



## MAP SUMMARY REPORT PSI's DASHBOARD

### GUATEMALA, EL SALVADOR, HONDURAS AND NICARAGUA (2010): MAP STUDY, ASSESSING AVAILABILITY OF CONDOMS AND LUBRICANTS IN CENTRAL AMERICA.

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## **Central America (2010)**

### **Guatemala, El Salvador, Honduras, and Nicaragua: MAP Study, Evaluating Coverage, Quality of Coverage / Market Penetration / Access to condoms and lubricants in Central America Round 4**

PSI's Research Division, 2010

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## 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 of and accessibility to the products distributed by PASMO using pre-defined criteria for coverage, quality of coverage, access, penetration, and quality of penetration. The main objectives of 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; and 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. A census of all the establishments was carried out within each of the selected hot zones. 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 project’s target populations are found, places such as: discotheques, night clubs, brothels, bars, cantinas, hotels, motels, pensions, saunas, movie theaters, and massage parlors. For the purposes of the Project, the main emphasis is made on the results obtained in the High-Risk channel.

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, was collected. To measure penetration, all brands were included. 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 of 2010.

Before using the MAP methodology, a specific study to determine the presence of condoms in high-risk sites at the 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.

## MAIN FINDINGS

- ∴ **Coverage of Condoms:** Regarding the previous measurement, the coverage of condoms, when the standard of 75% is used, remains under 20% in hot zones. When assessing coverage using lower standards (50% and 35%) a decrease can be detected in El Salvador, Honduras, and Nicaragua in respect to the previous year, while in Guatemala it remains stable.

With regard to the coverage of condoms in the High-Risk channel, El Salvador, Guatemala y Honduras show lower percentages when compared to the previous year. Nicaragua, however, shows an increase under the highest standards and remains stable when lower standards are used.

- ∴ **Coverage of VIVE Condoms:** Minor changes can be detected in the coverage of the VIVE social marketing brands, because just as the category in general, VIVE condoms also reduce their coverage in El Salvador, Honduras, and Nicaragua. In Guatemala, on the other hand, coverage remains stable with respect to that of the previous year.

An increase in the coverage of VIVE condoms in the High Risk channel with respect to the previous year is perceived in Nicaragua when the same is evaluated using the standards of 75%, 50%, and 35%. Honduras shows an increase in coverage when the standards of 50% and 35% are used.

- ∴ **Lubricant Coverage:** At the general level, lubricant coverage is found in at least two thirds of the hot zones of all the countries, with Honduras showing the highest level of coverage. In the specific case of VIVE lubricants, their coverage is similar to that of the category, because in the majority of the countries the coverage reaches no less than 60% of the zones. Guatemala is the country that shows the highest level of coverage in the region.
- ∴ **Quality of Coverage of Condoms:** The highest coverage of IEC materials can be found in El Salvador and Honduras. This type of material is found in one-fourth of the hot zones covered. In general, at least 20% of the hot zones in the countries sell

VIVE Original condoms at the suggested Price. No more than 25% of the zones of the countries show the presence of free condoms. The presence of condoms in establishments that close after midnight is higher in Guatemala, where up to 40% of the hot zones meet this criterion. Condoms are visible in no more than 30% of the hot zones that sell condoms. Product supply remains acceptable in at least 65% of the hot zones.

- ∴ **Quality of Coverage of Lubricants:** Between 25% and 45% of the hot zones that sell VIVE Lub Tub lubricant adhere to the suggested price. Approximately one third of the hot zones show the presence of lubricants in establishments that close after midnight. Supply remains above 90% in El Salvador, Guatemala, and Honduras; and at 60% in Nicaragua. Coverage of Combo Packs in hot zone establishments is between 45% and 65%.
- ∴ **Penetration by SEL:** In El Salvador and Nicaragua more than 42% of type A SEL business establishments show presence of commercial condoms; in Honduras 34%, and in Guatemala only 25%. In type B business establishments of these countries, the presence of these condoms remains between 17% and 27%. The social marketing condoms are present in approximately one fourth of type B establishments and in between 10% and 14% of the type C establishments. Up to 16% of type C establishments in Guatemala show presence of free condoms, and 8% in El Salvador. The presence of this kind of condoms is very low in Nicaragua.
- ∴ **Penetration in Hotels and Brothels:** Condoms are present in two out of every three hotels in El Salvador and Guatemala, while in Honduras and Nicaragua such presence can be found in one out of three hotels. In the case of brothels, in El Salvador and Nicaragua, one out of 5 has condoms. However, in Honduras and Guatemala only 10% and 6%, of this type of establishments have them, respectively.
- ∴ **Penetration – KfW Indicators:** Between 9% and 19% of nontraditional business establishments sell condoms of any brand. Between 6% and 18% sell VIVE brand condoms. The presence of VIVE brand condoms in pharmacies is between 72% and 89%, while in the case of lubricants, they are present in approximately one out four pharmacies. Between 8% and 17% of bars sell VIVE brand condoms. Also, VIVE



brand condoms are present, in average, in 18% of the brothels in El Salvador and in none of the brothels of the other countries. Half of the hotels in Guatemala and one third of the hotels in El Salvador have VIVE brand condoms, while in Honduras such presence is found in one fifth of them; and in Nicaragua 16% have them.

- ∴ **Quality of Penetration:** More than half of SEL type A and B business establishments are supplied by wholesale distributors in Nicaragua, 49% in Honduras, 41% in Guatemala, and 24% in El Salvador. Between 7% and 15% of type B and C establishments are supplied through independent retailers, and a similar percentage is supplied through PASMO sales personnel, except for Nicaragua where PASMO sales personnel serve 32% of this type of establishments. No more than 14% of the establishments are supplied through NGOs.

No more than 20% of High-Risk channel type A and B establishments are supplied through wholesale distributors. Such percentage is similar for type B and C establishments, which are supplied by independent retailers. In El Salvador and Guatemala 14% and 18%, respectively, of type B and C establishments are supplied by PASMO sales personnel, while in Nicaragua 43% and in Honduras 54% of these establishments are supplied by PASMO sales personnel. 5% of type C establishments in El Salvador and Guatemala are supplied through NGOs, 14% in Honduras, and 24% in Nicaragua.

The average presence of IEC material in any type of establishment that sells condoms varies: 66% in El Salvador, 30% in Guatemala, 23% in Honduras, and 11% in Nicaragua. Such presence, specifically in the High-Risk Channel, is 60% in El Salvador, and amounts to 43% in Guatemala, 68% in Honduras, and 24% in Nicaragua.

- ∴ **Condoms, FSW:** In El Salvador, approximately nine out of ten FSW had their own condoms. 71% of the workers interviewed in Honduras had their own condoms, while in Guatemala, the number reached 43%, and 33% in Nicaragua. When measuring the presence of condoms in high-risk establishments, El Salvador shows a great difference, because penetration of condoms increases in 22%, reaching almost twice the initial value. In Guatemala this increase is equal to 7%, which means that one

third of the establishments show presence of condoms. An increase of 6% was registered in Honduras. On the other hand, no significant change is found in Nicaragua, given the small number of workers available at the time of the interview.

## PROGRAMMATIC RECOMMENDATIONS

- :: Use tables with minimum standards of 75%, 50%, and 35% as comparative and programmatic reference, because even when all of them show correct results, having a point of comparison is of vital importance and allows for a better visualization of the strategies used by the countries.
- :: When previous information exists, it is important to show the 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 others.
- :: Increase PASMO's focus on high-risk channel sites of all socioeconomic levels, because even if VIVE products are already present, 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.
- :: 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. sale outlets, using a population based methodology which enables a future reevaluation of the actual need for coverage in hot zones.
- :: Perform a methodological adjustment of the MAP study in order to improve the measuring of hot zones according to their reality and nature, in a way that, through the results obtained, the best strategies to improve the coverage and penetration of the product can be established.

## 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 study carried out by Nielsen in 2006<sup>1</sup> 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 standards represent a percentage obtained from the LQAS table (Lot Quality Assurance Sampling) \*see table in annex 3.

### Coverage of Condoms

**Table 1.1: Comparative Total Coverage of Condoms\* by Country: 2007-2008-2009-2010 Using 3 standards (75%, 50%, and 35%<sup>2</sup>) – All Channels (Pharmacies, Non-traditional, and High Risk)**

	n				Any Condom (available on the day of visit)												
					LQAS Coverage at 75%				LQAS Coverage at 50%				LQAS Coverage at 35%				
	2007	2008	2009	2010	200				2007	2008	2009	2010	2007	2008	2009	2010	
Guatemala	520	482	654	668	<20%	<20%	<20%	<20%	<20%	25%	%	30%	25%	40%	20%	40%	40%
El Salvador	703	324	338	412	25%	25%	20%	%	45%	30%	60%	25%	70%	55%	75%	40%	
Honduras	404	338	367	530	<20%	<20%	25%	%	65%	30%	65%	30%	75%	45%	95%	55%	
Nicaragua	622	416	399	449	<20%	<20%	<20%	<20%	<20%	<20%	%	35%	%	30%	25%	50%	25%

\*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 process.

When using a coverage standard of 75%, the coverage of the countries is less than 20% in hot zones. When evaluating coverage using a lower standard (50%) it is possible to see that Guatemala and El Salvador reach a coverage of 25%, and Honduras a coverage of 30%. However, coverage in the four countries decreased in regard to that of 2009. When the standard is lowered to 35%, (since this has been the general coverage average for hot zones in the 3 measurement processes) it is possible to see that

<sup>1</sup> AC Nielsen carried out a study to establish the coverage of condoms in Central America. This study is now replaced by the MAP study.

<sup>2</sup> Should be read: “at least 75%, 50%, or 35% of outlets in a hot zone where condoms are available”.

coverage stabilizes at 40% in Guatemala and El Salvador, at 55% in Honduras and at 25% in Nicaragua. Guatemala appears as the only country capable of maintaining the percentage reached in 2009.

The present project, developed by PASMO in partnership with Abt Associates, places a special emphasis on the high-risk channel (motels, brothels, bars, cantinas, 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: 2007-2008-2009-2010 Using 3 standards (75%, 50%, and 35%) – High-Risk Channel**

	n				Any Condom High-Risk (available on the day of visit)											
					LQAS Coverage at 75%				LQAS Coverage at 50%				LQAS Coverage at 35%			
	2007	2008	2009	2010	2007	2008	2009	2010	2007	2008	2009	2010	2007	2008	2009	2010
Guatemala	224	366	256	318	20%	<20%	30%	25%	20%	<20%	45%	35%	35%	20%	60%	40%
El Salvador	382	186	217	173	20%	25%	30%	<20%	35%	30%	55%	35%	55%	35%	75%	55%
Honduras	214	116	188	202	20%	20%	30%	25%	20%	25%	50%	30%	45%	25%	80%	40%
Nicaragua	204	96	96	72	<20%	<20%	20%	35%	20%	40%	50%	40%	20%	45%	60%	55%

\*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 process.

While, at the general level, no substantive changes were detected in the countries that use a high standard (75%), Nicaragua shows an increase in coverage, in relation to previous years, in the high-risk channel specifically. In addition, regarding site coverage in these countries, the more the standard is reduced, the more substantive the changes are. It is also possible to see that there have been some reductions concerning coverage at the lowest standards in all the countries with respect to 2009.

It is important for PASMO's Project to establish the presence of social marketing VIVE brand condoms in the outlets evaluated during the measurement process. Table 2.1 provides the results regarding coverage of social marketing VIVE brand condoms in all the distribution channels (Pharmacies, Nontraditional, and High-Risk). The results are

represented 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: 2010, comparative coverage: 2009-2010 using 3 standards (75%, 50%, and 35%) – All Channels (Pharmacies, Nontraditional, and High-Risk)**

	VIVE AMOR			VIVE ORIGINAL			AMOR/ORIGINAL 2009 vs 2010					
	st 75%	st 50%	st 35%	st 75%	st 50%	st 35%	st 75%		st 50%		st 35%	
							2009	2010	2009	2010	2009	2010
Guatemala	<20%	25%	25%	<20%	20%	25%	<20%	<20%	35%	30%	35%	35%
El Salvador	<20%	<20%	<20%	<20%	<20%	<20%	<20%	<20%	25%	<20%	40%	20%
Honduras	<20%	20%	25%	<20%	<20%	25%	25%	<20%	35%	20%	50%	45%
Nicaragua**	<20%	<20%	<20%	<20%	<20%	20%	25%	<20%	25%	<20%	45%	20%

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

\*\*The percentage given for Vive Amor Nicaragua corresponds to Body Guard/ Panamá does not distribute the VIVE Amor brand.

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

Given that 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.

Generally, the coverage of PASMO's social marketing brands is no lower than 20% when evaluated using the highest standard (75%). When the levels are reduced, one can detect that VIVE manages to be present, with at least one of its brands, in up to 45% of the hot zones, under a minimum standard of 35%, as per LQAS parameters.

**Table 2.2 – Coverage of Social Marketing VIVE Condoms in hot zones, 2010, and Comparative Coverage: 2009-2010 using 3 standards (75%, 50%, and 35%) – High-Risk Channel**

	VIVE AMOR			VIVE ORIGINAL			AMOR/ORIGINAL 2009 vs 2010					
	st 75%	st 50%	st 35%	st 75%	st 50%	st 35%	st 75%		st 50%		st 35%	
							2009	2010	2009	2010	2009	2010
Guatemala	<20%	20%	25%	20%	25%	40%	25%	20%	40%	30%	50%	30%
El Salvador	<20%	20%	25%	<20%	20%	20%	<20%	<20%	30%	30%	45%	30%
Honduras	20%	30%	35%	20%	20%	20%	20%	20%	25%	30%	30%	40%
Nicaragua**	20%	25%	35%	<20%	25%	35%	25%	35%	25%	35%	25%	50%

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

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

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

Regarding the presence of social marketing VIVE condoms in the high-risk channel, coverage of at least one of the lines of VIVE social marketing condoms reaches up to 50% of the hot zones in Nicaragua, and one third of the hot zones in Guatemala and El Salvador. In Honduras the coverage reaches 40%.

## Coverage of Lubricants

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

**Table 3 – Coverage of lubricants in hot areas – by country- All Channels, 2010**

Country	Any lubricant	Vive			
	Nb min. 1 outlet *	Nb Combo Pack*	Nb Lub - sachet*	Nb Lub - tubo*	Nb Lub - (any) *
El Salvador	85%	n/a	65%	70%	75%
Guatemala	90%	45%	70%	70%	80%
Honduras	>95%	55%	65%	65%	75%
Nicaragua	65%	35%	30%	45%	60%

\* 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 process.

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

n/a: Not applicable, that line of product is not available in the 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, in general, the product covers at least two thirds of the hot zones in Nicaragua, and even more so in Guatemala and El Salvador, with between 85% and 90% of hot zones covered, while in Honduras coverage is higher, 95%.

Concerning PASMO’s different lines of lubricants, it can be said that in the case of Combo Pack, coverage reaches between 35% and 55% of the hot zones. In the case of Sachet, coverage is higher because the product is found in two thirds of the hot zones in El Salvador, Honduras, and Guatemala; while in Nicaragua it is only half this percentage (30%). The coverage of VIVE lub tube is similar, covering two thirds of these zones in El Salvador, Guatemala, and Honduras, and one third in Nicaragua. When evaluating the presence of any VIVE brand lubricant, between 60% and 80% of the hot zones are covered by the same.

## Quality of Coverage of Condoms and Lubricants

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

- IEC (Information, education and/or communication) Material: Establishments that have promotional and/or educational material on condoms and/or HIV & AIDS.
- Price: Establishments that sell the product (VIVE Original condoms or VIVE lubricant Tube) at PASMO's suggested price, (see annex 4 for price table).
- Free condoms: Establishments that have and distribute free condoms to the public.
- Condoms after midnight: Establishments that close after midnight and where condoms and lubricants are available.
- Visibility: Establishments where condoms/lubricants are visible at the point of sales.
- Supply: Establishments that did not report any product shortage 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 condom coverage in hot zones – by country – High-Risk Channel, 2010**

Country	Q of C IEC Material (*1)	Q of C Price(*3)	Q of C Free Condoms (*1)	Q of C Condoms after midnight(*4)	Q of C Visibility(*2)	Q of C product supply(*2)
El Salvador	25%	20%	25%	25%	20%	70%
Guatemala	20%	20%	<20%	40%	25%	70%
Honduras	25%	25%	25%	20%	30%	70%
Nicaragua	20%	20%	25%	30%	<20%	65%

(\*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 process.



Regarding variables classified as quality of coverage, El Salvador and Honduras show the best results concerning outlets with availability of IEC material. Generally, 20% of the hot zones sell VIVE original condoms at the suggested price. Guatemala is the country that presents the highest coverage in establishments that close after midnight. Condom supply is adequate in at least two thirds of the hot zones. No more than 30% of the hot zones report having product visible at the point of sales.

An analysis concerning the quality of coverage of lubricants was also performed. The variables included in this analysis are less rigid than 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, 2010**

Country	Hot zones	Q of C Price(*3)	Q of C Lubs. After midnight(*4)	Q of C Product supply (*2)	Q of C Combo packs/sachets(*1)
El Salvador	19	25%	35%	90%	65%
Guatemala	19	35%	35%	95%	50%
Honduras	19	45%	25%	>95%	90%
Nicaragua	19	45%	25%	60%	45%

(\*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.

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 are present in approximately one third of the hot zones. Besides, no more than 35% of hot zone establishments where condoms are available are open after midnight. Half of the hot zones are covered by combo pack or VIVE sachet, with the exception of Honduras where 90% of them are covered. In El Salvador and Honduras almost the totality of establishments where lubricants are available are continuously supplied, this also true for two thirds of such establishments in Nicaragua.

## Penetration

Penetration refers to the net percentage of hot zone outlets where condoms are available.

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 and that of 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, 2010. – All Socioeconomic Level Channels.**

Country	<i>n</i>	% of type A outlets with commercial condoms*	<i>n</i>	% of type B outlets with commercial condoms*	% of type B outlets with SM condoms*	<i>n</i>	% of type C outlets with SM condoms*	% of type C outlets with free condoms*
El Salvador	29	58.60%	137	27.41%	27.41%	248	14.11%	8.87%
Guatemala	24	25.00%	195	17.00%	23.60%	449	10.90%	15.6%
Honduras	32	34.40%	397	18.40%	22.40%	101	13.90%	10.90%
Nicaragua	21	42.90%	138	18.84%	30.43%	290	10.69%	0.34%

\*percentages calculated taking into consideration all of the establishments.

Table 8.1 shows presence of commercial, social marketing, and free condoms in all channels according to the SEL. It is possible to see that there is a remarkable availability of commercial condoms in Type A establishments in El Salvador and Nicaragua. The presence of this kind of condoms reduces to half in Type B establishments in all the countries, but the same is higher in El Salvador. Regarding social marketing condoms, they are present in almost one third of Type B establishments; and in no more than 14% of Type C establishments. Free condoms are present in one or two of every 10 Type C establishments in Guatemala, El Salvador, and Honduras, but their presence is almost inexistent in Nicaragua.

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, 2010. – By SEL– High-risk Channel**

Country	% of Type A establishments with commercial condoms*		% of Type B establishments with commercial condoms*		% of Type B establishments with SM condoms*		% of Type C establishments with SM condoms*		% of Type C establishments with free condoms*	
	n		n		n		n		n	
El Salvador	11	18.18%	51	12.00%	112	20.00%	112	16.96%	112	18.75%
Guatemala	5	0.00%	34	11.80%	279	14.70%	279	11.80%	279	25.10%
Honduras	21	9.50%	139	6.50%	42	13.70%	42	14.30%	42	26.20%
Nicaragua	3	0.00%	30	20.00%	39	33.33%	39	15.38%	39	2.56%

\*Percentages calculated based on all high-risk channel establishments.

There is no presence of commercial condoms in high-risk channel Type A establishments in Guatemala and Nicaragua, but they are present in 18% of this type of establishments in El Salvador, and in 9.5% of them in Honduras. Commercial condoms are present in 20% of Type B establishments in Nicaragua, and in almost half this percentage in the other countries. The presence of social marketing condoms in Type B establishments is higher in Nicaragua, where product availability is found in one third of the establishments. Presence of social marketing condoms in Type C establishments reaches a maximum of 16%. Regarding free condoms, Guatemala, El Salvador, and Honduras, show a considerable presence of these condoms in Type C establishments, 25%. Such presence is even higher than that of social marketing condoms. Nicaragua maintains low presence percentages of this kind of condoms in Type C establishments.

**Table 8.3 – USAID’s Indictors for penetration of condoms, 2010. High-risk outlets – High Risk Channel**

	%Hotels/Motels/ Pensions that have condoms*+								% Brothels that have condoms**+							
	n	2007	n	2008	n	2009	n	2010	n	2007	n	2008	n	2009	n	2010
El Salvador	65	64.62%	54	35.2%	50	64.00%	30	66.70%	303	33.33%	125	23.2%	146	34.25%	143	20.97%
Guatemala	86	63.95%	131	31.3%	104	61.54%	57	63.33%	128	15.63%	186	7.0%	144	18.75%	227	6.17%
Honduras	86	63.95%	131	31.3%	104	61.54%	62	30.6%	128	15.63%	186	7.0%	144	18.75%	140	10.0%
Nicaragua	51	23.53%	39	46.2%	28	67.86%	19	31.58%	133	7.52%	51	19.6%	66	15.15%	52	23.08%

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

\*\*the percentage for brothels has been obtained by adding up the number of brothels, bars, and discotheques or night clubs.

+“they have condoms” is obtained from Q4, Are there condoms available today?

With regard to previous years, an increment concerning the presence of condoms in hotels can be perceived in El Salvador and Guatemala. However, Honduras and Nicaragua show a decline after having experienced a growth tendency during the past years. The opposite happens in the case of brothels, where Nicaragua shows an

increment in the presence of condoms with respect to previous years; while El Salvador and mainly Guatemala show a decline with respect to the percentage reached during the previous year. Honduras also shows a decline regarding penetration in this type of establishments.

**Table 9 – KfW Indicators for penetration of condoms, 2010.**

Country	% of nontraditional outlets that sell condoms (any brand)		% of nontraditional outlets that sell VIVE condoms		% of pharmacies that sell VIVE condoms		% of pharmacies that sell VIVE lubricants		% of bars that sell VIVE condoms		% of brothels that sell VIVE condoms		% of hotels/motels that sell VIVE condoms		% of discos/night clubs that sell VIVE condoms	
	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%
El Salvador	182	9.3%	6.6%	57	71.9%	28.1%	95	9.5%	28	17.9%	30	33.3%	16	31.3%		
Guatemala	277	16.0%	11.2%	73	79.5%	31.5%	196	15.3%	4	0.0%	90	55.6%	12	8.3%		
Honduras	273	19.4%	18.0%	55	78.2%	32.7%	113	8.0%	1	0.0%	62	19.4%	14	7.1%		
Nicaragua	341	11.4%	10.0%	36	88.9%	22.2%	48	16.7%	0	-	19	15.8%	1	100.0%		

*\*Percentage calculated taking into consideration all of the establishments.*

Table nine reflects the penetration of condoms in important secondary channels, for the product category, according to the project financed by KfW. The presence of condoms of any brand in the Nontraditional channel can be detected mainly in Honduras and Guatemala. When referring, specifically, to the presence of VIVE brand condoms, the percentages are slightly lower. The presence of VIVE condoms in the Pharmacies channel is high because the brand is present in no less than 72% of pharmacies. In the particular case of Nicaragua VIVE condoms are present in almost 90% of the pharmacies. Concerning the presence of VIVE lubricants in this channel, the same is lower, because no more than 32% of pharmacies have them.

With respect to bars that sell VIVE condoms, an average between 10% and 17% of the establishments have condoms. Concerning brothels, the sample is smaller, because in El Salvador one fifth of this type of establishments has VIVE condoms, while in Guatemala and Honduras none of these establishments had them. Regarding hotels and motels or pensions that sell VIVE condoms, Guatemala shows the highest percentages, with more than half of the establishments selling them; while in El Salvador, these condoms are sold in one third of these establishments. In Nicaragua, however, only 16% of these establishments show presence of VIVE condoms, and 19% in Honduras. One third of the discotheques or night clubs in El Salvador have VIVE condoms, but only 8% in Guatemala and 7% in Honduras. There was presence of VIVE condoms in the only establishment in Nicaragua that was measured for this category.

## Quality of Penetration

The quality of penetration can be determined based on the percentage of each socioeconomic level that is served by the corresponding means in order to supply it with the product.

**Table 10 – Quality of penetration – All Channels, 2010**

Country	% of type A & B establishments supplied by wholesale distributors		% of type B & C establishments supplied by independent retailers*		% of type B & C establishments supplied by PASMO's sales agents*		% of type C establishments supplied by NGOs or FBOs*		% of establishments where IEC material is available*	
	n		n		n		n		n	
El Salvador	16	24.4%	38	7.3%	24	7.3%	8	2.4%	12	66.1%
Guatemala	79	40.5%	23	12.9%	17	15.5%	17	4.1%	24	29.7%
Honduras	13	48.5%	13	11.9%	14	28.2%	14	14.3%	14	22.6%
Nicaragua	58	55.20%	79	15.20%	34	31.60%	34	10.10%	92	10.90%

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

At least one fourth of A and B SEL establishments are supplied by wholesale distributors in El Salvador. In Guatemala, up to 40% of this type of establishments is supplied by wholesalers, 48% in Honduras, and more than half of them in Nicaragua. Between 12% and 15% of type B and C establishments are supplied by independent retailers in Guatemala, Honduras, and Nicaragua; and half this percentage in El Salvador. Similar percentages are served by PASMO's sales Agents, but in Honduras and Nicaragua the number is doubled. Less than 5% of type C establishments are supplied by NGO's and FBOs with the exception of Nicaragua and Honduras where the number is approximately one in ten.

In general, there is a very high presence of IEC material in the establishments. Two thirds of the establishments in El Salvador show presence of this kind of materials. These materials are present in one third of the establishments in Guatemala, in one fifth of them in Honduras, and in only one tenth of them in Nicaragua.

With reference to the sales channel, which is the most important channel for the project, a new quality of penetration table has been calculated based only on the High-Risk channel.

**Table 10.1 – Quality of Penetration– High Risk Channel, 2010**

Country	n	% of type A & B establishments supplied by wholesale distributors	n	% of type B & C establishments supplied by independent retailers*	% of type B & C establishments supplied by PASMO's sales agents*	n	% of type C establishments supplied by NGOs or FBOs*	n	% of establishments where IEC materials are available*
El Salvador	61	4.9%	162	11.1%	13.6%	112	5.4%	50	60.0%
Guatemala	15	20.0%	154	13.0%	17.5%	140	5.0%	155	43.2%
Honduras	30	10.0%	35	14.3%	54.3%	7	14.3%	37	67.6%
Nicaragua	12	16.7%	21	19.0%	42.9%	9	23.8%	21	23.8%

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

No more than 20% of High-Risk channel type A and B establishments is supplied by wholesale distributors, but in El Salvador only one in 20 is. Between 11% and 19% of type B and C establishments are supplied by independent retailers. PASMO supplies between 14% and 18% of High-Risk channel type B and C establishments in El Salvador and Guatemala, but in Nicaragua it serves more than 42%, and in Honduras up to 54.3%.

In El Salvador and Guatemala condom supply for high-risk channel type C establishments through NGOs or FBOs takes place in the case of one out of twenty establishments, while in Nicaragua the number is one in five; and in Honduras 14% of these establishments are supplied this way.

Presence of promotional and/or educational (IEC) material in high-risk channel establishments that sell condoms shows its best results in Honduras, El Salvador, and Guatemala with 68%, 60%, and 43%, respectively. Presence of this kind of material in Nicaragua reaches only 24%.

#### **Possession of Condoms by FSW:**

Because every year one of the concerns of some countries has to do with the difficulty to sell condoms in high-risk outlets such as pensions, brothels, and night clubs due to the fact that some projects give free condoms directly to the female sex worker population, a new variable has been included. This variable identifies if a randomly selected female sex worker, found within this type of outlets, has her own condoms even if the establishment might not have them. The results are shown in table 11.1.

**Table 11.1 – Condom possession by the FSW population, even if establishment might not have condoms available, Central America, 2010.<sup>3</sup>**

Country	n*	%
El Salvador	43	88.4%
Guatemala	51	43.1%
Honduras	21	71.43%
Nicaragua	3	33.3%

*\*n corresponds to the total number of establishments where no condoms were available and but where FSW were found*

FSW have their own condoms in nine of every ten establishments that do not sell them in El Salvador; in seven of every ten in Honduras, while in Guatemala such behavior is found in almost half of these establishments. In the case of Nicaragua this behavior is found in one of every three establishments. However, the number of surveyed establishments with no presence of condoms and where FSW were found at the moment of the visit is very low.

To establish the type of condoms the populations have an additional question was included concerning the brand of the condom. The results can be seen in table 11.2.

**Tables 11.2 – Brand of condoms that the FSW have at the points of sale, 2010.**

Country	Brand of condoms that the FSW have		
	n	VIVE	No Logo
El Salvador	38	39.5%	50.0%
Guatemala	22	59.1%	18.2%
Honduras	15	33.33%	73.33%
Nicaragua	1	100%	0.0%

*\*n corresponds to the total number of establishments where no condoms were available but where the FSW did have them*

The vast majority of condoms possessed by FSW are VIVE brand condoms or No Logo condoms (with no brand). In Guatemala two of every three condoms found are VIVE, while in El Salvador, Honduras, and Nicaragua VIVE condoms represent one third of the condoms possessed by FSW. In Honduras three fourths of the FSW posses No Logo condoms; in El Salvador half of the FSW had this type of condoms, and in Guatemala only one fifth of them had them.

<sup>3</sup> 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. We suggest these data be used only as reference and not as representative of the population.

## Presence of condoms, in general

The information regarding the presence of possession of condoms by female sex workers was used to create a comparative table for the percentage of high-risk channel establishments where condoms are available versus the percentage of establishments that have availability of condoms at the point of sales, plus the places where the female sex workers have their own condoms. Such table is shown below. (See table 11.3).

It is important to emphasize that only one worker at each site was interviewed. This only gives us a general view of the situation and not a concrete reality of the outlets.

**Table 11.3 – Presence of condoms in high-risk outlets. 2010.**

Country	<i>n</i>	Establishments with condoms*	Establishments with condoms or FSW with their own condoms**
El Salvador	173	28.9%	50.9%
Guatemala	318	27.0%	34.0%
Honduras	202	18.32%	24.26%
Nicaragua	72	29.2%	30.6%

\*Percentage corresponds to the total number of high-risk channel establishments that reported selling condoms, according to Q03

\*\* Percentage corresponds to the total number of high-risk channel establishments that reported selling condoms, according to Q03, plus the establishments where the sex workers reported having their own condoms.

When referring to penetration in general in the high-risk channel, one of every three establishments has condoms in the three countries. However, if the establishments where the sex workers have their own condoms, even if the establishments do not sell them, are added the results increase considerably, mainly in El Salvador, reaching 51% of penetration; while in Guatemala and Honduras the penetration of this product increases 7 and 6 percentage points, respectively. The sample data available at the sites regarding FSW present some limitations, reason why it is not possible to perceive major changes in Nicaragua.



## 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 by Nielsen in 2006 in high-risk areas used a different methodology, standards of 75% were set to measure the coverage and the quality of the same. 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 the previous effort, 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 geographical areas or hot zones. This constitutes 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 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

El Salvador	Guatemala
Parque Morazán	Puerto Barrios
Ex Cine Apolo, Mercado Sagrado Corazón	Santa Rosa - Barberena
Night Club and surroundings	Escuintla
Night Club	Escuintla - Puerto de San José
Apopa	Escuintla - Nueva Concepción
Los Conejos, next to Pollo Campero	Escuintla - La Gomera
Cojutepeque Park	Retalhuleu
Las Isletas Zone	Suchitepequez – Cuyotenango
Lodging and Beer Bars	Quetzaltenango – Coatepeque
Metapan	San Marcos – Malacatan
El Paraiso Night Club	Guatemala - Via Publica CSW
Cara Sucia	Guatemala - Cerrtito del Carmen
Cerveceria El Perla Beer Bar and Others	Guatemala - La línea zona 1
Beer Bars	Guatemala – Hot Zone, La Florida
Calle El Triangulo and Surroundings	Guatemala - Hot Zone, zona 7
Cedazo I Night Club	Guatemala - Hot Zone, zona 12
La Union Sexual Commerce Zone	Guatemala - Sector Terminal Zona 4
Santa Rosa Military Road	Guatemala - Zona 11
Plaza Limeña	Amatitlan

Honduras	Nicaragua
Tegucigalpa – Valle Park	Victoria Park
Tegucigalpa – Finlay Park	El Laurel Bar
Tegucigalpa – Obelisco Park	Pitunga Bar
Tegucigalpa - Zona Pedregal	El Rachón Bar
Comayagua - Base Aérea Palmerola	Damaris Bar
Siguetepeque - Mercado San Juan	Don Pollo
Siguetepeque – Hot Zone Casa De Las Sopas	Virrey Bar
Choluteca - Carias Park	Chiles calientes Bar
Marcovia - Calle del Comercio	El Retorno Bar
San Pedro Sula - Los Tamarindos	La Bachata Bar
San Pedro Sula - El Paso	Rincon Cubano Bar
San Pedro Sula - Zona Viva, SPS	Night Club 27 de Mayo
San Pedro Sula - Zona Las Américas	Sector carretera a Masaya
Choloma – Central Park	El Flamingo Bar
Santa Rita - Santa Rita	Rotonda de Rivas
Yoro - Sector calle 8	Los Wichos Bar
Tela - Parque Central	Los Ranchitos Bar
Tela - El Paraíso	Sector Linda Vista
Ceiba - From Rest. Bety's Plays to Rest. El Seaview	Sector El Bisne

## Annex 2: Glossary of Terms

1. Buffer: Health mapper's function used to register a population characteristic in a given geographical area.
2. GIS: 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

### 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	10	11	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 ≥ 10%.

☐: hashed cells indicate where alpha or beta errors are > 15%.

### Annex 4: Questionnaire

<i>Study, Coverage and Access to Condoms and Lubricants</i> PASMO – Code				GPS# _____ Outlet # _____ Questionnaire: _____						
<b>a. Country:</b> <i>El Salvador...3 Nicaragua.....4 Honduras....5 Guatemala....6</i>							1	6		
<b>d. Date:</b> _____ (2)							2			
<b>h. Name of Outlet:</b> _____				<b>Phone #</b> _____						
<b>i. Exact Address:</b> _____										
<b>j: Name of Area (Hot Zone)</b> _____							<b>Code:</b>			
<b>k. Coordinates (GPS Reading):</b> (4)		<b>k. Latitude:</b> _____			<b>l.</b>					
<b>Longitude:</b> _____										
Good afternoon/evening, my name is <b>(INTERVIEWER: SAY YOUR NAME)</b> , 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 of 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.										
<b>STARTING TIME:</b> _____ :										
<b>Q1</b>	<i>To begin, could you tell me the time this establishment opens? _____:_____ (Enter in military time)</i>						4			
<b>Q2</b>	<i>And, at what time do you close? _____:_____ ( Enter in military time)</i>						4			
<b>Q3</b>	<i>Does the establishment usually sell condoms? Yes.....1 (Continue) No.....2 (Go to Q.7)</i>						1			
<b>Q4</b>	<i>And, are there condoms available today? Yes.....1(Continue) No.....2 (Go to Q. 6) NA...0</i>						1			
<b>Q5</b>	<i>Did this outlet/establishment have any product shortage (condoms) during the past four weeks? Yes.....1 → No.....2 → DK/NR.....0 → (ALL, GO TO Q8) NA.....0</i>						1			
<b>Q6</b>	<i>Only for those who answered no to Q4 Are condoms usually available? Yes....1 No...2 NA...0</i>						1			
<b>Q7</b>	<i>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)</i>						1			
<b>Q8</b>	<i>And, what brands of condoms are usually available at this establishment?</i>									
		Yes	No	NA		Yes	No	NA		
a	Vive Amor	1	2	0	<b>b.</b> Guardián Menta	1	2	0	a.	b. 0
c	Vive Original	1	2	0	<b>d.</b> Sultan	1	2	0	c.	d.
e	Vive Colors	1	2	0	<b>f.</b> Preventor	1	2	0	e.	f.
g	Vive Mas/Natural/Fuerte	1	2	0	<b>h.</b> Condoms with no logo – For sale	1	2	0	g.	h.
i	Combo Pack Vive	1	2	0	<b>j.</b> Condoms with no logo – Free	1	2	0	i.	j.
k.	Durex	1	2	0	<b>l.</b> Trojan	1	2	0	k.	l.
m	Profamilia	1	2	0	<b>n.</b> Baron	1	2	0	m. 0	n. 0
o.	IPPF	1	2	0	<b>p.</b> Prime	1	2	0	o. 0	p. 0
q.	Camaleón	1	2	0	<b>r.</b> Piel	1	2	0	q. 0	r. 0
s.	Guardián	1	2	0	<b>t.</b> Body Gard	1	2	0	s. 0	t. 0
u.	Pantera	1	2	0	<b>v.</b> Condor	1	2	0	u. 0	v. 0
w.	Protector	1	2	0	<b>ww.</b> OK	1	2	0	w. 0	ww. 0
aa.	Scudo	1	2	0	<b>bb.</b> Scudo Colors				aa.	bb.
cc.	Scudo Retardante	1	2	0	<b>dd.</b> Masculan				cc.	dd.

<b>ee</b>	UNIDOS (Long Love)				<b>ff.</b> Forrito					
<b>gg</b>	Romantex	1	2	0						
<b>x.</b>	Other: _____	1	2	0	<b>y.</b> Other Brands: _____	1	2	0	x.	y.
<b>Q9</b>	<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>									
<b>a</b>	Vive Amor	<i>Price →</i>				<b>b.</b> Guardián Menta	<i>Price →</i>			0
<b>c</b>	Vive Original	<i>Price →</i>				<b>d.</b> Sultán	<i>Price →</i>			
<b>e</b>	Vive Colors	<i>Price →</i>				<b>f.</b> Preventor	<i>Price →</i>			
<b>g</b>	Vive Mas	<i>Price →</i>				<b>h.</b> Condoms with no logo – For Sale	<i>Price →</i>			
<b>i</b>	Combo Pack Vive	<i>Price →</i>				<b>j.</b> Condoms with no logo – Free	<i>Price →</i>			
<b>k.</b>	Durex	<i>Price →</i>				<b>l.</b> Trojan	<i>Price →</i>			
<b>m</b>	Profamilia	<i>Price →</i>			0	<b>n.</b> Baron	<i>Price →</i>			0
<b>o</b>	IPPF	<i>Price →</i>			0	<b>p.</b> Prime	<i>Price →</i>			0
<b>q.</b>	Camaleón	<i>Price →</i>			0	<b>r.</b> Piel	<i>Price →</i>			0
<b>s.</b>	Guardián	<i>Price →</i>				<b>t.</b> Body Gard	<i>Price →</i>			0
<b>u.</b>	Pantera	<i>Price →</i>			0	<b>v.</b> Condor	<i>Price →</i>			0
<b>w.</b>	Protector	<i>Price →</i>				<b>ww.</b> OK				0
<b>aa.</b>	Scudo	<i>Price →</i>				<b>bb.</b> Scudo Colors	<i>Price →</i>			
<b>cc.</b>	Scudo Retardante	<i>Price →</i>				<b>dd.</b> Masculan	<i>Price →</i>			
	UNIDOS (Long Love)					<b>ff.</b> Forrito				
	Romantex									
<b>x.</b>	Brand: _____	<i>Price →</i>				Other Brands: _____	<i>Price →</i>			
<b>Q10</b>	<i>By what means is this establishment/outlet supplied with condoms? READ Rotate reading/ Multiple A.</i>								1	
	Commercial Distributor or wholesaler.....1 Independent Retailer.....2								1	
	NGO.....3								1	
	PASMO/Vive Condoms' Sales Agent.....4 ASHONPLAFA Sales Agent (Only for Honduras).....5									
	Ministry of Health.....6 Other: _____									
<b>CQQ01</b>	Do you have any of these materials in your establishment? <b>SHOW LOGO CARD AND METERIALS CARD</b>									
	T-shirts.....1 Coasters.....2 Banner.....3 Mobile.....4 Stickers.....5									
	Wall clock.....6 Key ring/Bottle opener.....7 Pens.....8 Other: _____ No...0									
<b>CQQ 02</b>	Has a condom sales agent ever offered you any of these promotional materials? Yes...1 No...2 DK..0									
<b>CQQ 03</b>	Has an educator ever offered you any of these promotional materials? Yes....1 No.....2 DK....0									
<b>CQQ 04</b>	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									
<b>CQQ 05</b>	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									
<b>CQQ 06</b>	<b>ONLY FOR THOSE WHO ANSWERED NO TO CQQ01</b>									
	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									
<b>SECTION ON LUBRICANTS</b>										
<b>Q11</b>	Does this establishment usually have lubricants for sale? Yes....1 (Continue) No....2 →Go to Q. 15									1
<b>Q12</b>	Are there lubricants available today? Yes.....1(Continue) No.....2 → NA....0 → Go to Q.14									1
<b>Q13</b>	Did this establishment/point of sale have any stockout for the product–lubricants–during the past four weeks? Yes.....1 → No.....2 → DK/NR.....3 → (GO TO Q16) NA....0									1

Q14	<b>Only for those who answered NO to Q12</b> Are lubricant usually/most of the time available here? Yes...1 → No...2 → <b>GO TO Q.16</b> NA.....0					1	
Q15	<b>Only for those who answered NO to Q.11</b> Would this establishment be willing to have lubricants available? Yes...1 → No...2 → DK/NR.....3 → NA.....0 → <b>GO TO Q18</b>					1	
Q16	What lubricant brands are usually available here? <b>If they do not have any, use code NA....0</b>						
A	Combo Pack - NA...0	Yes...1 No...2	b. Durex Lubricants NA...0	Yes...1 No...2	A	b. 0	
C	Vive Lub – sachets NA...0	Yes...1 No...2	d. Soni Gel NA...0	Yes...1 No...2	C	d	
E	Vive Lub – tube NA...0	Yes...1 No...2	f. K – Y /Jonson NA...0	Yes.....1 No..2	E	f	
G	Sukia NA..0	Yes...1 No...2	h. Stein NA...0	Yes.....1 No..2	g 0	h 0	
I	Calox NA...0	Ye..1 No...2	j. Preventor NA...0	Yes...1 No....2	i 0	J	
	k. Passion Fuit	Yes...1 No...2 NA...0	l. K-Y Warm NA....0	Yes.....1 No.....2	k.	l.	
	m. Cupido NA...0	Yes ....1 No...2	n. <b>Other:</b> _____				
Q17	And, What is the price of the different brands of lubricant? <b>ENTER IN LOCAL CURRENCY. If they do not have any, enter NA----00</b>						
A	Combo Pack	Price→		b. Durex Lubricants	Price→		0
C	Vive Lub – sachets	Price→		d. Soni Gel	Price→		
E	Vive Lub - tube	Price→		f. K – Y /Jonson	Price→		
G	Sukia	Price→	0	h. Stein	Price→		0
I	Calox	Price→	0	j. Preventor			
k	Passion Fuit	Price→		l. K-Y Warm			0
m	Cupido						
<b>ASK ALL</b>							
Q18	And, Is there any promotional material on HIV/AIDS or condoms in this establishment/point of sale? <b>Observe</b> Yes.....1(Continue) No.....2 → <b>Go to Q. 20</b>					1	
Q19	What promotional materials are there in the point of sale/establishment? <b>Rotate Reading and observe – Check off:</b> 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	What is the average number of clients that visit this establishment in a busy day? <b>Enter average number of daily clients in a busy day:</b> _____ <b>Codify, three digits 001...</b>						
Q21	What percentage of the clients that visit this establishment are: <b>SEE THAT IT ADDS UP TO 100%</b> a. Female Sex Workers: _____% b. Men that have sex with Men: _____% c. Other clients: _____%					A	b c
Q22a	Are condoms visible in the establishment? <b>Observe</b> Yes.....1 No.....2 Does not sell/NA....0					1	
Q22b	Are lubricants visible in the establishment? <b>Observe</b> Yes.....1 No.....2 Does not sell/NA....0					1	
Q23	<b>ASK ONLY AT HIGH-RISK OUTLETS:</b> And, What type of clients do you serve regarding condoms and/or lubricants? <b>Rotate reading, check off:</b> 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 <b>Codify NA....0 if they do not sell them, for each case</b>					A	b c



Q24	<b>For Interviewer: Observe if at time of visit there were:</b> 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
Q24a	<b>If there are female sex workers present, ask one that is close to you and willing to answer:</b> Do you have your own condoms? Yes.....1 No.....2			
Q24b	<b>If there are female sex workers present, ask one that is close to you and willing to answer:</b> Do you have your own water based lubricant? Yes.....1 No.....2			
Q25	<b>For Interviewer: Observe, Is there any “Got it, Get it” campaign material at the establishment?</b> Yes.....1 (Enter which are present) No.....2 (Finish)			
Q26	<b>Check off promotional material that is visible at the establishment (Multiple answer)</b> T-shirts.....1 Coasters.....2 Banner.....3 Mobile.....4 Stickers.....5 Wall clock.....6 Key ring/Bottle opener.....7 Pens.....8 Other: _____			
<b>1<sup>a</sup>. Ending Time:</b> _____ <b>Military Time</b>		<b>1b. Minutes interview lasted:</b> _____		<b>1<sup>a</sup></b>
<b>Name of interviewee:</b> _____				
1c	<b>Interviewer: Enter socioeconomic level of establishment according to description (see card)</b> A.....1 B.....2 C.....3	1		
1d	<b>Interviewer: codify channels of distribution according to description.</b> <b>Pharmacies.....1</b> <b>Non-traditional.....2</b> (neighborhood stores, supermarkets, convenience stores, gas stations, grocery stores) <b>High-risk.....3</b> (Bars, cantinas, liquor stores, discotheques, motels, pensions, brothels, cathouses, massage parlors) <b>Other.....4</b> (Saunas, gymnasiums, movie theaters, beauty salons, car wash, hardware stores, casinos, sex shops etc.)	1		
	<b>f. Type of Outlet (Non-traditional):</b> Convenience stores...01 Stores/neighborhood stores...02 Supermarkets....03 Gas station.....04 Grocery stores.....05 Other: _____			
	<b>f. Type of Outlet (High-risk):</b> Bar/Cantina....01 Hotel/Motel/Pension.....02 Brothel/cathouse.....03 Discotheque/Night club.....04 Massage Parlor....05 Liquor store...06 Closed house .....07 Other: _____			
	<b>f. Type of Outlet (Others):</b> 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		