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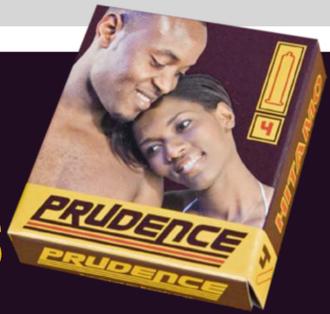


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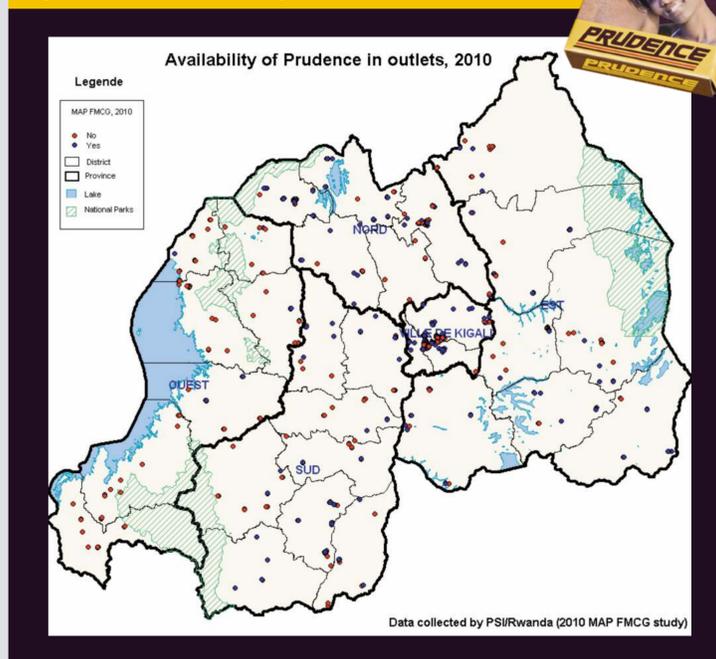
Availability of condoms in Rwanda: mapping implications and future prospects



Background: In Rwanda, Population Services International (PSI)'s social marketing strategy provides condoms at affordable prices and assesses the components of availability including promotion, stock-outs, visibility, and coverage of condoms. While condoms distributed through the public sector are free, PSI operates nationally through the private sector to market Prudence and Plaisir condom brands at 100 RWF (i.e. 0.17 USD) and 400 RWF (i.e. 0.67 USD), respectively, to ensure these health products are available.

Methods: PSI/Rwanda collected condom availability information and the spatial coordinates of drugstores, private health facilities, shops, kiosks, and supermarkets that may be selling condoms. 150 sectors/cells, the smallest administrative unit in Rwanda, were randomly selected nationally. SPSS and HealthMapper were used to analyze data; outlets were mapped to assess availability and coverage of condom products.

Map 1 – PSI Prudence Condom Penetration
by Province in Rwanda, April 2010



Results: Nationally, Prudence is the most available condom and was observed in 84% of cells. The Western province had a lower proportion of outlets (23%) selling Prudence condom brand compared to other provinces [range: 23%-65%]. The proportion of cells with at least one outlet selling Prudence condoms varied between 100% in Kigali City and 58% in the Western province. Nationally, the Prudence quality indicators of concern were condom visibility (71%), stock-outs (66%), and promotion materials (63%). Similarly, it is the Western province which had poor scores on these indicators: both 45% for visibility and stock-outs and 37% for promotional materials.

Conclusions: The findings of this assessment suggest that PSI/Rwanda should conduct a qualitative study with condom traders to understand better issues of quality concerning condom sales. The distribution channels should be strengthened, with particular focus in the Western province for improved availability of condoms. Given that condom availability needs to be improved, it may be useful to engage community-based organizations to promote and sell condoms.

Map 2 – Prudence Condom Penetration in
Kigali City, Rwanda, April 2010

