrapolated to the FSW population, because the sample was calculated based on the outlets and not proportionally to the populations. These data is suggested to be used as reference only and not as representative of the population.

Table 11.1 – Condom brands that FSW have, in the outlets. 2009

	Unbranded	VIVE
Guatemala	77%	21%
El Salvador	50%	44%

**Percentages calculated based on high-risk channel establishments where FSW that were present had their own condoms.*

While in El Salvador, possession of “no brand” condoms and possession of VIVE condoms is equitable, in Guatemala one can see that the vast majority of FSW that have their own condoms, have condoms with no brand or logo, and that the rest of them (21%) have VIVE condoms.

Even if both tables show interesting results concerning the possession of condoms by part of the FSW population, it is important to emphasize that the sampling methodology used in this study has been designed to be used with outlets, reason why the results constitute only a panoramic view of what the reality might be rather than a reflection of it.

Presence of Condoms, in general.

Thanks to the information about possession of condoms by female sex workers, a comparative table is presented. This table compares the percentage of high-risk channel establishments that have condoms available vs. the percentage of establishments that have condoms available at the point of sale, including those places where sex workers have their own condoms. (See table 11.3)

It is important to emphasize that only one FSW was surveyed at each site. This represents only a general panorama of the situation and not the concrete reality of the outlets.

Table 11.3 – Presence of condoms in high-risk outlets. 2009

	n	TOTAL HIGH RISK	TOTAL HIGH RISK PLUS**
Belize	76	32%	33%
Costa Rica	117	44%	44%
El Salvador	96	31%	42%
Guatemala	256	37%	57%
Nicaragua	96	31%	33%
Panamá	82	37%	39%

*Percentage corresponds to the total number of high-risk channel establishments that reported having condoms available on the day of visit, according to Q4.

**Percentage corresponds to the total number of high-risk establishments that reported having condoms available on the day of visit, according to Q4, and including the establishments where workers reported having their own condoms.

Even if, at a general level, no substantial changes can be seen in the majority of the countries given that the information obtained was not enough, a big difference can be perceived regarding the presence of condoms in Guatemala and El Salvador, if the places where sex workers have their own condoms are included. Under this assumption, Guatemala shows presence of condoms in almost 2 out of 3 high-risk points.

This new analysis shows a clear need for coordination and reconsideration of the product coverage strategies, in order to establish up to what percentage it is necessary to cover the outlets and to what extent it is necessary to bring the product directly to the populations as to achieve the most efficient combination regarding risk reduction.

Conclusions

- It is necessary to evaluate each country from different perspectives in relation to the standards, in order to have a complete panorama of their performance concerning coverage, because each country uses different coverage strategies that can be visualized only when all the standards are evaluated.
- After having performed 3 measurements, it is possible to visualize how the performance of PASMO's social marketing condoms has been focused on the high-risk channel, in compliance with the needs of the project. Primarily, Guatemala and El Salvador have succeeded in increasing their coverage percentages in this channel.
- Overall coverage of lubricants shows satisfactory results. Although their standard is lower than that of condoms, the existence of a wide coverage and presence can be determined, for the category as well as for VIVE LUB. It is important to point out that even when this is the first year the product is in Panama, the results are very positive.
- After a remarkable performance in El Salvador regarding the presence of IEC materials in high-risk outlets in 2008, most of the countries, particularly Guatemala, aligned their strategies and were able to increase their percentages for this measurement.
- The private sector's participation concerning the high-risk channel has been low, even in the case of establishments of a higher SEL; reason why, it can be established, once more, that this channel is not likely to be covered by this type of distributors.
- Places considered to be high-risk establishments in all the countries of the region present an opportunity to grow which can be utilized by the social marketing brands.
- The work done by PASMO has been effective in covering the outlets found in lower SEL areas.
- Access to condoms, in all the countries of the region, is considerably high for the program's target population. However, this does not guarantee condom use, because even if condoms are found in close geographical areas, there are different factors that influence the use of them. Such factors include: Time required for getting a condom, immediate opportunities to have sex, service hours of distribution outlets, etc.
- Possession of condoms by FSW proves to be an important aspect that needs to be evaluated in more detail in the future, since it can change the perspective concerning the actual percentage of establishments and populations that can be covered in a hot zone.

Limitations

Some limitations were faced as this study was carried out and analyzed; the following are some of them:

- Since the distribution study carried out in 2006 by Nielsen in high-risk areas used a different methodology, standards of 75% were set to measure the coverage and quality of the distribution. Because of that, it was difficult to meet the standard on many occasions.
- The use of GPS devices by the research agency required the training of the field staff in each of the countries of the region. Despite that previous work, some coordinates were wrongly recorded, making it necessary to revisit the sites to corroborate the data.
- At the time the census of the hot zone sales and distribution outlets was being taken, a large number of outlets classified as part of the “Others” channel was included. These sales outlets significantly increased the denominator, and had to be eliminated from the analysis process in order to guarantee a more accurate interpretation of the results because the focus of the program is on high-risk outlets.
- A MAP study measures the coverage and the quality of this coverage based on hot geographical areas or zones. This represents a different approach from that of the traditional studies of distribution, which have outlets as their unit of analysis. This different strategy creates a substantive difference between MAP and the traditional studies of distribution, which hampers comparability with other existing methodologies.
- Data interpretation requires the familiarization with the LQAS system suggested by MAP, which is different at an absolute percentage from the system that is usually used in other studies of distribution.
- Each country needs to fully understand what they consider a hot zone to be, because that understanding will determine the number and types of outlets found when the areas are visited.

Annex 1: List of Hot Zones included in the study

Belice	Costa Rica	El Salvador
Pachakan Village	Puntarenas Paseo Turistas	Nigth Club
Aquario	Portón Verde- Hamburgo – Bar El Miramar	Parque Libertad
San Jose Village	Playa Caldera	Pasaje Cuscatancingo y al alrededores
Banquitas	Bar. las Brisas	Parque Bolivar y cervecerias de alrededores
Pettville	Cabinas Algo Diferente	Barres y discotecas
Dangriga Town	Burdel San Car.	Nigth Club y alrededores
White Swan Bar 6 Miles from Dangriga Town,	Night Club Tabú	La prabiana
Harlem	Bar. Mohin	Edificios Morados
Pomona Village Stann Creek District	Bar. Lalos	San Martin
Santa Elena Town, Cayo District	Mercado central	Hospedajes y cervecerias
Santa Elena Cayo District	Bar. Mexicano	Parque Barrios y Mercado
Bullet tree area San Ignacio Town, Cayo District	Mercado central	Calle el Pirulin
Punta Gorda Park Punta, Gorda Town	Burdel Palo de Mango	Los Ranchos
BDF camp Fairweather Camp	Night El Club El Tubo	San Vicente (1)
Regent Street ext	Paseo Los Estudiantes (Plaza Viquez)	Mercado y Baños Publicos
Jungle, Belize City	Hotel el Rey	Carretera Panamerica
Southside Belize City	Antiguo Registro Civil	Calle El Parquecito
Southside 2	Barrio La California (Hispalis)	Acajutla
Jane Usher Blvd., Belize City	Cabinas El Rancho	Cara sucia
Guatemala	Nicaragua	Panamá
Barberena	Parqueo Victoria	Transistmica
Sanarate	Sector del diamante	Rio Abajo #1
Chimaltenango	Parque Central y Empalme	Rio Abajo #2
Coatepeque	Bar Leo	El Dorado #1
Puerto de San José	BAR PEDRO CHINELA,	Via Venetto #1
Palin	BAR 7 SUR	Bella Vista #2
Sector mercado el Guarda zona 11	Bar la Finca,	Calidonia
Via Publica TCS	Sector del Hotelito Costeño Porton Rojo,	San Felipe #1
Mixco	Bar El Limon	San Miguelito
Cerrtito del Carmen	Bar El tio	Tumba Muerto #2
Cerrtito del Carmen	Bar Volcan Helena 2	Vía España
Zona Roja la Florida	Bares 7 copas, Barra Judith	Chiriquí - David #2
Guatemala/ Mixco	Bar el Norteño ,	Chiriquí - David #3
Zona 11	Bar MI Vida en Rosa	Penonomé
Zona Roja zona 2	Parqueo de la	Chitré
Zona roja zona 12	Búrdel del Abuelo,	COLON Ave. Washington
Sector Terminal Zona 4	Amanecer	COLON Meléndez
Zona 1 Mazatenango	Don Pollo	Santiago #2
Retalhuleu	FUNDACION CASIRA	Las Tablas

Annex 2: Glossary

1. Buffer: A Health mapper function used to register a population characteristic in a given geographical area.
2. GIS: A Health Mapper software that facilitates performing different applications in the program
3. Health Mapper: Program that provides health and services data, in the form of maps, of the different countries
4. MSM: Men that have sex with men
5. IEC: Information, Education, Communication
6. STI: Sexually Transmitted Infection
7. KfW: Kreditanstalt für Wiederaufbau (Reconstruction Credit Bank of The Federal Republic of Germany)
8. LQAS: Lote Quality Assurance Sampling
9. MAP: Measuring Access & Performance
10. SM: Social Marketing
11. NA: Not applicable
12. NR: No response (no answer)
13. DK: Does Not know
14. SEL: Socioeconomic Level
15. FBO: Faith Based Organization
16. NGO: Non Governmental Organization
17. PASMO: Pan American Social Marketing Organization
18. PSI: Population Services International
19. Sachets: VIVE LUB 5ml. sachets
20. FSW: Female Sex Worker
21. USAID: United States Agency for International Development
22. HIV: Human Immunodeficiency Virus
23. “Casa cerrada”: A clandestine brothel with regular customers, usually a regular house with no sign

Annex 3: LQAS Table

Module One
Session 4
Overhead 3

LQAS Table: Decision Rules for Sample Sizes of 12-30 and Coverage Targets/Average of 10%-95%

Sample Size*	Average Coverage (Baselines) / Annual Coverage Target (Monitoring and Evaluation)																	
	10%	15%	20%	25%	30%	35%	40%	45%	50%	55%	60%	65%	70%	75%	80%	85%	90%	95%
12	N/A	N/A	1	1	2	2	3	4	5	5	6	7	7	8	8	9	10	11
13	N/A	N/A	1	1	2	3	3	4	5	6	6	7	8	8	9	10	11	11
14	N/A	N/A	1	1	2	3	4	4	5	6	7	8	8	9	10	11	11	12
15	N/A	N/A	1	2	2	3	4	5	6	6	7	8	9	10	10	11	12	13
16	N/A	N/A	1	2	2	3	4	5	6	7	8	9	9	10	11	12	13	14
17	N/A	N/A	1	2	2	3	4	5	6	7	8	9	10	11	12	13	14	15
18	N/A	N/A	1	2	2	3	5	6	7	8	9	10	11	11	12	13	14	16
19	N/A	N/A	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
20	N/A	N/A	1	2	3	4	5	6	7	8	9	11	12	13	14	15	16	17
21	N/A	N/A	1	2	3	4	5	6	8	9	10	11	12	13	14	16	17	18
22	N/A	N/A	1	2	3	4	5	7	8	9	10	12	13	14	15	16	18	19
23	N/A	N/A	1	2	3	4	6	7	8	10	11	12	13	14	16	17	18	20
24	N/A	N/A	1	2	3	4	6	7	9	10	11	13	14	15	16	18	19	21
25	N/A	1	2	2	4	5	6	8	9	10	12	13	14	16	17	18	20	21
26	N/A	1	2	3	4	5	6	8	9	11	12	14	15	16	18	19	21	22
27	N/A	1	2	3	4	5	7	8	10	11	13	14	15	17	18	20	21	23
28	N/A	1	2	3	4	5	7	8	10	12	13	15	16	18	19	21	22	24
29	N/A	1	2	3	4	5	7	9	10	12	13	15	17	18	20	21	23	25
30	N/A	1	2	3	4	5	7	9	11	12	14	16	17	19	20	22	24	26

N/A: not applicable, meaning LQAS can not be used in this assessment because the coverage is either too low or too high to assess an SA.

shaded cells indicate where alpha or beta errors are $\geq 10\%$.

hashed cells indicate where alpha or beta errors are $> 15\%$.

Annex 4: Suggested price, condoms and lubricants

		VIVE Original	VIVE LUB Tubo
Belice	Dólares Bel.	1.50	8.85
Costa Rica	Colones	100	3200
El Salvador	Dólares	0.90	4.52
Guatemala	Quetzales	6.00	38.00
Nicaragua	Córdobas	7.00	97.00
Panamá	Dólares	1.00	3.50

MAP – Coverage and Access of Condoms and Lubricants

Central America 2009

Annex 5: Questionnaire

Study, Coverage and Access to Condoms and Lubricants SMO – Code 9-2-004-08				GPS # _____ Outlet # _____ Questionnaire: _____				1		6	
a. Country: Panamá...1 Costa Rica...2 El Salvador...3 Nicaragua...4 Honduras...5 Guatemala...6 Belize...7								1		6	
b. Interviewer: _____ Cod. _____			c. Supervisor : _____			b		C			
d. Date: _____ (2)						2					
g. Supervision type: Personal...1 #...0 Time: _____ Date: _____						1					
h. Name of Outlet: _____						Telephone # _____					
i. Exact Address: _____											
j: Name of Area (Hot Zone) _____						Code: _____					
k. Coordinate (GPS reading): (4) _____				k. Latitude: _____				l. Longitude: _____			
Good afternoon/evening, my name is (INTERVIEWER: SAY YOUR NAME), and I work for CID/Gallup, a company that works on social research and marketing studies. We appreciate your help in this Project, which is a census in establishments/outlets in order to know the coverage and access to condoms and lubricants. As you can understand, your support is very important, and I would like to ask you for some minutes of your time to answer a brief interview.											
STARTING TIME: _____ :											
Q1		To begin, could you tell me at what time this establishment opens? _____ : _____ (Enter in military time)								4	
Q2		And, at what time do you close? _____ : _____ (Enter in military time)								4	
Q3		Does the establishment usually sell condoms? Yes.....1 (Continue) No.....2 (Go to Q. 7)								1	
Q4		And, Are there condoms available today? Yes.....1(Continue) No.....2 (Go to Q. 6) NR...0								1	
Q5		Did this outlet/establishment have any shortage of product (condoms) during the past four weeks? Yes.....1 → No.....2 → DK/NR.....0 → (ALL, GO TO Q8) NA.....0								1	
Q6		Only for those who answered no to Q4 Are condoms usually available? Yes...1 No...2 NR...0								1	
Q7		Would this establishment be willing to have condoms for sale? Yes...1 No...2 DK/NR...3 NA..0 (Go to section on Lubricants, Q20)								1	
Q8		And, what brands of condoms are usually available at this outlet?									
		Yes	No	NA		Yes	No	NA			
a	Vive Amor	1	2	0	b. Guardián Menta	1	2	0	a.	b.	0
c	Vive Original	1	2	0	d. Sultan	1	2	0	c.	d.	
e	Vive Colors	1	2	0	f. Preventor	1	2	0	e.	f.	
g	Vive Mas/Natural/Fuerte	1	2	0	h. Condoms with no logo – For sale	1	2	0	g.	h.	
i	Combo Pack Vive	1	2	0	j. Condoms with no logo – Free	1	2	0	i.	j.	
k.	Durex	1	2	0	l. Trojan	1	2	0	k.	l.	
m	Profamilia	1	2	0	n. Baron	1	2	0	m.	n.	0
o.	IPPF	1	2	0	p. Prime	1	2	0	o.	p.	0
q.	Camaleón	1	2	0	r. Piel	1	2	0	q.	r.	0
s.	Guardián	1	2	0	t. Body Gard	1	2	0	s.	t.	0
u.	Pantera	1	2	0	v. Condor	1	2	0	u.	v.	0
w.	Protector	1	2	0	ww. OK	1	2	0	w.	ww.	0
aa.	Scudo	1	2	0	bb. Scudo Colors				aa.	bb.	
cc.	Scudo Retardante	1	2	0	dd. Masculan				cc.	dd.	
ee	UNIDOS (Long Love)				ff. Forrito						
gg	Romantex	1	2	0							
x.	Other:	1	2	0	y. Other Brands:	1	2	0	x.	y.	

MAP – Coverage and Access of Condoms and Lubricants

Central America 2009

Q9	<i>What is the price of each of the three condom pack brands that you have for sale? ENTER IN LOCAL CURRENCY Enter directly from answer. If they do not have any, enter NA 00 Enter price next to item</i>			
a	Vive Amor <i>Price→</i>		b. Guardián Menta <i>Price→</i>	0
c	Vive Original <i>Price→</i>		d. Sultán <i>Price→</i>	
e	Vive Colors <i>Price→</i>		f. Preventor <i>Price→</i>	
g	Vive Mas <i>Price→</i>		h. Condoms with no logo – For sale <i>Price→</i>	
i	Combo Pack Vive <i>Price→</i>		j. Condone with no logo – Free <i>Price→</i>	
k.	Durex <i>Price→</i>		l. Trojan <i>Price→</i>	
m	Profamilia <i>Price→</i>	0	n. Baron <i>Price→</i>	0
o	IPPF <i>Price→</i>	0	p. Prime <i>Price→</i>	0
q.	Camaleón <i>Price→</i>	0	r. Piel <i>Price→</i>	0
s.	Guardián <i>Price→</i>		t. Body Gard <i>Price→</i>	0
u.	Pantera <i>Price→</i>	0	v. Condor <i>Price→</i>	0
w.	Protector <i>Price→</i>		ww. OK	0
aa.	Scudo <i>Price→</i>		bb. Scudo Colors <i>Price→</i>	
cc.	Scudo Retardante <i>Price→</i>		dd. Masculan <i>Price→</i>	
	UNIDOS (Long Love)		ff. Forrito	
	Romantex			
x.	Brand: <i>Price→</i>		Other Brands: <i>Price→</i>	
Q10	<i>By what means is this establishment/outlet supplied with condoms? READ Rotate reading/ Multiple R.</i> Commercial Distributor or wholesaler.....1 Independent Retailer.....2 NGO.....3 PASMO/Vive Condoms' Sales Agent.....4 ASHONPLAFA Sales Agent (Only for Honduras).....5 Ministry of Health.....6 Other:.....			1 1 1
CQQ01	<i>Do you have any of these materials in your establishment? SHOW CARD</i> T-shirts.....1 Coasters.....2 Banner.....3 Mobile.....4 Stickers.....5 Wall clock.....6 Key ring/Bottle opener.....7 Pens.....8 Other:..... No...0			
CQQ02	Has a condom sales agent ever offered you any of these promotional materials? Yes...1 No...2 DK...0			
CQQ03	Has an educator ever offered you any of these promotional materials? Yes...1 No.....2 DK....0			
CQQ04	According to this scale, how satisfied are you with the results obtained through these promotional materials? Very.....4 Fairly.....3 A little.....2 Not.....1			
CQQ05	Do you think these materials have helped you to distribute more condoms or distribute them in a better way? Yes.....1 No.....2 DK....0			
CQQ06	ONLY FOR THOSE WHO ANSWERED NO TO CQQ01 If you were offered any of these promotional materials, would you be willing to have it/them in your establishment? Yes.....1 No.....2 DK....0			
SECTION ON LUBRICANTS				
Q11	<i>Does this establishment usually have lubricants for sale?</i> Yes...1 (Continue) No...2 →Go to Q. 15			1
Q12	<i>Are there lubricants available today?</i> Yes.....1(Continue) No.....2 → NA....0 → Go to Q. 14			1
Q13	<i>Did this establishment/point of sale have any stockout for the product–lubricants–during the past four weeks?</i> Yes.....1 → No.....2 → DK/NR.....3 → (GO TO Q16) NA....0			1
Q14	Only for those who answered NO to Q12 <i>Are lubricant usually/most of the time available here?</i> Yes...1 → No...2 → GO TO Q.16 NA....0			1
Q15	Only for those who answered NO to Q.11 <i>Would this establishment be willing to have lubricants available?</i> Yes...1 → No...2 → DK/NR.....3 → NA....0 → GO TO Q18			1
Q16	<i>What lubricant brands are usually available here? If they do not have any, use code NA....0</i>			
A	Combo Pack - Yes ...1 No...2 NA...0	b. Durex Lubricants Yes ...1 No...2 NA...0	a	b. 0
C	Vive Lub – sachets Yes ...1 No...2 NA...0	d. Soni Gel Yes ...1 No...2 NA...0	c	d
E	Vive Lub – tube Yes ...1 No...2 NA...0	f. K – Y /Jonson Yes ...1 No...2 NA...0	e	f

MAP – Coverage and Access of Condoms and Lubricants

Central America 2009

G	Sukia	Yes...1 No...2 NA...0	h. Stein	Yes...1 No...2 NA...0	g 0	h 0	
I	Calox	Yes...1 No...2 NA...0	j. Preventor	Yes...1 No...2 NA...0	i 0	J	
	k. Passion Fruit	Yes...1 No...2 NA...0	l. K-Y Warm	Yes...1 No...2 NA...0	k.	l.	
	m. Cupido	Yes...1 No...2 NA...0	n. Other:				
Q17	<i>And, What is the price of the different brands of lubricant? ENTER IN LOCAL CURRENCY If they do not have, enter NA---00</i>						
A	Combo Pack	<i>Price→</i>	b. Durex Lubricants	<i>Price→</i>	0		
C	Vive Lub – sachets	<i>Price→</i>	d. Soni Gel	<i>Price→</i>			
E	Vive Lub - tube	<i>Price→</i>	f. K – Y /Jonson	<i>Price→</i>			
G	Sukia	<i>Price→</i>	h. Stein	<i>Price→</i>	0		
I	Calox	<i>Price→</i>	j. Preventor				
k	Passion Fruit	<i>Price→</i>	l. K-Y Warm		0		
m	Cupido						
ASK ALL							
Q18	<i>And, Is there any promotional material on HIV/AIDS or condoms in this establishment/point of sale?</i>					1	
	Observe Yes.....1(Continue) No.....2 → Go to Q. 20						
Q19	<i>What promotional materials are there in the point of sale/establishment? Rotate Reading and observe –Check off:</i>						
	PASMO Material.....1 Generic material on HIV prevention.....2 VIVE promotional material.....3						
	Other condom brands promotional material.....4						
	Campaign “Got it, Get it”.....5 Other: _____ NA.....0						
Q20	<i>What is the average number of clients that visit this establishment in a busy day?:</i>						
	Enter average number of daily clients in a good day: _____ Codify, three digits 001...						
Q21	<i>What percentage of the clients that visit this establishment are: SEE THAT ADDS UP TO 100%</i>					a	b
	a. Female Sex Workers: % b. Men that have sex with Men: % c. Other clients: %						c
Q22a	<i>Are condoms visible in the establishment? Observe</i> Yes.....1 No.....2 Does not sell/NA....0					1	
Q22b	<i>Are lubricants visible in the establishment? Observe</i> Yes.....1 No.....2 Does not sell/NA....0					1	
Q23	ASK ONLY AT HIGH-RISK OUTLETS: And, What type of clients do you serve regarding condoms and/or lubricants?					a	b
	Rotate reading, check off:						c
	a. Female sex workers: Yes.....1 No.....2 b. Men that have Sex with Men: Yes...1 No.....2						
	c. Other clients: Yes.....1 No.....2 Codify NA....0 if they do not sell, for each case						
Q24	For Interviewer: Observe if at time of visit there were: a. Female sex workers...Yes...1 No..2 b. Men that have sex with men...Yes...1 No...2 c. Other clients... Yes....1 No.....2					A	b
							c
Q25	For Interviewer: Observe, Is there any “Got it, Get it” campaign material at the establishment?						
	Yes.....1 (Enter which are present) No.....2 (Finish)						
Q24a	If there are female sex workers present, ask one that is close to you and willing to answer:						
	Do you have your own condoms? Yes....1 No.....2						
Q24b	If there are female sex workers present, ask one that is close to you and willing to answer:						
	Do you have your own water based lubricant? Yes....1 No.....2						
Q26	Check off promotional material that is visible at the establishment (RM)						
	T-shirts.....1 Coasters.....2 Banner.....3 Mobile.....4 Stickers.....5						
	Wall clock.....6 Key ring/Bottle opener.....7 Pens.....8 Other:						
1^a. Ending Time: _____		Militar Time		1b. Minutes interview lasted: _____		1^a	1b
Name of interviewee: _____							
1c	Interviewer: Enter socioeconomic level of establishment according to description (see card)					1	
	A.....1 B.....2 C.....3						
1d	Interviewer: codify channels of distribution according to description.					1	
	Pharmacies.....1						
	Non-traditional.....2 (neighborhood stores, supermarkets, convenience stores, gas stations, grocery stores)						
	High-risk.....3 (Bars, cantinas, liquor stores, discotheques, motels, pensions, brothels, “casa cerrada”, massage parlors)						
	Other.....4 (Saunas, gymnasiums, movie theaters, beauty salons, car wash, hardware stores, casinos, sex shops etc.)						
	f. Type of Outlet (Non-traditional): Convenience stores...01 Stores/neighborhood stores....02 Supermarkets....03 Gas station.....04 Grocery stores.....05 Other: _____						

MAP – Coverage and Access of Condoms and Lubricants

Central America 2009

	f. Type of Outlet (High-risk): Bar/Cantina....01 Hotel/Motel/Pension.....02 Brothel/“casa cerrada”.....03 Discotheque/Night club.....04 Massage Parlor....05 Liquor store...06 Closed house07 Other: _____		
	f. Type of Outlet (Other): Sauna...01 Gymnasium.....02 Pool hall...03 Movie theater.....04 Casinos...05 Beauty Salons...06 Car Wash...07 Hardware Store...08 Casinos...09 Sex Shop...10 Other: _____		
1e	I certify that I interviewed the person whose name appears at the beginning of this questionnaire and that the answers presented here were given by him/her– Any variation can be considered a serious offense and be punished according to our laws Signature: _____ ID Card # _____ Signs: Yes.....1 No.....0	1	
1f	I reviewed this questionnaire, it has the quality demanded by CID GALLUP Latin America; I authorize the payment Supervisor approves quality: _____ . Code #: _____ Does not sign.....0	1	
1g	Encoder: _____ No...0 1h Typist _____ No...0 LFG/oma/8-01-07	g	h