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FAMILY OF THE FUTURE RESEARCH DEPARTMENT

**THE STUDY OF INITIAL NORMINIST
USER'S ATTITUDE**

NOVEMBER 1984

(a)

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INTRODUCTION

Sixty percent of Egyptian women practicing family planning use oral birth control pills. For many women, oral pills are their first method of contraception. It is also the method most prescribed by doctors.

The Egyptian market has 2 kinds of oral pills: those with high hormone doses and those with low doses. There are several brands of each kind of oral pill.

Family of the Future marketed a type of low dose oral pill new to Egypt call "Norminest Fe" and presented it on the market in February, 1984.

Norminest pills differ from others on the Egyptian market. With other brands, the user begins taking pills on the 5th day of menses and continues for 21 days. Then she stops taking pills and waits until the 5th day of the new menses to start her next pill cycle. But because the Norminest pill set has 28 pills (21 birth control pills and 7 iron, or "Fe" pills), the pills are taken continuously. Thus, the user begins taking pills on the 5th day of menses when first starting Norminest, and continues taking pills for 28 days. At the end of each cycle, she immediately starts a new set. Continuously taking the pills avoids problems caused by forgetting.

F.O.F. intends to persuade a maximum number of women to use Norminest Fe. To do this, FOF must improve marketing strategy and learn about users' problems with the product

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in the early period of Norminest's presence on the market. Thus, a pilot study was conducted with these objectives: 1) to identify Norminest users' problems during their introduction to Norminest; and 2) to identify marketing problems.

To understand the problems from the view point of Norminest users, a sample of Norminest users was interviewed three times: at the completion of each of their first three pill cycles. The sample was selected from Norminest users identified through pharmacies. The sample was stratified to represent all socio-economic levels of Egypt's various urban areas in the Delta, Upper Egypt, and Greater Cairo.

FOF's Research Department now presents the survey's findings on the preliminary marketing of Norminest Fe birth control pills. These results provide decision makers in social marketing contraceptive methods with scientific data on Norminest's current marketing strategy so that strategy can be improved.

Vital points are summarised in sections called 'Conclusions' at the end of each part. Finally, FOF's Research Department states its recommendations for improving marketing strategy.

The Department wishes to thank all those who participated with their efforts or time in order to achieve this study.

Research Department
Family of the Future Association
F.O.F.

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PART ONE

THE THEORETICAL & METHODOLOGICAL FRAME

1.1 Introduction:

Part One describes the study's theoretical and methodological frame. The study's objectives are listed in general and detailed terms. Then the study method (study type, sample and tools) is provided. Next, the procedure used in conducting the study is given. This section concludes with a discussion of the study's difficulties and constraints.

1.2 Objectives of Study

This study has two objectives:

- 1- To identify contraceptive history, problems and attitudes of the first Norminest users.
- 2- To identify problems in marketing Norminest early so that marketing strategy can be appropriately improved.

To achieve the first objective, information about the following was obtained:

- 1- Contraceptive history
- 2- Advantages of Norminest as cited by Users

- 3- Purchase behaviour
- 4- Usage method and its sources
- 5- Pharmacist's and Physician's role
- 6- Satisfaction or dis-satisfaction with Norminest
- 7- Side effects, problems and how respondents coped

To achieve the second objective, information about the following was obtained:

- 1- Extent of success of Norminest in reaching the targeted population, i.e., those resuming contraception after an interval and first time users of family planning.
- 2- Problems related to the role of the doctors and pharmacists in screening out women who should not use Norminest.
- 3- Problems related to the package, compact and booklet.
- 4- Assessment of Norminest's side effects.

1.3 Methodology

Since the study is undertaken on the first users of "Norminest" it was necessary to follow-up these users - longitudinal study- over a period of time to collect new

product. It was decided to hold 3 meetings with each user at the end of her first set, then the second and the third. A Follow Up Card was designed for each wave to facilitate work.*

In the light of the previous objectives, it was necessary to provide a wide range sample, in order to make introduction of Norminest users possible. On the other hand, we did not have any information on the characteristics of Norminest users, since this report is the first study on Norminest users in Egypt. Also to have a random sample would exceed the objectives and volume of the subject, therefore, a stratified sample was chosen in the light of some basic variables:

- 1- Georgraphic area: Cairo, Delta (Minia El Kamh, Belbeis, Alexandria and Upper Egypt (Assiut-Minia).
- 2- Socio-Economic level: limited to Cairo and Alexandria, where we relied on socio-economic level of the districts. There were districts representing the higher level (Heliopolis - Mohandessein) another representing middle level (Mounira - Manial - El Daher) and a third one representing the lower level (Bab El Shaaria - El Mataria - El Sharabia). In spite of the defects on these criteria, this is better than being limited to a very small number of districts. As for the other

*see appendix No. (1) Card of Meeting with First Users of Norminest Pills.

cities, there are a high level of homogeneity, so it was not easy to differentiate between levels, however, a sample was drawn from different districts.

The composition of the sample is 100 women but because some were expected to drop out, or that it will be difficult to hold second or third interviews with them, it was decided that the basic sample be composed of 120 women.

The following table shows the sample's final size:

Table (a)
The Sample's Final Size

Ser. No.	Wave	Status of use	A1	A2	A3	Final Situation
1	Users		96	86	81	81
2	Bought & Did not Use It		6	--	--	6*
3	Used but Stopped		14	7	1	22*
4	Not Located		4	3	4	11
5	TOTAL		120	96	86	120

*See Appendix 7 for more details on the 2 types of non-users.

Three questionnaires were developed: one for each wave so that unnecessary information was not requested. For instance, because the first questionnaire asked age and occupation, there was no need to ask it in the questionnaires of the second and third waves . Similarly, it was more appropriate to ask respondents about length of usage and medical status in the second and third waves than in the first. Also some questions were added to the questionnaire in the 2 last waves (such as length of usage - medical status).

The main questionnaire was given to women using Norminest continuously. A sub-questionnaire was used with women who stopped using Norminest or those who bought the pills and did not use them (the last case was limited to the first wave only). The subquestionnaire aimed at finding out reasons for purchasing, stopping usage and expectations for future use.

The questionnaire's language was designed carefully. All items were expressed in colloquial Arabic to help researchers and respondents feel comfortable with each other. Almost all of the questions allowed respondents all options of answers because they did not imply certain choices. Furthermore, questions rarely included extra information that respondents could use in their answers or which would lead to an aided answer. The few times extra information was unavoidable, as, for instance, questions about usage, questions were asked twice in different ways to obtain aided and unaided answers. Finally, the number of questions asked was limited to avoid inconveniencing respondents (58 questions or less per visit).

Hence, there were the following:

- 1- Users' Questionnaire - First Wave ⁽¹⁾
- 2- " " - 2nd and Third Wave ⁽²⁾
- 3- Non-Users Questionnaire - First Wave ⁽³⁾
- 4- " " " - 2nd and Third Wave ⁽⁴⁾

1.4 Procedure:

The first practical difficulty was in reaching the first users of Norminest pills when the pills were sold for the first time on the Egyptian market. This was achieved by medical representatives selecting pharmacies from the various different chosen districts and governorates and which would cooperate with the study. A preliminary data card was distributed to those pharmacies, and the pharmacists were asked to complete the data for every lady buying Norminest pills, providing she agreed. In return for this service, small gifts were given to the pharmacists.

This card ⁽⁵⁾ includes data on name, address, age, no. of children, date of purchase, and an introduction stating that it might be necessary to get more information in the future.

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- (1) Appendix No. 2
 - (2) Appendix No. 3
 - (3) Appendix No. 4
 - (4) Appendix No. 5
 - (5) Appendix No. 6

A group of researchers worked with medical representatives in distributing and collecting coupons to accelerate work. The total no. of distributed coupons was 1600; then 600 coupons were collected from different districts. From this 600 a basic sample (120 cases randomly) and a replacement sample were chosen.

The questionnaire was pre-tested and its structure and design were amended. Then 15 field researchers and their supervisor and checker were trained. The researchers were divided into small groups.

The presents to the respondents were prepared to be given to them at the end of every visit in return for their information, time and effort.

Data collection took three months and half starting mid April until the end of July 1984.

After the scientific data was collected, it was prepared for analysis by the Ein-Shams University Computer (which exceeded 2 months). The analysis included preparing simple tables and cross tables.

1.5 Difficulties of the Study:

Most difficulties were related to the samples and its composition. Gathering coupons was especially

difficult and the rate of complete returned coupons represents only about $\frac{1}{3}$ (one third) of the coupons distributed not clear. Some respondents could not be found at the appointed time for their interviews.

The last difficulty was due to the long time which the analysis took at the various stages of preparation or the computer work.

1.6 Constraints of the Study:

- a- This study was undertaken during the first 3 months of Norminest distribution on the Egyptian market. This early period represents the most difficult period any product goes through, since the product is usually not settled on the market at this time. What is important at this stage is the attitude and recognition of the women for the various aspects of the product. It also indicates the necessity of conducting a fourth wave of study after the elapse of a sufficient period of time.

- b- It is difficult to consider the present study's sample as representative of Norminest users due to the previous consideration and the rather small size of the sample. Therefore, we must always remember that this study is related only

to the first users of Norminest; also more attention must be granted to the aspects of changes which occur to the responses respondents during the three waves of the study.

c- This is a pilot study.

CONCLUSIONS

- 1- The objectives of the study are:
 - a- Identification of first Norminest users.
 - b- Early identification of Norminest Problems.

- 2- Methodology:
 - a- Longitudinal study - holding 3 meetings with users at the end of the first, second and third pill cycles.
 - b- Randomly stratified sample: 120 women from various geographical areas and different socio-economic levels.
 - c- Structured interview - Questionnaire.

- 3- Procedure:
 - a- Reaching first users through pharmacists. Each pharmacist fills out a basic data card about each user.
 - b- Test questionnaire's validity.
 - c- Train field researchers.

d- Prepare presents which were for giving to respondents at end of each interview..

e- Analyze data .

4- Study Difficulties: most related to sample formation.

5- Constraints of the Study:

a- This study took place during the first 3 months. Norminist was marketed and was therefore still unsettled on the market. (This encourages conducting a fourth wave.)

b- The current study's sample represents only the first Egyptian users of Norminest, which is a relatively small number; therefore, it is necessary to grant more interest to the aspects of change, responses more than grant interest to the generalization aspects.

c- This is a pilot study.

PART TWO

**CHARACTERISTICS OF THE
SAMPLE**

The characteristics of the sample determined to a great extent the benefits we can get from the findings of the study. The importance of the recognition of these characteristics increases when the size of the sample is relatively small, as is the case with the current study. We do not need to mention that these characteristics do not aim at the generalization of its results on the whole society but we mean to denounce its bias towards one of the categories of the society of the study.

In the light of this target, and in addition to the nature of the subject, the presentation was limited to only a group of characteristics such as : age - education - occupation - duration of marriage - total number of children of both sexes, as well as the educational level of the husband, his profession and finally, his monthly income.

Below is a presentation of the most important features of the study's sample

Table (1)
Sample Distribution by Age

Ser. No.	Age	Frequency	%
1	less than 20 years	1	1.04
2	20 - 24 "	10	10.42
3	25 - 29 "	28	29.17
4	30 - 34 "	29	30.21
5	35 - 39 "	22	22.92
6	40 & more "	6	6.25
7	Total	96	100.00

2.1 Age:

Table (1) shows that the majority of the respondents (approximately 70% are between 20 - 35 years old which is the suitable age for the usage of the pills in general. Also, there was one respondent younger than 20 years old and 28 women whose ages exceeded 35 years

(approximately 29%).

This result assures that "Norminest" succeeded to a great extent in attracting the women of suitable age to use the pill especially since the most recent studies on pill users in urban districts in Egypt * reveal that 31% of the present users of pills are aged less than 35 years and 69% are over 35 years of age.

On the other hand, the sample of our study includes a remarkable number of women who are older than 35 years. This fact facilitates comparing them to those who are less than 35 years old.

Table (2)
Sample Distribution According to Educational Level.

Ser. No.	Educational Level	Frequency	%
1	Illiterate	32	33.33
2	Read & Writes	16	16.67
3	Plm. - Prp. Certificate	13	13.54
4	Secondary Certificate	23	23.96
5	Higher Education	12	12.50
6	Total	96	100.00

* SIS, CAMPAS, SDC " Egypt Follow Up Surver on Family Life & Family Planning", 1982.

2.2 Education:

Table (2) shows that all educational levels are represented in the sample of the study. Illiterates represent the bigger category, since they are 33.3% of the sample.

However, the rate of those who obtained the Primary school certificate at least are almost 50% of the respondents. This rate exceeds its equivalent in the previous study mentioned above which is only 30%.

Table (3)

Sample Distribution According to Duration of Marriage.

N=96

Ser. No.	No. of Years of Marriage	Frequency	%
1	Less than One Year	1	1.04
2	1 - 5 Years	21	21.87
3	5 - 9 "	24	25.00
4	10 - 14 "	23	23.96
5	15 - 19 "	18	18.75
6	20 Years or more	6	6.37
7	Total	96	100%

2.3 Length of Marriage:

Table (3) shows almost a normal distribution of the respondents through duration of marriage, ranging between "less than one year" to 20 years and more, half of the sample (48.96%) ranges between 5 to 14 years of marriage. Almost 72% of respondents were married for less than 15 years, while about 53% of the previously mentioned study have been married for more than 20 years. This means that "Norminest" sample includes relatively newly married women compared with the total pill users.

Table (4)

No. of Pregnancies

N=96

Ser. No.	No. of Pregnancies	Description	Frequency	%
1	No. of Pregnancies before		2	2.08
2	Once		12	12.50
3	Twice		12	12.50
4	3 Times		25	26.04
5	4 Times		18	18.75
6	5 Times		9	9.37
7	6 Times		8	8.33
8	7 Times		5	5.21
9	9 Times		3	3.12
10	10 Times		2	2.08
11	Total		96	100%

2.4 Number of Pregnancies:

Table (4) shows that two women had not been pregnant before, which represents a new attitude among users. In addition, the distribution of the sample by this variable shows great variation ranging between one to ten pregnancies. 51% of those who were previously pregnant have been pregnant 3 times or less. Moreover, the majority of the sample (about 80%) have been pregnant 5 times or less.

Table (5)
Sample Distribution by Number of Children

N=96

Ser. No.	Sex & Description No. of Children	Male Children		Female Children		Both Sexes	
		Freq.	%	Freq.	%	Freq.	%
1	Zero	19	19.79	22	22.92	03	3.13
2	1	25	26.04	31	32.29	12	12.50
3	2	34	35.42	22	22.92	18	18.75
4	3	14	14.58	15	15.62	32	33.33
5	4	04	4.17	04	4.17	15	15.63
6	5	--	--	02	2.08	07	7.29
7	6	--	--	--	--	07	5.21
8	7	--	--	--	--	04	4.42
9	Total	96	100.00	96	100.00	96	100.00

Frequency

2.5 No. of Children:

Table (5) shows that the majority of Norminest users started using it after they had their children, and that only 3% of them had no children. Also about 1/5 of the women of the sample started using Norminest even before they had boys, which indicates a change in the attitude of women towards birth value as one of the basic attitudes of the society.

In spite of the variation of the sample according to this variable about 84% have 4 children or less, which is in accordance with the young age of the women in the study.

Table (6)
Distribution by Occupation

Ser. No.	Description Occupation	Frequency	%
1	Housewife	62	64.58
2	Service Worker	1	1.04
3	Technical Worker	1	1.04
4	Clerical Work	10	10.42
5	Technical & Administrative jobs	21	21.87
6	Higher Technical and Administrative jobs	--	--
7	Free Business	1	1.04
8	Total	96	100%

2.6 Occupation:

Table (6 reveals that the majority of the respondents are "housewives" (approx. 65%) while the sample does not at all include any woman with a high - ranking technical - or higher administrative job. While the biggest category - after the illiterates - is the category of those with middle technical or administrative jobs (approx. 22%).

Table (7)

Distribution by Husband's Educational Level

Ser. No.	Description	Frequency	%
1	Illiterate	16	16.67
2	Reads & Writes	23	23.96
3	Plm.-Prep. Certificate	12	12.50
4	Secondary Certificate	21	21.87
5	Higher Education	24	25.00
6	Total	96	100%

2.7 The Husband: Education & Occupation

Table (7) shows a variation in the husband's educational level. It was generally higher than that of the wives, where the rate of illiterates decreases, and the rate of those who are educated increases to reach about 60%.

As for their profession, Table (8) reveals that about 40% of the husbands are workers (services or technical workers). Then comes the category of middle technical or administrative jobs (approx. 22%), which means that the majority of husbands have either middle or less than middle level jobs.

Table (8)
Distribution by Husband's Occupation

Ser. No.	Description Husband's job	Frequency	%
1	Does not work (on pension/sick/handicapped)	1	1.04
2	Service Worker	14	14.58
3	Technical Worker	24	25.00
4	Clerical Work	13	13.54
5	Middle Technical & Administration Work	21	21.87
6	Higher Technical & Administration Work	6	6.25
7	Free Business	17	17.71
8	Total	96	100%

2.8 Monthly Income:

In spite of some reservation as regards this subject, this question is a practical indication of the standard of living, especially if it is put side by side with occupation and education.

Table (9)

Distribution by Monthly Income

N=96

Ser. No.	Description Monthly Income	Frequency	%
1	Less than 50 L.E.	6	6.25
2	50 - 100 "	40	41.67
3	100 - 150 "	18	18.75
4	150 - 200 "	18	18.75
5	200 - 250 "	7	7.29
6	250 - 300 "	--	--
7	300 - 350 "	5	5.21
8	350 - 400 "	--	--
9	400 - 450 "	1	1.04
10	Total	96	100%

Table (9) reveals that about 85% of the respondents have a monthly income of less than L.E. 200.00. Half of the sample (approximately 48%) have a monthly income of less than L.E. 100.00.

The previous group of tables show that the majority of the respondents are from less than middle and middle socio-economic levels. This means that "Norminest" has succeeded in reaching its target group.

CONCLUSIONS

Characteristics of Sample:

- 1- The present sample of the study reflects a remarkable variation in each of the mentioned data, which is the cause for more confidence in the results.
- 2- The present sample and its composition, assuming it represents the initial user of "Norminest", means that Norminest has almost reached its targets, such as that the users are of middle and less than middle socio-economic level, are relatively young, and have a small number of children.

PART THREE

SOURCES OF INFORMATION & DECISION MAKING

This part aims at identifying respondents' first source of information on Norminest. It also aims at knowing the essence of this information. Then the decision making process is examined to see whether the candidate received any assistance in making her decision to use Norminest. Finally, the decision of usage is correlated to respondents' educational levels.

Table (10)

First Source of Information on Norminest

N=96

Ser. No.	Description Source	Frequency	% of Candidates	% of Response
1	Television	60	62.50	51.72
2	Pharmacist	26	27.08	22.41
3	Doctor	16	16.67	13.79
4	Relatives/Friends/Neighbours	09	9.94	7.76
5	Newspaper/Magazine	03	3.13	2.59
6	Husband	01	1.05	.86
7	Radio	01	1.05	.86
8	Total	116	121.42	100%

3.1 The First Source of Knowledge of Norminest Pills :

Table (10) reveals that mass communication - represented by television - is the main source of information for about 62% of the respondents.

Most of probably the role of newspapers, magazines and radio is less influential because direct advertising on Norminest in these media had not begun. The medical information sources (Pharmacist, doctor) follow afterwards, while the pharmacist is even more important than doctor.

Finally comes the personal contact as a first source of information on Norminest, such as relatives, friend, neighbours and, finally, the husband.

Table (11)

First Information on Norminest

Ser. No.	Frequency & %age Information	Frequency	% of Respondant	% of Response
1	New Pills	53	55.21	34.64
2	Few Side Effects	39	40.63	25.49

Ser. No.	Frequency & % age Information	Frequency	% of Respondant	% of Response
3	It Includes Fe Pills	30	31.25	19.61
4	Hormone Dose is low	08	8.33	5.23
5	Are Taken without Interruption	05	5.21	3.27
6	Better than the Old Types	05	5.21	3.27
7	Interest of the Television in Them	02	2.08	1.31
8	The Pharmacist speaks well of Them	02	2.08	1.31
9	They are Suitable for those Using F.P. for the First Time	02	2.08	1.31
10	Guarantied Effectiveness	02	2.08	1.31
11	The Price is suitable	01	1.04	0.65
12	The Compact	01	1.04	0.65
13	Do not Effect Future Pregnancies	01	1.04	0.65
14	They kill the Biggest No. of Sperms	01	1.04	0.65
15	Unknown	01	1.04	0.65
16	Total	103	159.37	100.00

3.2 First Information on Norminest:

Table (11) shows that the information widely spread among the users was that: "Norminest" are "new pills" since most users mention this (approximately 55%). This reflects the public's attitude towards what is new. This is followed by 2 basic advantages of Norminest: its few side effects (40%); and that it is accompanied by Fe pills (approximately 31%). The wide spreading of these two facts is probably related to the fact that women try to choose Family Planning Methods with the least side effects. As for the other information shown on the table, they were by far less spread compared to the previous two facts.

Table (12)

Decision for Choosing Norminest

Ser. No.	Description Answer	Frequency	%
1	Someone Told Me	53	55.21
2	On My Own	43	44.79
3	Total	96	100%

3.3 Decision for Usage and Its Sources:

Table (12) shows that a high number of women made the decision to use Norminest on their own. This means that they have made this decision in the light of the information available to them. About 55% of the respondent's received advice in the decision making.

Table (13)

Sources of Advice for Choosing Norminest

N=53

Ser. No.	Description Source	Fre- quency	% of Respondants	% of Response
1	Medical Sources	(40)	(75.47)	(67.80)
	a. Pharmacist	22	41.51	37.29
	b. Doctor	18	33.96	30.51
2	Personal Contacts	(13)	(24.53)	(22.03)
	a. Husband	7	13.21	11.86
	b. Relatives	3	5.66	5.08
	c. Neighbours	2	3.77	3.39
	d. Work Colleagues	1	1.89	1.69
3	Mass Media	(2)	(3.77)	(3.39)
	e. Television	2	3.77	3.39
4	Unknown	(4)	(7.55)	(6.78)
5	Total	59	111.32	100%

Table (13) shows the sources of advice of women who had help in choosing Norminest. 76% of the respondents received advice from medical sources. Because advice was sought more often from pharmacists than doctors, it is apparent that pharmacists are a highly esteemed source of medical information.

About 25% of the respondents received advice from personal contacts. Of these contacts, husbands were the most common source (13%).

The mass media, especially television despite its importance as a source of information, is not in a leading position in decision making.

Table (14)

Relationship Between Education and Source of Decision Making

Ser. No.	Education Level Decision	Got Advice			By Myself		
		Freq.	Horiz- ontal	verti- cal	Freq.	Horiz- ontal	Verti- cal
1	Illiterate	12	75.00	22.64	04	25.00	9.30
2	Reads & Writes	11	47.83	20.75	12	52.17	27.91
3	Less than Middle	08	66.67	15.09	04	33.33	9.30
4	Medium Education	11	52.38	20.75	10	47.62	23.26
5	Higher Education	11	47.83	20.75	12	25.17	30.23
6	Total	53	55.21	100.-	43	44.79	100.-

3.4 Relationship Between Respondants' Education and Seeking Advice for Choosing Norminest:

Table (14) shows that most illiterate respondants and respondants whose educations are "less than medium" got advice for choosing Norminest (75% and 67%, respectively).

Generally, the less educated tend not to take the decision on their own.

CONCLUSIONS

Sources of information and decision making:

- 1- Television is the main source of knowledge of Norminest to most sample respondents.
- 2- The first information which reached the respondents was that they are "new pills", have few side effects, and have Fe pills.
- 3- 55% of the respondents did not make the decision on their own, and in this respect came the medical sources in the first place, especially that of the pharmacist.
- 4- The personal contacts have an effect which cannot be ignored as a source of information or decision making.
- 5- Those with less education tend not to make the decision on their own.

PART FOUR

CONTRACEPTIVE HISTORY: Previous Methods Used, switching from Other Contraceptive Methods to Norminest, and Reasons.

This part is a trial to follow the respondents' previous history with using Family Planning methods until switching to "Norminest". The reasons of changing are explained in order to find some patterns of use. The information in this part will throw more light on the present usage problems and Norminest's side effects.

Table (15)

Did You or Your Husband Ever Use F.P. Before Norminest?

N=96

Ser. No.	Description	Frequency	%
1	Yes	79	82.29
2	NO	17	17.71
3	Total	96	100.00%

4.1 Previous Use:

Table (15) shows that most Norminest users previously used one or more method of F.P. before "Norminest" (82% approx.) while approximately 18% are using it as a first method.

In other words, the target population of Norminest does not represent the majority of the sample of this study; this might be due to the fact that the study took place when Norminest was rather new on the market.

A big number of those using Norminest as a first method (41% approximately) are from Upper Egypt, while the smaller rate is from West Delta (12%). This is revealed from Table (16).

Table (16)

Respondants' Distribution According to
Geographic Area.

Did You or Your Husband Ever Use Family Planning Before Norminest?

Ser. No.	Used F.P. Before Norminest	Cairo		East Delta		West Delta		Upper Egypt		Total	
		Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%
1	Yes	29	36.71	18	22.78	16	20.25	16	20.25	79	82.29
2	No	4	23.53	4	23.52	2	11.76	7	41.18	17	17.71
3	Total	33	34.37	22	22.92	18	18.75	23	23.96	96	100

Table (17)

Methods Previously Used

N=79

Ser. No.	Description Method	Frequency	% of	
			Respondants	Responses
1	Oral Pills	64	81.01	60.38
2	I.U.D.	21	26.58	19.81
3	Condom	08	10.31	7.55
4	Foam Tablets	07	8.86	6.60
5	Safe Period	05		
6	Diaphram			
7	Total			

But what method or methods were used before switching to Norminest? Table (17) shows that the pills represent the previous method widely used by the respondents of the study, 81% have used the pills before as a single method or among other methods. I.U.D. come after the pills (27% approx.) then the condom (10% approx.) then the foam tablets (9%) then the safe period (6% approx.) and finally the diaphragm (1.3%) .

It is worth mentioning that the rates of women switching from other methods to Norminest are highly similar to the distribution rates of these methods in the Egyptian Society.* In other words, Norminest did not attract users from a certain method but they were users of different methods of Family Planning and they represent the distribution rates of usage in the Egyptian Society.

But what is the order of use of the previous methods before switching to Norminest?

It was important to know the pattern of previous use:- where women used to change from one method to another or not; who are the previous users of pills only; who are the previous users of their methods; who are the users of many

*Family Planning Board and Population (FPBP) - office for statistics "Explanatory Report on the Methods & Users for 1983 and some indications during 1980-83. Prepared by Ezzat El Shishini, P. 11.

methods among which are pills. In this respect respondents were divided into 4 patterns:

- 1- Oral Pills —————→ Norminest
- 2- Other method rather than pills —————→ Norminest
- 3- Pills + another method —————→ Norminest
- 4- Various methods in different order*—→ Norminest

Table (18)

Order of Previous Use of F.P. Methods

Ser. No.	Rates	Order of Use	Frequency	%
1	Oral Pills	—————→ Norminest	41	51.90
2	Various Methods (Last Being Pills)	—————→ Norminest	17	21.52
3	Other Method (Not Pills)	—————→ Norminest	14	17.72
4	Oral Pills	—————→ Other Method —————→ Norminest	07	8.86
5	Total		79	100.-

*despite the difference of the used methods & the difference between switching over of one respondent and another, all women falling in this category ended up using oral pills before switching to Norminest.

Table (18) shows that about 52% of the respondents switching from the first pattern, i.e.. They did not use any method except pills ----- In addition to that there are about 9% who started by using pills and then switched to another method before changing over to Norminest ----- In addition to about 20% of the sample who used different methods the last of which was the pills before changing over to Norminest ----- This means that about 81% of the respondents were using other methods before going over to "Norminest" no matter whether the use of pills was previously the only method or whether it was used among other methods. As for those who were using other methods before switching over to Norminest, they represent only 18% in the sample.

Table (19)

Distribution of the sample according to the geographic area and Movement of Use?

N=79

Ser. No.	Order of Geo- Methods graphic area	Cairo		East Delta		West Delta		Upper Egypt	
		Freq.	%	Freq.	%	Freq.	%	Freq.	%
1	Other Methods (last Pill → Norminest	4	23.53	5	29.41	2	11.76	6	35.29
2	pill → other method → Norm.	2	28.57	4	57.14	1	14.29	-	--
3	Other Method → Norminest	5	35.71	-	--	3	21.43	6	42.86
4	Oral Pills →	13	31.71	9	21.95	10	24.39	9	21.95
5	Total	33	34.37	22	22.92	18	18.75	23	23.96

Table (19) shows that those who switched from oral pills only to Norminest are balanced in distribution all over the various geographic areas, the same thing may be said about those who have changed over from other methods, the last of which being pills, to Norminest. As for the pattern of change over "Pills → other method → Norminest" it does not exist in Upper Egypt, and it is concentrated in East Delta (57%). Also the pattern of switching "Other method → Norminest" it does not exist in East Delta, and is concentrated in Upper Egypt (43% approx.) then in Cairo (36% approx.)

Were those who switched loyal pill users or dissatisfied pill users?

Table (20)

Duration of Use of Previous Method

Ser. No.	Method Duration of use	Pills		I.U D.		Foam Tablets		Condom		Safe Period		Diaphragm		Injection	
		Descr- tion	Freq. %	Freq. %	Freq. %	Freq. %	Freq. %	Freq. %	Freq. %	Freq. %	Freq. %	Freq. %	Freq. %		
1	1 - 10 Months		6 9.38	9 50.00	11 57.89	2 20.--	1 33.3--	1 50.--	2 100.00%						
2	10 - 20 Months		14 21.88	2 11.11	4 21.5	3 30.--	1 33.3	- ---	- ---						
3	20 - 30 Months		5 7.81	16.67	2 10.53	2 20.--	1 33.3	1 50.--	- ---						
4	30 - 40 Months		12 18.75	4 22.22	1 5.26	- ---	- ---	- ---	- ---						
5	40 - 50 Months		8 12.5	- ---	1 5.26	3 30.--	- ---	- ---	- ---						
6	50 - 60 Months		- ---	- ---	- ---	- ---	- ---	- ---	- ---						
7	60 - 70 Months		4 6.25	- ---	- ---	- ---	- ---	- ---	- ---						
8	70 - 80 Months		15 23.44	- ---	- ---	- ---	- ---	- ---	- ---						
9	Total		64 100.--	18 100.--	19 100.--	10 100.--	3 100.--	2 100.--	2 100.00						

*This question was not asked to the respondents during the First Wave, but was asked during the Second and Third. The data of this Table are only from the Second Wave.

As for the pills, it is revealed that the respondents have used the oral pills for short periods of less than 10 months, or for long periods exceeding 7 years. In other words about 51% of the previous users of pills, have used them for periods exceeding two and a half years. This means that a big number of Norminest users are considered to be regular pill users.

As for the I.U.D., the periods of its use are far shorter than the periods of pill use. Most of the previous I.U.D. users (50%) have used it for a period less than 10 months, which is a very short period, i.e. Norminest did not attract a big number of settled I.U.D. users.

As for the other methods, the tendency is more towards switching to Norminest after a short period of use which is normal for this method according to its nature.

Table (21)

Period Between Stopping the Last Method and Using Norminest

N=71

Ser. No.	Description Period of Time	Frequency	%
1	One Week	43	60.56
2	2 - 4 Weeks	10	14.08
3	5 - 8 Weeks	1	1.41
4	9 -12 Weeks	1	1.41

Ser. No.	Period of Time	Frequency	%
5	3 - 6 Months	3	4.23
6	6 -12 Months	9	12.68
7	13 -24 Months	4	5.63
8	Total	71	100.--

2.4 Interval Between Last Method & Norminest:

Table (21) shows that about 75% of the switches did not have the 3 months interim period between the last method and Norminest. Indeed, the interim period before switching to Norminest was only a week or less for 61% of them.

It will be important to know the effect of the short interim period on the problems and side effects.

Table (22)

Reasons for Switching from Pills to Another Method.

Ser. No.	Description Reasons	Frequency	Respondants	Responses
	<u>Factors:</u> <u>Reasons for Rejecting Last Brand:</u>			
1	Headache	4	57.14	28.57
2	General Weakness	2	20.57	14.29
3	Irregularity of Menses (Heavy & for long time)	2	28.57	14.29
4	Weakness	1	14.29	7.14
5	Weight Increase	1	14.29	7.14
6	Spotting	1	14.29	7.14
7	Board of Taking them everyday	1	14.29	7.14
8	Dizziness	1	14.29	7.14
	<u>Factors:</u> <u>Reasons of Attraction to Another Method</u>			
9	Rather Permanent Method	1	14.29	7.14
10	Total	14	200.02	100.--

3.4 Reasons for Switching from Another Method to Norminest:

Before talking about the causes of change from another method (other than pills) to Norminest, we will talk about the reasons which influenced the respondents of the third pattern (Pills → Other Method → Norminest) to switch to the first cycle of change i.e. from pills to another method. As Table (22) reveals, the number of respondent of this pattern is (7). It was revealed that the problems of the pills were the main reason for switching to another method; in first place came the "headache". Then comes the "irregularity of the monthly period" (heavy and for a longer time) and the "general weakness". Reasons for attraction almost was not mentioned.

Table (23)

Reasons for Switching from Another Method to
Norminest

N= 7 + 14= 21

Ser. No.	Description Reasons	Frequency	% of Respondants	% of Responses
	<u>First: Causes of Rejection</u>	(31)	(142.85)	(48.44)
1	Boredom of One of the Spouses or Both	06	28.57	09.38
2	Not Effective (Pregnancy)	05	23.81	07.81
3	Caused Inflammation	04	19.05	06.25
4	Doctor's or Pharmacist's Advice	04	19.05	06.25
5	Irregular Menses	03	14.29	04.69
6	Problems of I.U.D.	02	09.52	03.13
7	Causes Bleeding	02	09.52	03.13
8	Difficulty of Use	01	04.76	01.56
9	Side Effects	01	04.76	01.56
10	Rest Before Another Pregnancy	01	04.76	01.56
11	Stomach Cramps	01	04.76	01.56
12	Spotting	01	04.76	01.56

Table No. 23 (cont.)

Ser. No.	Description Reasons	Frequency	% of Respondants	% of Responses
	<u>Second: Pull Factors</u>	(33)	(161.91)	(51.56)
13	Few Side Effects	08	38.10	12.50
14	Includes Iron Pills	07	33.33	10.94
15	A New Kind	04	19.05	06.25
16	Doctor's or Pharmacist's Advice	04	19.05	06.25
17	Small Rate of Hormone	03	14.29	04.69
18	More Effective	03	14.29	04.69
19	Taken Continuously	01	04.76	01.56
20	The Ad is Interesting	01	04.76	01.56
21	Advice of Relative/ Friend	01	04.76	01.56
22	Advice of the Nurse	01	04.76	01.56
23	Total	64	304.76	100.-

What are the reasons for switching from another method to Norminest? Table (23) shows the answers for this

question as regards the respondents of the second pattern (N = 7). It was revealed that expecting advantages from Norminest was the strongest reason for the switching, when compared with the rejection reasons (problems and disadvantages of other methods).

The main reason of attraction to Norminest is "the few side effects" (38% approximately). Then comes "the inclusion of iron pills" (33% approx.) then that Norminest is a "new type of pill" (19% approx.). The same rate applies for "the advice of the doctor or the pharmacist" (14% approx.), "the low hormone dose" (14% approx.), "effectiveness" (14%). These were the major reasons for switching from other methods to Norminest.

The largest rejection reason was "the boredom of one or both of the spouses" (29% approx.), then "the non-effectiveness of the method" (24% approx.), then that the "method caused inflammations" (19% approx.).

Table (24)

Type of pills Previously Used

N = 16 + 41 = 57

Ser. No.	Description Kind of Pills	Frequency	% of Respondants
	Pills with Low Dose:	(45)	(78.53)
1	Microvellar	28	48.70
2	Nordet	17	29.83
	High Dose Pills:	(14)	(24.56)
3	Anovlar	6	10.53
4	Primovlar	5	08.77
5	Ovlar	3	05.26
6	Total	59*	103.09

4.4 Pills Previously Used and Reasons for Switching to Norminest

This section deals with the respondents of the first pattern - pills → Norminest - N = 41, and the res-

*2 candidates said they were using 2 kinds of pills together. The first was using Microvelar and Anovlar and the second was using Primovlar + Anovlar.

pondants of the fourth pattern - different methods in different order (the last of which is pills) → Norminest (N = 17).

We had to know the types of pills previously used and whether they are of high or low hormone dose. (Table 42) shows that the majority of the respondents (approximately 79%) were using low dose pills before switching to Norminest. These rates contradict the rates of use of the various types of pills in the Egyptian Society because those using pills with high doses represent the majority*. This means that Norminest attracted those women already used to low dose pills from among those switching over.

*I bid, P. 12

Table (25)

Reasons for Switching from Another Brand to Norminest

N = 16 + 41 = 57

Ser. No.	Description Reasons	Frequency	% of Candidates	% of Responses
	<u>Reasons of Rejection:</u>	(90)	(157.90)	(53.56)
1	General Weakness	26	45.61	15.48
2	Headache	13	22.81	7.74
3	Weight Increase	9	15.79	5.36
4		9	15.79	5.36
5	Dizziness	9	15.79	5.36
6	Spotting	6	10.53	3.57
7	Doctor's or Pharmacist's Advice	5	8.77	2.98
8	Irregular Menses	3	5.26	1.79
9	Nervousness	3	5.26	1.79
10	Not Effective	2	3.51	1.79
11	Bleeding - Diarrhea & Stomch Achē Subcutaneous Water	3	5.26	1.79
12	Foregetting	1	1.75	.6
13	Desire for Change	1	1.75	.6
	<u>Reason for Attraction:</u>	(78)	(136.75)	(46.44)
14	Doctor's or Pharmacist's Advice	17	29.83	10.12

Table (25) cont.

Ser. No.	Description Reasons	Frequency	% of Candidates	% of Responses
15	Few Side Effects	16	82.07	9.52
16	A New Kind that Would Like to Try	14	24.56	8.33
17	Includes Iron Pills	11	19.3	6.55
18	The Ad	10	17.54	5.95
19	More Guaranteed & Safe	3	5.26	1.79
20	Low Hormone Dose	3	5.26	1.79
21	Advice of Relative or Friend	1	1.75	.6
22	Unknown	1	1.75	.6
23	Total	163	294.74	100.00

Table (25) shows the respondents' reasons for switching from another oral pill brand to Norminest. Ninety women switched because they were not satisfied with the previous brand; 78 women chose Norminest because of its attractive qualities.

The principal reasons for rejecting the previous brand were: weakness (46%), headache (23%), weight increase (16%), vomiting (16%), dizziness (16%), and spotting (11%).

The main reasons for selecting Norminest were: doctor's or pharmacist's advice (30%), "few side effects of Norminest" (28%), because it is a new brand (25%), Norminest cycles include iron pills (19%), and the ad was attractive (18%).

Table (26)

Reasons for the choosing Norminest as a First F.P. Method

N = 17

No.	Description Reasons	Frequency	% of Respondants	% of Responses
1	It is a New Brand	9	52.94	30.-
2	Doctor's or Pharmacist's Advice	7	41.18	23.33
3	Television Ad Convinced Me	4	23.53	13.33
4	Few Side Effects	4	23.53	13.33
5	Includes Iron Pills	2	11.77	6.67

P.T.O. on P. No. 52

Table (26) cont.

Ser. No.	Description Reason	Frequency	% of Respondants	% of Responses
6	Advice of Friend, Neighbour, Relative, Husband	2	11.77	6.67
7	Easy to Use	1	5.88	3.33
8	Unknown	1	5.88	3.33
9	Total	30	176.47	100.-

4.5 First Time Users: Why Norminest?

Although most respondents switched to Norminest from another contraceptive method, a significant portion of respondents are first time users of family planning.

The most popular reason for using Norminest among those using it for the first time, was that they were "new pills" (53% approx.). Then comes the "advice of the

doctor or pharmacist" (41%), then the television ad (24%). "Few side effects" (24%) and the inclusion of "iron pills" (12%) come in a rather delayed place compared with their position with the users, who switched over from another brand of oral pills. This is logical since first time users did not suffer any problems or side effects as is the case with those who switched over (Table 26).

CONCLUSIONS

Conclusions about respondents' contraceptive history:

- 1- The majority of Norminest users of this study have previously used other methods before switching over to Norminest.
- 2- pills come at the top of the methods which were previously used, then comes the I.U.D., then the condom, then the foam tablets and the safe period, successively. The rates of previous users of all the previous methods in the sample of the study are highly similar to the rate of use in the Egyptian Society.
- 3- About 52% of the respondents who switched over used only the pills as a single method before "Norminest".
- 4- A large number of "Norminest" users are considered to be loyal pill users, contrary to those who have switched from other F.P. methods.
- 5- About 75% of the respondents who switched over did not have the interim period of 3 months between the last method and Norminest.

- 6- Norminest did attract women who were used to low hormone dose pills.
- 7- The reasons of rejection from other pills as a reason for switching to "Norminest" were stronger than the reasons of attraction. They were general weakness, headache and other side effects. The main reason of attraction to Norminest was its few side effects and that Norminest cycles include iron pills. Thus women found in Norminest the solution of the problems they suffered when using other brands.
- 8- The reasons for choosing Norminest as a first method of Family Planning were: "Norminest was new", then doctor's or pharmacist's advice", then "the television ad"; then that "it has few side effects", and it includes "iron pills".
- 9- Some features such as "small hormone dose" or "Norminest is taken continuously" were rarely mentioned.

PART FIVE

PURCHASE BEHAVIOUR

Norminest is a product on the Egyptian market for the first time. Therefore, it was necessary to understand purchase behaviour such as the number of cycles sold at a time, the attitude towards the compact, who buys the pills, and whether there is a certain pharmacy from which they buy.

Because purchase behaviour can change according to market variables and other cause, it was necessary to use the monitoring study (three waves to compare the public's purchase behaviour during a period of three months.

Table (27)

Number of Cycles Purchased at a Time

N = 96, 86, 81

Ser. No.	Description Number	1st Wave		2nd		Third	
		Freq.	%	Freq.	%	Freq.	%
1	1 Cycle	78	81.25	68	79.07	61	75.31
2	2 Cycles	12	12.50	10	11.63	10	12.35
3	3 Cycles	4	4.17	4	4.65	7	8.64
4	4 Cycles	1	1.04	2	2.33	1	1.23
5	5 Cycles	-	- --	1	1.16	1	1.23
6	6 Cycles	1	1.04	1	1.16	1	1.23
7	Total	96	100.-	86	100.-	81	100.-

*Frequency

5.1 No. of Purchased Cycles and Reasons for Purchasing More than One Cycle

Table (27) shows that the great majority buy just one cycle at a time (about 81% during the First Wave). The rate of those who buy more than one cycle increases with the continuation of use until the rate of those who purchased 3 cycles of pills has approximately doubled in the Third Waves.

(Table 28)

Reasons for Purchasing more than One Cycle

N = 18, 18, 20

Ser. No.	Description Reasons	1st Wave		2nd		Third	
		Freq.	%	Freq.	%	Freq.	%
1	To have One when I Finish the Old	8	44.44	11	61.11	14	70.-
2	The Pharmacy is Far	4	22.22	2	11.11	3	15.-
3	I am Afraid it Will Disappear from the Market	2	11.11	6	33.33	6	30.-

P.T.O. on P. No. 58

Table (28) cont.

Ser. No.	Description Reasons	1st Wave		2nd		Third	
		Freq.	%	Freq.	%	Freq.	%
4	Trial of the New Kind for 2 Months	1	5.56	-	---.---	-	---.---
		1	5.56	-	---.---	-	---.---
5	Was Satisfied at Trial so I Bought Again	1	5.56	-	---.---	-	---.---
6	When Buying the Pharmacist Asked for Some Data so I Bought More	1	5.56	-	---.---	-	---.---
7	Because They are Distributed by FOF	-	---.---	-	---.---	-	---.---
8	If One Pill Falls Out the Same of the Other Keeps the Order	-	---.---	-	---.---	1	---.---
9	I don't Know My Husband Bought It	1	5.56	-	---.---	-	---.---
10	Total		100.00	20	111.11	24	120.00

The wish to purchase more than one cycle of pills (Table 28) is due to the wish of women to have another cycle

available at home when the used cycle is over (44% 1st wave), 61% 2nd Wave, 70% Third Wave). This cause was assured all through the three waves where the number of those who mentioned it increased. We also notice an increase of the fear that "the pills would disappear from the market" (11% 1st Wave, 33% 2nd Wave; 30% Third Wave).

Table (29)

Did the pharmacist Offer You the Compact?

N = 96, 86, 81

Ser. No.	Description Answer	1st Wave		2nd		Third	
		Freq.*	%	Freq.	%	Freq.	%
1	Yes	36	37.50	28	32.56	28	34.57
2	No	36	58.33	54	62.79	52	46.20
3	Don't Know	4	4.17	4	4.65	1	1.23
4	Total	96	100.-	86	100.-	81	100.-

*Frequency

2.5 The Compact and the Attitude Towards It:

Table (29) shows that the pharmacists are not generally interested in distributing the compact since they presented it to only one third of the sample. Furthermore, these rates decreased during the two following Waves.

The importance of the pharmacist's presenting the compact is demonstrated by the fact that most respondents who saw the compact bought it (83% 1st wave). Logically, this rate decreased during the 2 following waves (Table 30).

Table (30)

Did You Buy the Compact When You Were Offered It?

N = 36, 28, 28

Ser. No.	Description Answer	1st Wave		2nd		Third	
		Freq.	%	Freq.	%	Freq.	%
1	Yes	30	83.33	21	75.00	61	57.41
2	No	6	16.68	7	25.00	11	39.29
3	Unknown	--	--.--	--	--.--	--	3.57
4	Total	36	100.-	28	100.-	28	100.-

*Frequency

Table (31) shows that the most common reason for purchasing the compact was "it protects the cycle". This reason was increasingly mentioned through the 3 waves. Then comes the "compact protects the pills and keeps it away from the reach of children", then the "nice shape of the compact", and finally, "the compact reminds the woman of the pill".

Reasons for not purchasing the compact mainly were that the compact is not necessary or they had bought it before. Other causes were mentioned, less.

Table (31)
Reasons for Purchase

N = 30, 21, 61

Ser. No.	Description Causes	1st Wave		2nd		Third	
		Freq.*	%	Freq.	%	Freq.	%
1	To Protect the Pills	18	60.--	14	66.67	14	87.50
2	To Keep the Pills Away from Children	7	23.33	6	28.57	3	18.50
3	Compact Looks Nice						
4	It Reminds Me of Tak- ing the Pills	5	16.67	2	12.50		
5	The Pharmacist Of- fered It & Said It Was Better	3	10.--	--	---.--	--	---.--
6	No One Would Know the Contents	2	6.67	1	4.76	--	---.--
7	A New Idea	1	3.33	2	9.52	--	---.--
8	In Order Not to Emba- rass the Pharmacist	1	3.33	1	4.76	--	---.--
9	Unknown	--	---.--	--	---.--	1	6.25
10	Ttoal	43	143.33	30	142.86	28	175.--

*Frequency

Table (32)

Reasons for Non-Purchase

N = 6, 7, 11

Ser. No.	Description Causes	1st Wave		2nd		Third	
		Freq.*	%	Freq.	%	Freq.	%
1	It is not Very Necessary	6	100.00	3	42.86	8	27.73
2	Compact is too Expensive	1	16.67	-	0.00	1	9.09
3	Children Want to play With It	1	16.67	-	0.00	-	0.00
4	I use the Pills Directly Without Having to Open & Close the Box	-	0.00	1	14.29	-	0.00
5	The Pharmacist Raised Its Price	-	0.00	1	14.29	2	18.18
6	I Already Bought It	-	0.00	3	42.86	3	27.27
7	Was Not Available at the Pharmacy	-	0.00	-	0.00	1	9.09
8	Total	8	133.33	8	114.29	15	136.36

* Frequency

Table (33)
Do You Buy From a Certain Pharmacy?

N = 96

Ser. No.	Description		Frequency	%
	Answer			
1	Yes		66	68.75
2	No		30	31.25
3	Total		96	100.--

5.3 Place of Purchase & Who Buys the Pills:

Table (33) reveals that the respondents purchase the pills from a certain pharmacy (69%).

Table (34)
Why Do You Buy from a Certain Pharmacy?

N=66

Ser. No.	Description		Frequency	% of Respondants	% of Responses
	Cause				
1	Near the House of Work		42	63.64	44.21
2	The Pharmacist has a Nice Personality		42	63.64	44.21
3	Everything is Available at the Pharmacy		7	10.61	7.37
4	There is a Female Pharmacist		3	4.55	3.16
5	It is Near the Doctor's Clinic		1	1.52	1.05
6	Total		95	143.94	100.--

Respondants equally cited 2 main reasons for buying from a specific pharmacy (Table 34): the "fact that the pharmacy is near the house or the place of work"; and "that the pharmacist has a nice personality". About 7% said he makes available all their requirements. Only 3% of the respondents purchase the pills from a pharmacy because the pharmacist is a woman.

Table (35)
Who Purchased the Pills?

N = 69, 86, 81

Ser. No.	Description Answer	1st Wave		2nd		Third	
		Freq.*	%	Freq.	%	Freq.	%
1	Myself	55	57.29	49	56.98	48	59.26
2	The Husband	35	36.36	30	34.88	28	34.57
3	One of the Relatives	5	5.20	5	5.83	3	3.70
4	The Servant	1	1.04	1	1.16	1	1.23
5	Neighbour	--	---	1	1.16	1	1.23
6	Total	96	100.-	86	100.-	81	100.-

*Frequency

As for those who purchase the pills, Table (35) reveals that it is mostly by the respondent herself, and this is an almost fixed tendency all along the three waves (57% 1st wave). However, about 36% (1st Wave) of the husbands purchase the pills for the wives which is an almost fixed rate all through the three waves.

CONCLUSIONS

Important Aspects & Purchase Behaviour Are:

- 1- Most women buy one cycle at a time.
- 2- The most common cause for purchasing more than one cycle is "to have another cycle when the first one is finished, and the fear of pills disappearing from the market".
- 3- Pharmacists are not interested in distributing the compact since they showed it to only one third of the sample respondents.
- 4- When the compact was shown, most respondents purchased it because "it protects the pill cycles" and "keeps it away from the reach of children". Additional reasons are its nice appearance and it reminds respondents to take the pills. The main cause given for not purchasing the box is "that it is not necessary".
- 5- Most sample respondents purchase the pills from a certain pharmacy because the pharmacy is either "near" or the pharmacist has a nice personality.
- 6- The women themselves purchase the pills in most of the cases, although a significant rate of husbands also purchase cycles for their wives.

PART SIX

THE PHARMACIST AS A SOURCE OF INFORMATION
& RESPONDANTS' HEALTH STATUS

Knowing that many Egyptians value pharmacists as a basic source of medical information, Family of the Future Association asked pharmacists to screen out women whose health [status] conditions are incompatible with Norminest use. Each pharmacist supplied with a screening sheet which listed all diseases and medications incompatible with using Norminest. Other information describing Norminest's important features and usage method was also given to the pharmacist for distributing to Norminest users.

Table (36)

Did the Pharmacist Give You Any Information When You Bought the Pills?

N = 96, 86, 81

Ser. No.	Description Answer	1st Wave		2nd		Third	
		Freq.*	%	Freq.	%	Freq.	%
1	He Gave Me Some Information	44	45.83	33	38.37	30	37.04
2	He Gave Some Information to the Person Who Bought	19	19.79	15	17.44	06	37.04
3	Did not Say Anything	26	27.08	35	40.70	41	50.62
4	Don't Know	07	7.29	03	3.49	03	3.70
5	Unknown	-	----	--	----	81	100.--
6	Total	96	100.-	86	100.-	81	100.-

*Frequency

6.1 The Pharmacist as Information Source:

Table (36) chows that the pharmacist gives information to about 27% of the sample's respondants. This rate increased during the various waves until it reached about 51% in the third wave. This means that a significant rate of the sample did not receive any information on norminest from the pharmacist and that their contact with the pharmacist was limited to the purchase.

What information was given by the pharmacist? Most of the information given was non-essential such as "they were good pills and he praised them" (65% - see Table 37). The rate of not porviding impotent information to the respondants increased during the three waves; infact, pharmacists mentioned usage method to only 37% of the respondants. This rate represents 24% of the whole volume of the sample; however, these rates decreased through the waves of the study.

The pharmacist barely disseminated remianing information: only 2 respondants received such information. This means few pharmacists offered even basic information on Norminest to respondants.

None of the respondents mentioned that the pharmacist asked if they had any diseases or were taking medication. Respondants were asked direct questions to know exactly what the pharmacists said.

Tabel (37)

What Information did the Pharmacist Give?

N = 63, 48, 36

Ser No.	Description Information	1st Wave			2nd			Third		
		Freq.*	% of Res- pon- dants	% of Res- ponses	Freq.	% of Res- pon- dants	% of Res- ponses	Freq	% of Res- pon- dants	% of Res- ponses
1	That the Pills Were Good	41	65.08	44.57	33	68.57	56.90	27	75.--	50.--
2	Explained the Method of Use	23	36.51	25.--	13	27.08	22.41	09	25.--	16.67
3	Said They Include Iron Pills	05	7.94	5.44	02	4.17	3.45	04	11.11	7.41
4	He Mentioned the Booklet	05	7.94	5.44	04	8.33	6.90	03	8.33	5.55
5	They do not Cause Subcutaneous Water	03	4.76	3.26	--	--.--	--.--	--	--.--	--.--
6	It has a Compact	03	4.76	3.26	01	2.08	1.72	01	2.78	1.85
7	The Most Modern on the Market	03	4.76	3.26	01	2.08	1.72	01	2.78	1.85
8	Explained the Way of Putting the Set in the Box	02	3.18	2.17	01	2.08	1.72	02	5.56	3.70
9	They do not Cause Side Effects	02	3.18	2.17	01	2.08	1.72	02	5.56	3.70
10	Research is Underway	01	1.59	1.09	--	--.--	--.--	--	--.--	--.--
11	They Keep the Weight	01	1.59	1.09	--	--.--	--.--	--	--.--	--.--
12	Good for First Time	01	1.59	1.09	--	--.--	--.--	--	--.--	--.--
13	Low Hormone Dose	01	1.59	1.09	01	2.08	1.72	04	11.11	7.41
14	The Difference of Colour of Iron Pills	01	1.59	1.09	--	--.--	--.--	--	--.--	--.--
15	The Necessity of Use of the Condom During the First Three Days	--	--.--	--.--	01	2.08	1.72	01	2.78	1.85
16	Total	92	146.03	100.--	58	120.83	100.--	54	149.99	100.--

*Frequency

(Table 38)

Diseases Necessitating the Non-use of Norminest.

Ser. No.	Description Waves Cases	Frequency	%
1	Did not Suffer From Any Diseases	31	36.05
2	Suffered from Diseases	55	63.95
3	Total	86	100.--

6.2 Respondants' Health Status:

Table (39) reveals that about one third of the sample did not suffer from any diseases incompatible with using Norminest. As for the other respondents (approximately 64%), the diseases they suffer from at the present time or before that are: kidney problems, vaginal bleeding, and both in an almost equal rate amounting to 27% of the respondents who mentioned that they had been sick. This is followed by the blood pressure but with a very small difference of 25%; and the varices at a rate of 13%. In addition to what is shown on Table (39) of less spread diseases, i.e., about 2 thirds of the sample respondents - presently and in the past - have suffered from diseases which prevent the use of

Norminest because they are incompatible with safe usage.

Table (39)

Diseases Respondants Suffered From

N = 55

Ser. No.	Description Problems	Frequency	% of Respondants	% of Responses
1	Kidney	15	27.27	22.73
2	Vaginal Bleeding	15	27.27	22.73
3	Blood Pressure	14	25.45	21.21
4	Varices	07	12.73	10.16
5	Heart Diseases	05	9.09	7.58
6	Liver Diseases	04	7.27	6.06
7	Chest Diseases	04	7.27	6.06
8	Diabetics	01	1.82	1.52
9	Tumours	01	1.82	1.52
10	Total	66	170.91	100.--

Table (40)

Are the Respondant Taking Medicine?

N = 86, 81

Ser. No.	Description Answer	2nd		Third	
		Frequency	%	Frequency	%
1	Yes	34	39.53	23	28.40
2	No	52	60.47	58	71.60
3	Total	86	100.--	81	100.--

About 40% of the sample respondents take medicines (Table 40). That this rate decreased in the last wave. This may be because they recovered from the disease or discontinued use of not vital medication. Among those women taking medicine, about 35% take medicines compatible with Norminest use (Table 41).

N = 34, 23

Ser. No.	Description Medicines	2nd		Third			
		Freq†	% of Respon.	% of Response	Freq.	% of Resp.	% of Response
1	Sedatives	22	64.71	47.81	10	43.48	33.33
2	Transquilizers	03	8.82	6.38	01	4.35	3.33
3	Antibiotics	03	8.82	6.38	03	13.04	10.--
4	Medicines for Blood Thrombosis	02	5.88	4.26	--	---.--	---.--
5	Lasatives	01.	2.94	2.12	--	---.--	---.--
6	Other Medicines Contradicting the Pills	04	11.76	8.51	02	8.70	6.67
7	Medicines Compa- tible with the pills	12	35.29	25.53	11	47.83	36.67
8	Unknows	--	---.--	---.--	03	13.04	10.--
9	Total	47	138.23	100.--	30	130.43	100.--

Those taking pills incompatible with Norminest use amount to about 65% of those taking medicines, and their rate decreases to about 26% of the total sample (N= 86 rate 2). Pain sedatives are most common (about 65% of respondents). Then come the tranquilizers at a smaller rate (9%) and the

antibiotics are approximately of the same rate, and then come the medicines for blood thromobosis (5.88%) and finally laxatives (2.94%).

This means that about one quarter of the total sample respondants are taking medicines incompatible with using Norminest

Table (42)
Does the Respondant Smoke?

N = 86, 81

Ser. No.	Description Waves Answer	2 nd		Third	
		Frequency	%	Frequency	%
1	Yes	05	5.81	05	6.17
2	No	81	94.19	76	.93.83
3	Total	86	100.--	81	100.-

Table (42) shows that smokers represent a very small rate of the total sample of respondants (approximately 6%). In spite of their small rate, the use of Norminest by smokers could lead to various problems.

6.3 Commentary:

The previously mentioned facts assure the rôle for the pharmacist; and it is not difficult to relate the complication of the presentation of information to the health state of the user when contradicting to the use of Norminest for a number of users. However, in spite of that we cannot hold the pharmacist responsible since he does not represent the only source of information.

CONCLUSIONS

Pharmacist as Information Source and Respondants' Health Status:

- 1- A high percentage of the sample respondents did not receive any information on Norminest from the pharmacist when buying the pills.
- 2- A very small number of respondents received even basic information on Norminest from pharmacists.
- 3- None of the respondents said the pharmacists asked if they had any diseases or were taking any medicines when they were buying the pills.
- 4- About 2 thirds of the sample respondents have medical conditions incompatible with safe Norminest use. The only source to this was the respondents themselves.
- 5- About one quarter of the total sample are taking medicines incompatible with the use of Norminest.
- 6- We cannot hold the only pharmacist responsible for respondents taking Norminest while their health conditions are incompatible with safe usage because (s)he does not represent the only source of information.

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PART SEVEN

USAGE: SOURCES OF KNOWLEDGE-
INTRODUCTION - METHOD OF USE

There is no doubt that the success of Norminest as new pills on the Egyptian Market depends to a great extent on its correct use, as is the case with all methods of Family Planning. In this part we mean to find out respondents' source of knowledge for their method of use, and the extent of each source's success in screening the wide sector of users, and a special interest is granted to the pictorial booklet inside Norminest packages. This is a pioneer attempt in Egypt - in order to know the effect as a source of knowledge. And in all the preceding we try to relate the respondents' responses to the level of their education, in order to understand more. After that we go over to get to know the method of use as mentioned once spontaneously by the respondent and one intentionally. Trying to relate this to the educational level, previous experience in usage, and safety we asked the respondents about the method of remembering the pills.

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Table (43)
Sources of Knowledge on Usage Method

N = 96, 86, 81

Ser. No.	Description Source	Wave 1			Wave 2			Wave 3		
		Freq.	% of Respondants	% of Responses	Freq.	% of Respondants	% of Responses	Freq.	% of Respondants	% of Responses
1	Booklet	47	48.96	42.34	53	61.63	48.18	56	69.14	61.54
2	Pharmacist	27	28.13	24.32	18	20.93	16.36	07	8.64	7.69
3	Through the Television	18	18.75	16.22	18	20.93	16.36	14	17.28	15.38
4	The Doctor	08	8.33	7.21	07	8.14	6.36	05	6.17	5.49
5	Upon Seeing the Cycle of Tablets	07	7.29	6.31	07	8.14	6.36	04	4.94	4.40
6	Like Any Other Pills I Used to Take	03	3.13	2.70	02	2.33	1.82	01	1.24	1.09
7	Relative - Friend - Neighbour	01	1.04	00.90	04	4.65	3.64	01	1.24	1.09
8	Newspaper & Magazines	--	---	---	01	1.16	00.91	03	3.70	3.30
9	Total	111	115.62	100.--	110	127.91	100.--	91	112.35	100.--

*Frequency

Table (44)

Educational Level/How Did You Know Norminest's usage Method?

No.	Educational Level Source of Knowledge	Illiterates		Read & Write		Less than Medium		Medium		High		Total	
		Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%
1	The Doctor	3	37.50	2	25	1	12.50	1	12.50	1	12.50	8	100
2	The Pharmacist	13	48.15	4	14.81	4	14.81	5	18.52	1	3.70	27	100
3	A Relative, a Friend, a Neighbour	1	100.---	-	---	-	---	-	---	-	---	1	100
4	The Booklet	12	25.53	8	17.02	5	10.63	16	34.04	6	12.76	47	100
5	Upon Seeing the	0	---	3	42.86	1	14.29	--	---	3	42.86	7	100
6	Televiaion	4	23.22	1	5.55	2	11.11	8	44.44	3	16.66	18	100
7	Just Like Any Other Pills	2	66.63	0	---	1	33.33	0	---	0	---	3	100
8	Total	35	31.53	18	16.22	14	12.61	30	27.03	14	12.61	111	100

*Frequency

7.1 Sources of Knowledge of Usage Method:

Table (43) shows the importance for the booklet as a source of knowledge, since about half of the sample respondents (approximately 49%) mentioned it as a source for information on the method of use. We notice that this rate increased with continuing usage, to reach 69% in the third wave. The pharmacist comes in second place (28% of the respondents), although those who mentioned it decreased in number with the continuation of use. The television also plays an important role through the three phases of the study (Conference ad - box ad), while the role of the doctor retreats very much in his respect. Hence, the leaflet - the pharmacist and the television are the main sources of knowledge of the method of use.

To further understand the significance of the sources of knowledge, the information from Table (43) was correlated with the respondents' educational levels. The results are listed in Table (44) and the following was revealed. The booklet represents the first source of knowledge as regards all educational levels. While the pharmacist was the second source of information for the lower levels of education (illiterates - read & write - less than medium education), the television

represents the second source of information for the higher levels of education (medium & higher education). The role for the pharmacist remains an important as the educational level gets lower & vice versa (see Table 44).

Table (45)

*Did You Benefit From the Booklet?

N = 49, 33, 25

Ser. No.	Description Answer	Wave 1		Wave 2		Wave 3	
		Frequency	%	Frequency	%	Frequency	%
1	I Benefited From It	29	59.18	25	75.76	17	68.--
2	Did not Benefited	10	20.41	04	12.21	04	16.--
3	Did not See It	09	18.37	04	12.21	02	8.--
4	Unknown	01	2.04	--	--.--	-2	8.--
5	Total	49	100.--	33	100.--	25	100.--

*Asked to those who did not mention the booklet in the previous question..

7.2 The Pictorial Booklet:

Family of the Future developed an information booklet on Norminest that is thoroughly illustrated so that it can be understood by both illiterates and literates. The booklet, which provides basic information on the pills and explains the correct method of use, is included in all Norminest pill cycles. FOF is the first to create such a booklet and considers it to be an important feature of the Norminest product. In order to assess the booklet's value to Norminest users, it was necessary to examine the extent of benefit gained by the respondents who did not mention the booklet as a source of information.

Table (46)

Educational Level & Benefit from Booklet

N = 49

Ser. No.	Benefit from Booklet Educational Level	Did not Benefit			Did not Benefit			Did not See			Unshown		
		Freq.*	% of	% of	Freq.	% of	% of	Freq.	% of	% of	Freq.	% of	% of
1	Illiterate	11	37.93	57.89	05	50.--	26.63	03	33.33	15.79	--	--	--
2	Reads & Writes	05	17.24	62.50	01	10.--	12.50	02	22.22	25.--	--	--	--
3	Elementary	04	13.79	44.44	02	20.--	22.22	02	22.22	22.22	01	10.--	11.11
4	Secondary Education	05	17.24	17.43	01	10.--	16.67	01	11 11	16.67	--	--	--
5	Higher Education	04	13.79	66.67	01	10.--	16.67	01	11.11	16.67	--	--	--
	Total	29	100.--	59.18	10	100.--	20.41	9	100.--	18.37	01	100.--	2.04

*Frequency

Table (46) assures the value for the booklet in solving the problem of communicating with illiterates because the rate of those who benefited does not differ a great deal from that of those who benefited from the other educational levels. Moreover, the rate of illiterates who benefited (approximately 58%) exceeds the rate of those holding certificates of a level less than medium (50%). The rate of illiterates who did not benefit almost does not differ from the rate of those holding certificates of a level less than medium. Also, those who did not benefit from the booklet are not limited to one educational level. Thus benefiting from the booklet does not depend on literacy and there are other reasons which prevent some from using the booklet. But what are these reasons?

Table (47)
Why Didn't You Benefit From It?

N = 10, 4, 4

Ser. No.	Description Cause	Wave 1		Wave 2		Wave 3	
		Freq.	%	Freq.	%	Freq.	%
1	I Can't Read	5	46.46	2	50.--	3	75.--
2	I Know the Method of Use	5	46.46	-	---.--	-	---.--
3	Usually I Don't Read Booklets	1	9.09	-	---.--	-	---.--
4	Not Mentioned	-	---.--	2	50.--	1	25.--
5	Total	11	100.--	4	100.--	4	100.-

From among the ten respondents who claimed they did not benefit, half attributed this to their illiteracy, imagining that they would not benefit since they cannot read and write. The other half mentioned that they did not benefit from the booklet because they knew the method of use through other sources and they did not need to read it (Table 47).

The aspects of the booklet's benefits are explaining the method of use and its various aspects and other basic information on Norminest. This information includes instructing users when they forget to take pills; side effects; that the pills are taken continuously; and that they include "iron pills". (Table 48).

Table (48) What Did You Gain From the Booklet?

N = 29, 25, 17

Ser. No.	Description Info. Gained	Wave 1		Wave 2		Wave 3				
		Freq.*	% of Res-pond-ants	% of Res-pond-ants	Freq.	% of Res-pond-ants	Freq.	% of Res-pond-ants		
1	Order of Taking the Pills	9	31.04	23.08	5	20.-	20.-	6	35.29	23.08
2	How to Act in Cases of Forgetting	9	31.04	23.08	8	32.-	32.-	9	52.94	34.62
3	Side Effects	6	20.69	15.39	3	12.-	12.-	3	17.65	11.54
4	It is Taken Continuously	5	17.24	12.82	-	---	---	-	---	---
5	Includes Iron pills							3	17.65	11.54
6	Date of the First Pills	3	10.35	7.69	2	8.--	8.--	3	17.65	11.54
7	Not to Worry About Side Effects	1	3.45	2.56	-	---	---	-	---	---
8	It Includes All Information	1	3.45	2.56	-	---	---	-	---	---
9	Don't Remember	1	3.45	2.36	-	---	---	-	---	---
10	To take the Pills at Night	-	---	---	1	4.--	4.--	2	11.77	7.69
11	Not Mentioned	-	---	---	3	12.--	12.--	-	---	---
12	Total	39	134.48	100.--	25	100.--	100.--	26	152.94	100.--

*Frequency

7.3 Usage Method:

In order to get to know the method used by the respondents, we used both aided and unaided questions in asking for their descriptions. The unaided questions revealed (Table 49) that most of the respondents knew that "the pills are taken daily at night" (75%) and the majority don't know "how to act in case of forgetting especially when two or three pills are forgotten on 2 or 3 successive days". On the other hand, it was revealed that the rate of those who mentioned in response to aided questions "the correct day of taking the first pill" decreased "the blue pills" are taken first and that "they are taken continuously" since the number of those who know ranged between 10-24%, but this has increased markedly.

Table (49)

Usage Method as Mentioned in Response to Unaided Questions

N = 96, 86, 81

Ser. No.	Rate of Those Who Mentioned Correct Method	Wave 1			Wave 2			Wave 3		
		Freq.	% of Respond.	% of Respons.	Freq.	% of Respond.	% of Respons.	Freq.	% of Respond.	% of Respons.
1	First Pill the 5th 5th Day of the Menses	25	24.04	17.67	33	38.37	18.86	24	29.63	15.69
2	Take One Pill Every Night	27	75.--	48.--	73	48.88	41.71	59	72.48	38.56
3	Begin with the Blue Pills	41	14.58	9.33	25	29.07	14.29	20	24.69	13.07
4	Take Continuously (28 pills)	10	10.41	6.67	21	24.42	12.--	17	10.99	11.11
5	In Case of Forgett- ing One Pill	16	16.66	10.67	14	16.28	8.--	20	14.69	13.07
6	In Case of Forgett- ing 2 Pills	7	7.29	4.67	7	8.14	4.--	6	7.41	3.92
7	In Case of Forgett- ing 3 Pills	6	6.25	4.--	2	2.33	1.14	7	8.64	4.58
8	Total	150	154.23	100.--	175	203.49	100.--	153	188.89	100.--

*Frequency

Table (50)

Method of Use (Unaided Questions)-Did She
Previously Use a F.P. Method?

N = 79, 17

Ser. No.	Did You Use Previous F.P. Methods? Method of F.P.	YES		NO			
		Freq	% of pond.	% of pond.	Freq.	% of pond	% of ponds.
1	First Pill the 5th Day of Cycle	23	29.11	17.16	02	11.76	8.33
2	One Pill Every Night	62	78.48	46.27	10	58.82	41.67
3	Begin with the blue Pills	14	17.72	10.45	--	--	--
4	28 Pills (Taken Contin- uously)	09	11.39	6.72	01	5.88	4.17
5	How to Act in Case of Forgetting One Pill	06	7.76	4.48	01	5.88	4.17
6	How to Act in Case of Forgetting Two Pills	06	7.76	4.48	01	5.88	4.17
7	How to Act in Case of Forgetting Three Pills	05	6.33	3.73	01	5.88	4.17
8	Not Mentioned	05	6.33	3.73	03	17.65	12.50
9	Total	134	169.78	100.-	24	141.18	100.-

Through correcting the answers of the respondents on the
question whether they previously used Family Planning

methods or not, Table (50) reveals that the previous users were better in mentioning spontaneously the four basic usage steps. Also the rate of correct spontaneous answers mentioned by the users with previous experience exceeded the rate of first time users. It was noticed that first time users' answers were only better in the case of forgetting one pill, but not in cases of forgetting more than that.

Although all the previous information was collected through unaided questions, this does not mean that those who forgot to mention one of the details on the method of use did not know it. They might have forgotten it for instance, or thought that it was of no importance. Therefore, it was necessary to ask aided questions on the details of the method of use. This was limited to those respondents who did not mention a certain detail on the method of use, or did not mention it correctly when asked a spontaneous question.

Table (51)

Knowing the Correct Usage Method Through Unaided Questions

Ser. No.	Method	Percentage of the 3 Waves			Wave 1			Wave 2			Wave 3		
		Freq.*	%	N	Freq.	%	N	Freq.	%	N			
1	Date of Taking the First Pill	*C	55	77.46	**	40	74.07	54	43	74.14	58		
		W	16	22.54	71	14	25.93	15	25.86				
2	The Daily Time in which to Take the pill	C	24	100.--	24	11	91.67	12	19	95.--	20		
			--	--.--		01	8.33		01	5.--			
3	Colour of the Pills to be Taken First	C	81	98.79	82	61	100.--	61	61	100.--	61		
		W	01	1.21		--	--.--		--	--.--			
4	Continuation of Taking the Pills	C	79	91.86	86	65	95.59	68	63	98.44	64		
		W	7	8.14		03	4.41		1	1.56			
5	How to Act in Case of Forgetting One Pill	C	70	87.5	80	60	85.71	70	52	68.67	60		
		W	10	12.5		10	14.29		8	13.33			
6	How to Act in Case of Forgetting 2 Pills	C	28	31.46	89	37	46.84	79	37	49.33	75		
		W	61	68.54		42	53.16		38	50.67			
7	How to Act in Case of Forgetting 3 Pills	C	35	38.89	90	37	44.58	83	40	54.05	74		
			55	61.11		46	55.41		34	45.95			

*Correct Answer

**Wrong Answer

Table (51) reveals that the majority of the respondents know the "correct day of starting the pills" (100%), and the "colour of the pills taken first" (approximately 99%) and that the pills are taken continuously" (approximately 92%). However, a significant rate of the respondents do not know "when to take the first pills" (approximately 23%) and how to act in case of forgetting one pill" (approximately 31%) or "two pills" (approximately 69%) or three pills (approximately 61%). While there is no remarkable improvement in the rate of those who "know when to take the first pill" with the continuation of use, there was a slight improvement of their knowledge of how to act in case of forgetting one pill or more along continuation of use.

The previously mentioned reveals that approximately all the respondents are well aware of the basic details of the method of use (details no. 2.3.4). The problem of the 1st detail related to the time of taking the first pill remains relevant, since there is a rate of women who answered it wrong. This indicates more effort is needed in teaching them this part.

In order to better understand the women who don't know when to start their first pill cycle, we held a special tracking for them and the following was revealed:

- 1- The majority of them were illiterate of could barely read and write.
- 2- The majority of them are of suitable age for using Norminest.
- 3- Three of them stopped taking the pills before the second cycle because of "Problems with their husbands" or they forget for a long time, or problems of ongoing spotting, dizziness, haziness and headach.
- 4- Those who did not stop had side effect. This does not differ from the other women.
- 5- Five women who continued taking Norminest have disease incompatible with Norminest.
- 6- Six of the respondants who continued use (13 respondants), went on giving the wrong answer during the second and third meeting. Three respondants discovered the correct answer during the third wave and 2 of them mentioned the wrong answer in the first and third meeting and mentioned the correct answer in the second meeting.
- 7- None of the respondants got pregnant during the three waves.

Table (52)

Usage Method: Correlation Between Previous Users
and First Time Users (Aided Questions)

Ser. No.	Sample Description Method	Previous Users			First Time Users			
		Freq.	%	N	Freq.	%	N	
1	Time of Taking 1st Pill	** C	44	78.57	56	11	73.33	15
		*** W	12	21.43		4	16.66	
2	Daily Time of Taking the Pill	C	17	100.-	17	7	100.-	7
		W	--	--.---		--	--.---	
3	Colour of Pills to Start With	C	64	98.46	65	17	100.-	17
		W	01	1.54		--	--.---	
4	Is There a Time Interval Between One Cycle & The Next	C	63	90.--	70	16	100.-	16
		W	07	10.--		--	--.---	
5	What to Do in Case of Forget- ting One Pill	C	59	85.51	69	11	100.--	11
		W	10	14.49		--	--.---	
6	How to Act in Forgetting 2 Pills	C	24	33.33	72	04	25.--	16
		W	48	66.67		12	75.--	
7	How to Act in Case of For- getting 3 Pills	C	31	41.89	74	4	30.77	13
		W	43	58.11		9	69.23	

*Frequency
**Correct answer
***Wrong answer

When correlating the aided answers of the respondents to the same variable, whether they had previously used F.P. methods or not, the relation contradicted that of the spontaneous answer. Those who had previously used F.P. methods were better in answering the unaided questions, since it was revealed that all those who made a mistake regarding the "colour of the pills taken first" (1.54%) and "the continuous taking of the pills" (10%) and "acting in case of forgetting one pill" (14.49%), were from among those women who had previous experience in Family Planning, and there was not even one first time user among them. With the exception of these 3 steps the rates of the 2 groups were similar, which is revealed from Table (52).

Table (53)

Sample Respondants' Distribution According to Educational Level & Usage Method

Ser. No.	Method of Use Educational Level	Colour of Pills to Start With		Is There Any Interval Between One to the Other Cycle		How to Act in Case of Forgetting One Pill		How to Act in Case of Forgetting Two Pills		How to Act in Case of Forgetting 3 Pills		
		Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%	
1	Illiterate	C	28	96.55	23	79.31	23	85.19	05	16.13	07	24.41
		W	1	3.45	06	20.69	04	14.81	26	83.87	22	75.86
2	Reads & Writes	C	12	100.--	14	100.--	13	100.--	05	31.25	03	23.08
		W	--	--.--	--	--.--	--	--.--	11	68.75	10	76.92
3	Prelim. & Primary	C	10	100.--	11	100.--	09	81.82	02	18.18	04	40.--
		W	--	--.--	--	--.--	02	18.18	09	81.82	06	60.--
4	Secondary Certificate	C	19	100.--	20	100.--	17	89.47	10	55.56	13	72.22
		W	--	--.--	--	--.--	02	10.53	08	44.44	05	27.78
5	Higher Education	C	12	100.--	11	91.67	08	88.89	06	60.--	08	72.73
		W	--	--.--	01	8.33	01	11.11	04	40.--	03	27.27
6	Total	C	81	98.78	79	91.86	70	88.61	28	32.56	35	43.21
		W	1	1.22	7	8.14	09	11.39	58	67.44	46	56.79

Table (53) reveals an obvious relationship between illiteracy and the wrong use as regards "the colour of the pills to be taken first" and the fact that "Norminest is taken continuously" since most of those who did not know these two facts were illiterate. There is not an obvious relation between the level of education and the action in cases of forgetting.

On the other hand, Table (53) reveals an obvious correlation between illiteracy and the wrong use as regards "The colour of the pills to be taken first ", and as regards the fact that "Norminest is taken continuously". Furthermore, since most of those who did not know these two facts were illiterate and we don't find an obvious relation between respondents' educational level and their knowledge of correct action in cases of forgetting.

Table (54)

Method of Remembering to Take the Pills

N = 96

Ser. No.	Description	Freq.*	% of Respondants	% of Responses
1	Before Going to Sleep	46	47.92	42.20
2	After Dinner	32	33.33	29.36
3	By Putting it in an Obvious Place	12	12.50	11.01
4	The Husband Reminds Me	6	6.25	5.50
5	Nothing; I Remember them Spontaneously	5	5.21	4.59
6	By Putting Them with Another Medicine or Toothpaste	3	3.13	2.75
7	After the Television Series	2	2.08	1.83
8	Other Answers	3	3.13	2.75
9	Total	109	113.54	100.--

To understand respondents' usage method, it was important to know what the women do in order to remember taking the pills. Table (54) reveals that about half of the respondents remember taking the pills by "taking

*Frequency

them immediately after dinner. It is nice to see that in about 6% of the cases, "the husband" reminds the wife of the pills.

CONCLUSIONS

Usage Method - Sources of Knowledge; Booklet:

- 1- The booklet, the pharmacist, and the television successively represent the respondents main sources of information about the method of use.
- 2- The role of the pharmacist as a source of knowledge increases as the level of education decreases. The pharmacist as a source is substituted by television as education levels increase.
- 3- Very few mentioned that they did not benefit from the booklet. They explained this by their illiteracy and/or the fact that "they know already the method of use".
- 4- Almost all respondents know most basic details on the method of use. However, a significant number of respondents do not know when to start the first pill or how to act in case of forgetting.
- 5- All those making a mistake in "the colour of the pills to start with" and "the pills are taken continuously" and "how to act in case of forgetting of one pill" were from among those who had previous experience in Family Planning.

- 6- The educational level is related to wrong answers on some details of usage method, but not all.

PART EIGHT
PROBLEMS, SIDE EFFECTS
& THE ATTITUDE TOWARDS THEM

Getting to know the problems and side effects occurring to the users of a certain product is most important, especially when the product is marketed for the first time.

This is because of the accept. to know the difference between the problems and side effects. In addition this comparison results in the procedures should be undertaken.

Many factors contribute to problems and side effects when using Norminest (or any oral birth control pill). They are: user's age; health status (whether or not she smokes, has diseases, takes medication); type of pervious cotnraceptive method; and brand of pills used previously, length of use, length of interim period between last pills and Norminest.

Table (55)
 Have You Had Problems Because of Norminest?

N = 96, 81, 81

Ser. No.	Description Answer	Wave 1		Wave 2		Wave 3	
		Freq.*	%	Freq.	%	Freq.	%
1	Yes	47	48.91	45	52.33	40	49.78
2	No	49	51.04	41	47.67	41	50.62
3	Total	96	100.--	86	100.--	81	100.--

*Frequency

8.1 Are There Any Problems?

Table (55) reveals that almost half of the respondents (51%) did not suffer any problems during the 3 months of the study.

Table (56)

What Problems Did You Have?

N = 47.45.40

Ser. No.	Wave Problem	Wave 1			Wave 2			Wave 3		
		Freq. ^a	% of Res-pondants	% of answers	Freq.	% of Res-pondant	% of answers	Freq.	% of Res-pondant	% of answers
1	Dizziness	10	42.55	25.--	14	31.11	15.05	12	30.--	15.--
2	Headache/Headiness	11	34.04	20.--	10	22.22	10.75	4	10.--	5.--
3	Nausea/Vomiting	12	25.53	15.--	10	22.22	10.75	11	27.50	13.75
4	Menstrual Irregularity	8	17.02	10.--	9	20.--	9.60	4	10.--	5.--
5	Spotting between Menses	7	14.89	8.75	6	13.33	6.54	7	17.5	8.75
6	High Blood Pressure-Quick Pulse-Tendency to Sleep	4	8.51	5.--	10	22.22	10.75	7	17.50	8.75
7	Stomach Spasm	3	6.38	3.75	4	8.89	4.30	3	7.50	3.75
8	Back Pain	2	4.26	2.50	1	2.22	1.08	1	2.50	1.25
9	Other Problem (Weight	4	8.51	5.--	2	4.44	2.15	3	7.5	3.75
10	Headache During the 1st Period	--	--.--	--.--	11	24.44	11.83	11	27.50	13.75
11	Some Bleeding in the 1st Period	--	--.--	--.--	3	6.67	3.23	6	15.--	7.50
12	Nervousness	--	--.--	--.--	2	4.44	2.15	1	2.50	1.25
13	Stomach Pain in the First Time	--	--.--	--.--	1	2.22	1.08	--	--.--	--.--
14	Pains (Breast/Chest)	--	--.--	--.--	2	4.44	2.15	8	20.--	10.--
15	Spotting When 1 or 2	--	--.--	--.--	3	6.67	3.23	--	--.--	--.--
16	Heavy Bleeding When	--	--.--	--.--	1	2.22	1.08	--	--.--	--.--
17	Strong Sweating	--	--.--	--.--	1	2.22	1.08	--	--.--	--.--
18	Inflamations	--	--.--	--.--	--	--.--	--.--	1	2.50	1.25
19	Small Qty. of Milk	--	--.--	--	--.--	--.--	--.--	1	2.50	1.25
20	Not Specified	4	8.51	5.--	3	6.67	3.23	--	--.--	--.--
21	Total	80	170.21	100.--	93	106.67	100.--	80	200.--	100.--

^aFrequency

Table (56) lists respondents' side effects from Norminest. "Dizziness" is the most common complaint (43%) followed by the problem of "headach-haziness" (34%). Then comes "nansea and vomiting" (26%), then "menstrual irregularity" (17%) and finally, "spotting between the two cycles" (15%). There were also some other less common problems only lasting during the first cycle.

It was revealed that the problems of "dizziness", headache and haziness" "menstrual irregularity" as well as "backache" and the item of "other problems" lessened with the continuation of use. This assures that the 2 problems (No. 10 & 11) of the Table (headache and bleeding at the beginning) were mentioned, which means that the women understood that they are limited to the first period only.

As for the two problems (No. 6 & 14) in the Table, the rate of those mentioning them in the second and third wave increased, as a result of the collection of complaints, therefore this increase is significant. In addition, this increase could not be related to the use of pills as in item (14) of the Table (Pains).

Apart from this we find a certain stability in the appearance of the problems of "spotting" all along the

three works, but they are very little spread. This is not in accordance with the expectations as regards this problem in particular.

It is worth mentioning that the problems most spread, namely "dizziness" is spread only at a rate of 15%.

Comparing the previous results with the results of the latest study undertaken during 1982*, we find that the "general weakness" caused by the pills in general is not at all relevant for Norminest users.

Table (57)
Did You Have Any Problems?

Ser. No.	Age	Did Any Problems Occur		Yes		No		
		Freq.	%	Freq.	%	Freq.	%	
1	Less Than 20 Years	01	2.13	100.00	00	0.00	00	0.00
1	20 - 24	05	10.64	50.00	05	10.20	50.00	
3	25 - 29	17	36.17	60.71	11	22.45	39.29	
4	30 - 34	14	29.79	48.28	15	30.61	51.72	
5	35 - 39	08	17.02	36.36	14	28.57	63.64	
6	40 Years & More	02	4.26	33.33	04	8.16	66.67	
7	Total	47	100.00	48.96	49	100.00	51.04	

1) SIS, CAPMAS, "Egypt Follow up Survey on Family Life and Family Planning", 1982

8.2 Relation between Problems & Age:

Contrary to all expectations about 46% of the users whose ages are over 35 had no problems upon the use of "Norminest" while approximately 81% whose ages are less than 35 have had some problems upon their use of "Norminest". (Table 57)

Table (58)

Age & Problems

66.

Ser. No.	Age Problems	Less than 20		20 - 24		25 - 29		30 - 34		35 - 39		More than 40		Total	
		Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%
1	Spotting	--	----	2	28.57	2	28.57	1	14.29	1	14.29	1	14.29	7	100
2	Mausea	--	----	1	88.33	4	33.67	5	41.66	2	16.67	--	----	12	100
3	Dizziness	--	----	1	44.54	7	31.81	9	40.91	3	13.63	2	9.09	22	100
4	Headache	--	----	3	18.75	5	37.50	2	12.50	-	----	--	----	16	100
5	High Blood Pressure	--	----	-	----	1	100.----	-	----	-	----	-	----	16	100
6	Weight Increase	--	----	-	----	1	100.----	-	----	-	----	-	----	1	100
7	Strong Menstruation	--	----	-	----	3	50.----	1	16.67	2	33.33	-	----	6	100
8	Back Pain	--	----	-	----	1	50.----	1	50.----	-	----	-	----	2	100
9	Prolapsus	--	----	-	----	1	50.----	1	50.----	-	----	-	----	2	100
10		--	----	-	----	-	----	-	----	-	----	-	----	1	100
11	Stomach Spasm	--	----	-	----	2	33.33	1	16.67	-	----	-	----	3	100
12	Quick Pulsation	--	----	-	----	-	----	-	----	1	100	-	----	1	100
13	Continued Bleeding	1	100	-	----	-	----	-	----	-	----	-	----	1	100
14		--	----	-	----	1	100	-	----	-	----	-	----	1	100
15	Slight Tiredness at the Begining	--	----	-	----	1	50.----	1	50.----	-	----	-	----	2	100
16	Answer Not Required	--	----	6	11.32	13	24.53	15	28.30	15	28.30	4	7.55	53	100
17	Total	1	.76	13	9.92	42	32.06	42	32.06	26	19.84	7	5.34	131	100

As for the type of problems and their relation to the age of the respondents. Table (858) reveals that the problems of the respondents ranging between 25 - 34 of years of age vary more than those of the other age groups. However the main problems (see 8.1) do not vary with the variateion of age.

Table (59)
Problems Occurance and Previous Usage

Ser. No.	Did You Use Any F.P. Method Problems	Yes		No		Total	
		Freq.	%	Freq.	%	Freq.	%
1	Yes	35	44.30	12	70.59	46	100
2	NO	44	55.70	5	29.41	49	100
3	Total	79	100	17	100	96	100

8.3 Relation Between the problems & the Date of Use:

Table (59) reveals that most of the first time users (approximately 17%) suffered some problems, while most of those who were previously using F.P. methods (56%) did not suffer from any problems. This may be because those who have previously used F.P. methods are accustomed to using pills.

Table (60)

Problems & Previous Usage

Ser. No.	Previous Usage Problems	YES			NO			TOTAL	
		Freq.*	%	%	Freq.	%	%	Freq.	%
1	Spotting Between the 2 Cycles	6	10.34	85.71	1	4.55	14.29	7	8.75
2	Nausea (vomiting)	10	17.24	83.33	22	9.09	16.67	12	15.--
3	Dizziness	11	32.76	36.86	3	13.64	13.64	22	17.50
4	Headache & Haziness	12	20.69	80.--	3	13.64	20.--	15	18.75
5	High Blood Pressure	1	1.24	100.--	--	--.--	--.--	1	1.25
6	Weight Increase	1	1.24	100.--	--	--.--	--.--	1	1.25
7	Heavy Menstruation	2	3.45	33.33	4	18.18	66.67	6	7.50
8	Back Pain	1	1.24	50.--	1	--.--	50.--	2	2.50
9	Prolapsus	2	3.45	100.--	--	--.--	--.--	2	2.50
10	Meteorism	1	1.24	100.--	--	--.--	--.--	1	1.25
11	Stomach Spasm	1	1.24	33.33	2	9.09	66.67	3	3.76
12	Quick Pulsation	1	1.24	100.--	--	--.--	--.--	1	1.25
13	Continuation of Menses During Usage	--	--.--	--.--	1	4.55	100.--	1	1.25
14	Menstruation Comes Earlier	1	1.24	100.--	--	--.--	--.--	1	1.25
15	Some Tiredness at the Begining	--	--.--	--.--	1	4.55	100.--	1	1.25
16	Not Shown	--	--.--	--.--	4	18.18	100.--	4	5.--
17	Total	58	72.50	-----	22	27.50	-----	80	100.--

As for the type of problems and their relation to the fact, whether they had previously used F.P. methods or not, Table (60) reveals the variety of the problems of previous users, in spite of that the majority is concentrated on the main problems of Norminestt as expressed by the respondents. While there is a concentration among first time users as regards the two problems of "irregularity of the menses and spasms of the stomach, in addition of some other main problems.

Table (61)

Previous Pattern of Usage/Did Any Problems Occur?

Ser. No.	Did Any Problems Occur Previous Usage	YES			NO			TOTAL		
		Freq.	%	%	Freq.	%	%	Freq.	%	%
1	Pills/Other Method/Norminest	02	5.56	28.57	05	11.63	71.43	07	8.86	100
2	Other method/Norminest	08	22.22	57.14	06	13.95	42.86	14	17.72	100
3	Pill/Norminest	17	47.22	41.46	24	55.81	58.98	41	51.90	100
4	Others/Norminest	09	25.--	52.94	08	18.60	47.60	17	21.52	100
5	Total	36	100.--	45.57	43	100.--	54.43	79	100.--	100

As for the relation of the problems to the pattern of previous use, it was revealed that the lowest rate of those who did not suffer from any problems were those of the following pattern "pills - other method > Norminest". They are followed by those of hwo were using the following "pills > Norminest". Apart from that, the rate of those who had problems increases with the other patterns. (Table 61).

Table (62)

Problems and Previous Pattern of Usage

Ser. No.	Previous Pattern of Usage Problems	Non-Users		Pills/ Norminest		Other Method/ Norminest		Pills/ Norminest		More than One Time.		Total	
		Freq.*	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%
1	Spotting	1	14.29	--	---.---	2	28.57	4	57.14	--	---.---	7	100
2	Nausea	2	16.67	--	---.---	4	33.33	3	25.---	3	25.---	12	100
3	Haziness	3	13.64	1	4.55	3	13.64	9	40.90	6	27.27	22	100
4	Headache-Haziness	3	20.---	--	---.---	5	33.33	5	33.33	2	13.33	15	100
5	High Bleeding Pressure	--	---.---	--	---.---	--	---.---	--	---.---	1	100	1	100
6	Weight Increase	1	100	--	---.---	--	---.---	--	---.---	--	---.---	1	100
7	Heavy Menses	3	50.---	--	---.---	--	---.---	--	---.---	3	50.---	6	100
8	Back Pain	1	50.---	--	---.---	--	---.---	--	---.---	1	50.---	2	100
9	Prolapsus	--	---.---	--	---.---	--	---.---	1	50.---	1	50.---	2	100
10	Meteorism	--	---.---	--	---.---	1	100	--	---.---	--	---.---	1	100
11	Stomack Spasm	2	66.67	1	33.33	--	---.---	--	---.---	--	---.---	3	100
12	Quick Pulsation	--	---.---	--	---.---	--	---.---	1	100	--	---.---	1	100
13	Continuation of Menses	1	100	--	---.---	--	---.---	--	---.---	--	---.---	1	100
14	Irregularity of Menses	1	100	--	---.---	--	---.---	--	---.---	--	---.---	1	100
15	Slight Pain	1	100	--	---.---	--	---.---	--	---.---	4	100	4	100
16	Not Shown	--	---.---	--	---.---	--	---.---	--	---.---	4	100	4	100
17	Total	18	22.50	2	2.50	15	18.75	24	30.---	21	26.25	80	100

The problems of "Norminest" mostly spread, (8-1) are almost present with all patterns with a little difference in the rates. The most important of these differences is that 57% of those to whom "spotting" has occurred were from among those who were using other pills before Norminest, and the bigger rate of those who felt "dizzy" (41%) were of the same pattern too (Table 62).

Table (63)

Dose of Previous Pills/Occurrence of Problems

Ser. No.	Did Any Problems Happen Dose of Previous Pills	YES			NO			TOTAL		
		Freq.*	% of	% of	Freq.	% of	% of	Freq.	% of	% of
1	Low Dose	20	41.67	43.48	26	52.--	56.52	36	46.94	100.--
2	High Dose	07	14.58	50.--	07	14.--	50.--	14	14.29	100.--
3	Answer Not Required	21	43.75	55.26	17	34.--	44.74	38	28.78	100.--
4	Total	48	100.--	38.98	50	100.--	51.02	98	100.--	100.--

As for the relation between problems & type of previously used pills, Table (63) reveals that most of those changing from pills with low dose (57% approx.) did not have any problems. This is contrary to those who changed from other methods, where about 55% did have problems. As for those changing from pills with high doses, the rates of those who had and those who did not have were equal. In general, differences are very slight in the various cases.

*Frequency

Table (64)

Problems/Dose of Previous Pills

Ser. No.	Dose of Previous Pills Problems	Low Dose			High Dose			Total		
		Freq.*	%	%	Freq.	%	%	Freq.	%	%
1	Dizziness	08	28.57	50.--	08	42.11	50.--	16	34.04	100.--
2	Headache - Haziness	04	14.29	44.44	05	26.32	55.56	09	19.15	100.--
3	Nausea - Vomiting	03	10.71	50.--	03	15.79	50.--	06	12.77	100.--
4	Irregularity of Menses	04	14.29	80.--	01	5.26	20.--	05	10.64	100.--
5	Spotting Between the 2 Cycles	04	14.29	100.--	--	--.--	--.--	04	8.51	100.--
6	Meteorism	01	3.57	50.--	01	5.26	50.--	02	4.26	100.--
7	Quick Pulation	01	3.57	50.--	01	5.26	50.--	02	4.26	100.--
8	High Blood Pressure	01	3.57	100.--	--	--.--	--.--	01	2.13	100.--
9	Back Pain	01	3.57	100.--	--	--.--	--.--	01	2.13	100.--
10	Slight Tiredness at the begining	01	3.57	100.--	--	--.--	--.--	01	2.13	100.--
11	Total	28	100.--	59.57	19	100.--	40.43	47	100.--	100.--

*Frequency

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Table (64) shows that the problem of "spotting " is limited to those changing over from low dosage pills. Among them were also the majority of those who suffered from "irregularity of the menses" (80%).

The other problems such as "dizziness", headache - haziness", "nausea and vomiting", occurred to respondents changing from low or high dosage in equal proportions.

Table (65)
Interim period between Usage of Last Method
& Usage of Norminest

Ser. No.	Did You Have Any Problems How Long was the Interim Period	YES		NO		TOTAL	
		Freq.	%	Freq.	%	Freq.	%
1	One Week	19	44.19	24	55.81	43	100
2	2-4 Week	7	70.--	3	30.--	10	100
3	5-8 Week	--	---.--	1	100.--	1	100
4	9-12 Week	--	---.--	1	100.-	1	100
5	3-6 Months	1	33.33	2	66.67	3	100
6	6-12 Months	6	66.67	3	33.33	9	100
7	13-24 Months	1	25.--	3	75.--	4	100
8	Total	34	47.89	37	52.11	71	100

*Frequency

Finally, we were concerned with the relation of the problems and the length of the interim period between last method and Norminest. Table (65) shows that there is not a big difference between those who have changed over after an interim period of less or more than 3 months. But the rate of those who had problems is completely equal to that of those who do not suffer problems among those respondents who had an interim period of 3 months.

Table (65)
Interim Period/Occurrence or Non-occurrence
of Problems

Ser. No.	Did You Have Any Problems Interim period	YES		NO		TOTAL	
		Freq.	%	Freq.	%	Freq.	%
1	Less than 3 Months	26	47.37	29	52.73	55	100.-
2	More than 3 Months	08	50.--	08	50.--	16	100.-
3	Total	34	47.89	37	52.11	71	100

Table (66)

Occurrence or Non-occurrence of Problems/Diseases Women Suffered From

Ser. No.	Diseases	Yes			No			Total		
		Freq.	%	%	Freq.	%	%	Freq.	%	%
1	Did not Suffer from Disease	17	25.--	54.84	14	24.56	45.16	31	24.--	100.--
2	Blood Pressure	11	16.18	78.57	03	5.26	21.43	14	11.20	100.--
3	Heart Diseases	04	5.88	80.--	01	1.75	20.--	05	4.--	100.--
4	Diabetes	01	1.47	100.--	--	--.--	--.--	01	--.80	100.--
5	Varices	03	4.41	42.86	04	7.02	57.14	07	5.60	100.--
6	Pneumatic Pains	16	23.53	57.14	12	21.05	42.86	28	22.40	100.--
7	Kidney Problems	06	8.82	40.--	09	15.79	60.--	15	12.--	100.--
8	Liver Problems	02	2.94	50.--	02	3.51	5.--	04	3.20	100.--
9	Tumours	--	--.--	--.--	01	1.75	100.--	01	--.80	100.--
10	Vaginal Bleeding	08	11.76	53.33	07	12.28	46.67	15	12.--	100.--
11	Chest Diseases	--	--.--	--.--	04	7.02	100.--	04	3.20	100.--
12	Total	68	100.--	54.40	57	45.60	45.60	125	100.--	100.--

*Frequency

8.4 Relation Between Problems and Health Status:

Table (66) reveals that most of those suffering from "blood pressure", "cardiac diseases", "diabetes mellitus" suffered from problems when using Norminest (79%, 80%, 100% successively). This is exactly in contrast to those suffering from "kidney problems, "tumours", "chest diseases" who stated that they had no problems. As for those suffering from "varices", rhenuratin, "liver" and "vaginal bleeding", there was not any difference in the rate of these, who had problems.

Table (67)
Relation Between problems & Taking Medicines

Ser. No.	Are You Taking Any Medicine	Problems Happened		YES		NO		TOTAL	
		Freq.*	%	Freq.	%	Freq.	%	Freq.	%
1	Yes	18	40.--	27	60.--	45	100		
2	No	16	39.-2	25	60.98	41	100		
3	Total	34	39.53	52	60.47	86	100		

Table (67) shows that the rate for those who faced problems almost equals those taking medicines incompatible with Norminest use and those who do not.

Table (68)

Kind of Medicine/Occurrence or Non-occurrence of Problems

Ser. No.	Did Any Problems Occur? Medicines	Yes			No			Total		
		Freq.	%	%	Freq.	%	%	Freq.	%	%
1	Antibiotocs	01	3.85	33.33	02	9.52	66.67	03	6.38	100.--
2	Laxatives	--	---	---	01	4.76	100.--	01	2.13	100.--
3	Sedatives	11	42.31	50.--	11	52.38	50.--	22	36.81	100.-
4	Sleeping Pills	02	7.69	66.67	01	4.76	33.33	03	6.38	100.--
5	Med. for Treatment of Thrombosis	02	7.69	100.--	--	---	---	02	4.26	100.--
6	Other Medicines Preventing use	01	3.85	25.--	03	14.29	75.--	04	8.51	100.--
7	Other Medicines not Incompatible with Use	09	34.26	75.--	03	14.29	25.--	12	25.53	100.--
8	Total	26	100.--	55.32	21	100.-	44.68	47	100.--	100.--

Table (86) reveals that most respondents taking medicine compatible with Norminest use (57%) had problems. Those taking medicines incompatible with Norminest suffered from problems varying according to the kind of medicine. For example, most of those taking antibiotics did not have any problems (67%). To the contrary those taking "sleeping pills" usually suffered problems (approximately 67%). There was not an obvious relation between certain problems and certain types of medicines, as shown in Table (69).

Table (69)

Problems/taking medicines or not?

Ser. No.	Are You Taking Any Medications		Yes	No	Total		
	Problems	Frequency	%	%	Freq.	%	
1	Spotting Between Menses	3	50.00	3	50.00	6	100
2	Nausea (Vomiting)	3	30.00	7	70.00	10	100
3	Dizziness	6	42.86	8	57.14	14	100
4	Headach - Haziness	5	45.45	6	54.55	11	100
5	Heavy Menses	1	100	--	--.00	1	100
6	Back Pain	1	100	--	--.00	1	100
7	Proplapsus	2	50.00	2	50.00	4	100
8	Meteorism	--	--.00	1	100	1	100
9	Stomach Spasm	2	50.00	2	50.00	4	100
10	Early Menses	2	50.00	2	50.00	4	100
11	Spotting When 1 or 2 Pills are forgotten	2	66.67	1	33.33	3	100
12	Light Menses	2	66.67	1	33.33	3	100
13	Bleeding When Exerting Effort	--	--.00	1	100	1	100
14	Heavy Menses	--	--.00	1	100	1	100
15	Bleeding When Start Using Norminest	1	33.33	2	66.67	3	100
16	Abdomen Ach at the Beginning	--	--.00	1	100	1	100
19	Pain in Breast	1	100	--	--.00	1	100
20	Headache at the Beginning	4	36.36	7	63.64	11	100
21	Arm Pain	--	--.00	1	100	1	100
22	I Feel Heavy	--	--.00	--	100	1	100
23	Tendency to Sleep	2	50.00	2	50.00	4	100
24	Stron Sweating	--	--.00	1	100	1	100
25	Increase No. of Days of Cycle	--	--.00	1	100	1	100
26	No Problems	11	40.74	16	59.26	27	100
27	Total	48	41.03	69	58.97	117	100

Table (70)

Smoking - and occurrence of Problems

Ser. No.	Do You Smoke Do You Have Problems	YES			NO			TOTAL		
		Freq.	%	%	Freq.	%	%	Freq.	%	%
1	Yes	02	40.--	4.44	43	53.09	95.56	45	52.33	100
2	No	03	60.--	7.32	38	46.91	92.68	41	47.67	100
3	Total	05	100.--	5.81	81	100.--	94.19	86	100.--	100

As for smoking, Table (70), revealed that most of those who smoke (60%) did not have any problems, while the higher rate for those who do not smoke have suffered problems (53%).

Table (71)

Respondants' Actions When Problems Occurred

N = 40, 45, 47

Ser. No.	Wave + Description Action	Wave 1		Wave 2		Wave 3				
		Freq.*	% of Respon- dants	% of Res- ponses	Freq.	% of Respon- dants	% of Res- ponses	Freq.	% of Respon- dants	% of Res- ponses
1	Did Not Do Anything	32	68.90	59.26	29	64.44	56.86	31	77.50	67.89
2	Knew From Booklet that Problems Could Happen at First	09	19.15	16.67	07	15.56	13.73	04	10.--	8.70
3	Tood Sedatives	04	8.51	7.41	08	17.78	15.69	03	7.50	6.52
4	Asked Doctor's Advice	03	6.38	5.56	03	6.67	5.88	06	15.--	13.04
5	Asked Pharmacist's Advice	01	2.13	1.85	02	4.44	3.92	01	2.50	2.17
6	Asked Relatives and Neighbours	01	2.13	1.85	--	--.--	--.--	01	2.50	2.17
7	Hot Water	--	--.--	--.--	01	2.22	1.96	--	--.--	--.--
8	Not Shown	4	8.15	7.41	01	2.22	1.96	--	--.--	--.--
9	Total	54	114.89	100.--	15	113.33	100.--	36	115.--	100.--

*Frequency

8.5 Attitude of Respondant Towards Problems

Asking the respondents how they act in cases of problems, Table (71) revealed that the majority of them do not do anything and continue to take the pills, either because they know from the booklet that these problems will occur during the first period of use, or through their previous experience (76% approx.). This tendency has increased with the continuation of use.

It would have been logical that the rate of those who would ask for the advice of the doctor would exceed the rate of those who would seek the help of the pharmacist, but the two rates were very small, in spite of the fact that there was an increase in the rate of those who depend on both of them for the continuation of usage.

Table (72)
Doctor's or Pharmacists Advice

N = 4, 5, 7

Ser. No.	Wave Description Advise	Wave 1		Wave 2		Wave 3	
		Freq.	%	Freq.	%	Freq.	%
1	Sedatives and Fortifiers	3	75.--	-	---.--	1	14.29
2	Continue Use	1	25.--	3	60.--	5	71.43
3	Not Shown	-	---.--	2	40.--	1	14.29
4	Total	4	100.--	5	100.--	7	100.--

* Frequency

When asking for the advice of the doctor or pharmacist (Table 72) the advice to continue usage increases, contrary to the rate of the advice of taking sedatives during the first wave.

(Table 73)

How Long will Problems Continue?

N = 47, 45, 40

Ser. No.	Wave	Wave 1		Wave 2		Wave 3	
	Opinion	Freq.	%	Freq.	%	Freq.	%
1	1st Period of Use Only	32	68.09	31	68.89	29	75.50
2	Not Sure	03	6.38	--	---	02	5.00
3	Don't Know	05	10.64	09	20.00	09	22.50
4	As Long as I Use Norminest	02	4.26	02	4.44	--	---
5	Not Shown	05	10.64	03	6.67	--	---
6	Total	47	100.00	45	100.00	40	100.00

Table (73) shows respondents' expectations regarding length of problems. During Waves 1 and 2, 4% expected problems to last throughout using Norminest, while no one believed that during the 3rd Wave. Thus, most respondents think problems are limited to the first usage period. The frequency of this expectation

increases during the three waves.

Table (74)

Do You Intend to Continue Using Norminest Fe?

N = 96, 86, 81

Ser. No.	Description Continue Using	Wave I		Wave II		Wave III	
		Freq.	%	Freq.	%	Freq.	%
1	Yes	88	91.67	83	96.51	80	98.77
2	Not Sure	06	6.25	02	2.33	01	1.23
3	No.	02	2.08	--	---.---	--	---.---
4	Don't Know	--	---.---	01	1.16	--	---.---
5	Total	96	100	86	100	81	100

Table (74) shows increase in intention to use Norminest. The majority plan to continue using Norminest. In the second and third wave the percentage of those who did not plan to use it in the future decreased.

CONCLUSIONS

The problems and side effects:

- 1- The most common problems of Norminest users were "dizziness" "headache - haziness", "nausea - vomiting", "irregularity of menses", "spotting between menses", to less spread problems.
- 2- Dizziness, the most common problem among respondents were only 15%.
- 3- The problems of "general weakness" - the main complaint of pill users in general, was not mentioned by any of Norminest users.
- 4- The attempt to connect the problems to other data such as age, date of usage and health status of the users, did not give any criteria because of the small size of the total sample. In spite of that, some results of this attempt cannot be ignored.
- 5- Most women do not try to remedy their discomfort and continue taking the pills. More respondents ask for their doctor's advice rather than their pharmacists', but the rates of both was small.

- 6- The majority of women stated that these problems are limited to the first period of usage only.
- 7- The majority of women plan to continue using Norminest.

PART NINE

PRESENT ATTITUDES TOWARDS

NORMINEST

At the end of the meeting respondents were asked their opinion on Norminest through aided and unaided questions.

They were also asked about the opinion of others on Norminest, in the expectation that they would drop their own opinion indirectly. Also the respondents were requested to express their expectations as regards the future of Norminest, and whether they expect that it will spread more and who to introduce it to a large sector of the society.

Table (75)

Respondant's Opinion Towards Norminest (Unaided Question)

N = 96, 86, 81

Ser. No.	Opinion	Wave 1 Freq.	% of Respon- dants	% of Res- ponses	Wave 2 Freq.	% of Respon- dants	% of Res- ponses	Wave 3 Freq.	% of Respon- dants	% of Res- ponses
	<u>First: Positive Opinion</u>									
1	Few Side Effects	66	68.75	38.15	68	79.07	39.31	61	75.31	37.65
2	They Include Iron Pills	42	43.75	24.28	47	54.65	27.17	42	51.85	25.93
3	Contains a Booklet on Usage	09	9.38	5.20	04	4.65	2.31	02	2.47	1.23
4	Are Taken Continuously	07	7.29	4.05	09	10.47	5.20	13	16.05	8.02
5	Low Dose of Hormones	07	7.29	4.05	11	12.79	6.36	12	14.18	7.41
6	Easy to Swallow	07	7.29	4.05	06	6.98	3.47	05	6.17	3.09
7	Guaranteed & Effective	05	5.21	2.89	--	--	--	04	4.94	2.74
8	Reasonable Price	02	2.08	1.16	03	3.49	1.73	01	1.23	.62
9	Plastic Compact	--	--	--	02	2.33	1.16	03	3.70	1.85
10	Other Advantages	04	4.17	2.31	03	3.49	1.73	05	6.17	3.09
11	<u>Total</u>	149	155.21	86.13	153	177.92	88.44	148	182.72	91.36
	<u>Second: Negative</u>									
1	Have Side Effects	13	13.54	7.51	10	11.63	5.78	02	2.47	1.23
2	Irregularity of Menses	04	4.17	2.31	05	5.81	2.89	06	7.41	3.70
3	Bleeding Between Menses	02	2.08	1.16	02	2.33	1.16	01	1.23	.62
4	Cycles do not Indicate 7 Days	01	1.04	.58	--	--	--	--	--	--
5	Are Taken Continuously	01	1.04	.58	--	--	--	01	1.23	.62
6	Other Disadvantages	3	3.13	1.73	02	2.33	1.16	--	--	--
7	Do not Differ from Other Pills	--	--	--	01	1.16	.58	02	2.47	1.23
8	The Price is High - (compact - pills)	--	--	--	--	--	--	02	2.47	1.23
9	<u>Total</u>	24	25.--	13.87	20	23.25	11.56	14	17.28	8.64
10	<u>Gross Total</u>	173	180.21	100.--	173	198.82	100.--	162	199.99	100.--

*Frequency

9.1 Respondants' Opinions about Norminest:

Table (75) which represents the unaided answer of the respondents, reveals that the percentage of mentioning the positive exceeds the percentage of negative aspects (see the total of positive & negative aspects on Table). On top of the positive aspects are the "few side effects", and which was mentioned by about 69% of the women, and that they included "Fe pill" (44% approx.), then that they include a booklet which explains the method of use (9% approx.) and that "they are taken continuously" (7% approx.), "the low dose of hormones" (7% approx.), "easiness of swallowing it." (7% approx.) in addition to other features.

On top of the negative aspects come "the side effects" which is the same content of the first of the positive aspects, the rate of those who mentioned this is by four less 14% approx., then comes that they cause irregularity of the monthly period (4%), then "spotting between the 2 cycles" (2% approx.) in addition to other problems. Only a very small rate of women mention these negative aspects.

Among the characteristics mentioned negatively and positively, was "the pills are taken continuously" and "the price", but the respondents who mentioned them positively were more. Also the complaint from the price

appeared only during the 3rd wave and at a very limited rate.

Respondants' Opinion on Neerminest (aided question)

N = 96, 86, 81

Ser. No.	Characteristic	Wave Description	Wave 1		Wave 2		Wave 3	
			Frequency	%	Freq.	%	Freq.	%
1	They Include Iron Pills	a. Benefit	91	94.79	86	100.00	79	97.53
		b. Defect	01	1.04	--	--	--	--
		c. Benefit & Defect	01	1.04	--	--	--	--
		d. Don't Know	03	3.12	--	--	02	2.47
		e. Total	96	100.00	86	100.00	81	100.00
2	They are Taken Continuously	a. Benefit	86	89.58	82	95.35	73	90.12
		b. Defect	04	4.17	3	3.49	03	3.70
		c. Benefit & Defect	02	2.08	--	--	01	1.23
		d. Don't Know	04	4.17	1	1.16	04	4.94
		e. Total	96	100.00	86	100.00	81	100.00
3	Includes a Pictorial Brochure Explaining Usage Method	a. Benefit	84	87.50	81	94.19	77	95.06
		b. Defect	01	1.04	--	--	01	1.23
		c. Benefit & Defect	--	--	--	--	--	--
		d. Don't Know	11	11.46	5	5.81	03	3.70
		e. Total	96	100.00	86	100.00	81	100.00
4	Has a Compact to Keep the Pills	a. Benefit	51	53.12	52	60.47	35	43.21
		b. Defect	05	5.21	4	4.65	04	4.94
		c. Benefit & Defect	--	--	--	--	04	4.94
		d. Don't Know	40	41.67	30	34.88	83	46.91
		e. Total	96	100.00	86	100.00	81	100.00
5	Low Dose of Hormones	a. Benefit	46	47.92	50	58.14	43	53.09
		b. Defect	--	--	1	1.16	--	--
		c. Benefit & Defect	2	2.08	--	--	--	--
		d. Don't Know	48	50.00	35	40.70	38	46.91
		e. Total	96	100.00	86	100.00	81	100.00

When the aided question was asked it was revealed that the iron pills were the most appreciated characteristic during the three waves, followed by "they are taken continuously" then "the presence of the booklet" (Table 76).

As for the "plastic compact", and "the low rate of hormones" the respondents' answers were either that it was an advantage or that they didn't know. This might be due to their uninterest in the compact and not understanding the meaning of the word "hormone". This was revealed by the pioneer study.

Although the answer "don't know" as regards the booklet decreases, but it is necessary to mention the booklet in the ad.

In other words, the realization of the positive aspects of Norminest is more spread among the respondents.

Table (77)

Did You Talk to Others about Norminest?

N = 96, 86, 81

Ser. No.	Description Talk to other	Wave 1		Wave 2		Wave 3	
		Freq.	%	Freq.	%	Freq.	%
1	Yes	61	63.54	76	88.37	67	82.72
2	No	35	36.46	10	11.63	14	17.28
3	Total	96	100.--	86	100.--	81	100.--

9.2 Others and Norminest:

Table (77) reveals that talking with others about Norminest increases with use, so that the rate of those who spoke to others about Norminest amounts to about 83% in the Third wave after it had been 64% in the first wave.

Table (78)

With Whom did You Talk?

N = 61, 76, 76

Ser. No.	Description Wave Persons	Wave 1			Wave 2			Wave 3		
		Freq.*	% of Respon- dants	% of Responses	Freq.	% of Respond.	% of Responses.	Freq.	% of Resond.	% of Resp.
1	Freinds & Neighbours	35	57.38	43.21	46	60.53	40.35	43	64.18	44.33
2	Relatives	22	36.07	27.16	37	48.68	32.46	32	47.76	32.99
3	Colleagues	18	29.51	22.22	23	30.26	20.18	21	31.34	21.65
4	Pharmacist	03	4.92	3.70	--	--.--	--.--	--	--.--	--.--
5	Doctor	02	3.28	2.47	--	--.--	--.--	--	--.--	--.--
6	Husband	01	1.64	1.24	06	7.89	5.26	--	--.--	--.--
7	Midwife	--	--.--	--.--	01	1.32	.88	--	--.--	--.--
8	Not shown	--	--.--	--.--	01	1.32	.88	01	1.49	1.03
9	Total	81	132.79	100.--	114	149.99	100.--	97	144.78	100.--

Most of the partners in converstation were personal relations,
i.e., friends, neighbours, relatives, and/or colleagues (Table 78).

Table (79)

What Topic was Discussed?

N = 61, 76, 67

Ser. No.	Description Wave Topic	Wave 1			Wave 2			Wave 3		
		Freq.	% of Respon- dants	% of Res- ponses	Freq.	% of Respon- dants	% of Res. ponses	Freq.	% of Respon- dants	% of Res- ponses
1	Side Effects	34	55.74	23.98	47	61.84	24.74	42	62.69	22.34
2	Are Good & Con- venient	31	50.82	21.95	50	65.79	26.32	42	62.69	22.34
3	Iron Pills	25	40.98	16.89	23	30.26	12.11	31	46.27	16.49
4	New Brand	21	34.43	14.19	29	38.16	15.26	33	49.25	17.55
5	I Use Them	14	22.95	9.46	17	22.37	8.95	15	22.39	7.98
6	Low Dose	06	9.84	4.05	06	7.89	3.16	10	14.93	5.32
7	Are Taken Contin- uously	04	6.56	2.70	03	3.95	1.58	05	7.46	2.66
8	The Compact	04	6.56	2.70	03	3.95	1.58	04	5.97	2.13
9	They Include Booklet	04	6.56	2.70	01	1.32	.53	01	1.49	.53
10	Price	02	3.28	1.35	03	3.95	1.58	01	1.49	.53
11	Method of Use	01	1.64	.68	04	5.26	2.11	02	2.99	1.06
12	Forgetting	01	1.64	.68	--	--	--	--	--	--
13	Television Ad	01	1.64	.68	--	--	--	--	--	--
14	The Gift Given at the End of the Visit	--	--	--	02	2.63	1.05	01	1.49	.53
15	The Comparison to Other Pills	--	--	--	01	1.32	.53	01	1.49	.53
16	Not Shown	--	--	--	01	1.32	.53	--	--	--
17	Total	148	242.64	100.--	190	249.99	100.--	188	280.06	100.--

On top of the topics around which conversation is held (Table 79) come "the side effects" and that "they are good convenient pills", and that "they include iron pills", which are basic characteristics fo Norminest. This is followed by "they are used by many other women" and "they are a new type", then the rate of the other subjects were mentioned increasingly with the continuation of usage. There are slo subjects which are not mentioned during the second and third wave,

"Few side effects", and the "iron pills" were mentioned by respondants wvery occasion, being their attraction to Norminest and subjects of the main topic of conversation, and other occasions.

Table (80)

Are Others You Know Using Norminest?

N = 96, 86, 81

Ser. No.	Description Wave Response	Wave 1		Wave 2		Wave 3	
		Freq†	%	Freq.	%	Freq.	%
1	Yes	30	31.25	43	50.--	44	54.32
2	No	66	68.75	43	50.--	37	45.68
3	Total	96	100.--	86	100.--	81	100.--

9.3 Future Expectations for Norminest Pills:

Logically, the rate of those knowing other using Norminest increased (Table 80). Neighbours represent the highest percent of users known by the respondents (44%) in the second wave relatives. The highest percent in the third wave are (44%). These are followed by colleagues which decreased during the third wave (Table 81).

Table (81)

Who are Those Others?

N = 43, 44

Ser. No.	Description Wave Response	Wave 2*			Wave 3		
		Freq.**	% of Respond.	% of Respons.	Freq.	% of Respond.	% of Respons.
	My Neighbours	19	44.19	38.---	19	43.18	38.---
	My Relatives	16	37.21	32.---	22	50.---	44.---
	Colleagues	13	30.23	26.---	08	18.18	16.---
	F.P. Centers	01	2.33	2.---	--	---	---
	Visitors						
	The Servant	--	---	---	--	---	---
	Not Shown	01	2.33	2.---	--	---	---
	Total	50	116.28	100.---	50	113.64	100.---

*This question was asked starting the second wave.

Table (82)

Is a Big Number of Women Going to Use Norminest?

N = 96, 86, 81

Ser. No.	Description Response	Wave 1		Wave 2		Wave 3	
		Freq.*	%	Freq.	%	Freq.	%
1	Yes	13	86.46	76	88.37	73	90.12.
2	No	04	4.17	01	1.16	01	1.23
3	Don't know	09	9.37	09	10.47	07	8.64
4	Total	96	100.--	86	100.--	81	100.--

Table (82) shows that most of the women expect an increase of Norminest users, and this rate increases with the continuation of use to reach 90% of the total respondents. This is due to the advantages of Norminest on top of which comes "the few side effects" (63% of the respondents approx.), that it "includes iron pills" (62% approx.). Also the rate of those who mentioned "low dosage of hormones" improved and reached for the first time (approximately 16%), then comes the "ad on television" (approximately 14%) in addition to other reasons less spread (Table 83).

Table (83)

Reasons for Expectating an Increase in Norminest Usage.

N = 83, 76, 73

Ser. No.	Description Wave Reason	Wave 1			Wave 2			Wave 3		
		Freq.*	% of Respon- dants	% of Res- ponses	Freq.	% of Respon- dants	% of Res- ponses	Freq.	% of Respon- dants	% of Res- ponses
1	Few Side Effects	52	62.65	30.77	53	69.74	31.55	38	52.05	25.50
2	Include Iron pills	51	61.45	30.18	46	60.53	27.39	38	5.05	25.50
3	Low Hormone Dose	13	15.66	7.69	15	19.74	8.93	18	24.66	12.08
4	Television Ad	12	14.46	7.10	14	18.42	8.33	15	20.55	10.06
5	They are New Pills	10	12.05	5.92	19	25.00	11.31	22	30.14	14.77
6	Are Taken Continuously	06	7.23	3.55	03	3.95	1.79	06	8.22	4.03
7	Plastic Compact	05	6.02	2.96	02	2.63	1.19	--	--.--	--.--
8	Good & Convenient	05	6.02	2.96	03	3.95	1.79	02	2.74	1.43
9	Guranteed & Effective	04	4.82	2.37	01	1.32	.59	01	1.38	.67
10	Price is Reasonable	04	4.82	2.37	03	3.95	1.79	02	2.74	1.34
11	Other Reasons	07	8.43	4.14	04	5.26	2.38	02	2.74	1.34
12	They Include a Booklet	--	--.--	--.--	04	5.26	2.38	04	5.48	2.68
13	Not Shown	--	--.--	--.--	--	--.--	--.--	01	1.38	.67
14	Total	169	203.61	100.--	168	219.74	100.--	149	204.11	100.--

*Frequency

Table (84)
Reasons for not Expecting an Increase in
Norminest Usage

N = 4, 1, 1

Ser. No.	Description Reason	Wave I		Wave II		Wave III	
		Freq.	%	Freq.	%	Freq.	%
1	Price	01	25.--	--	---.--	--	---.--
2	Side Effects	01	25.--	01	100.--	01	100.--
3	Not Shown	02	50.--	--	---.--	--	---.--
4	Total	04	100.--	01	100.--	01	100.--

Respondants not anticipating an increase of Norminest usage attributed this expectation to "the price" and "the side effects". The rate of this expectation decreased after the first wave and the overall frequency is too small to be considered (Table 84).

Table (85)

The Best Method to Introduce Norminest

N = 96, 86, 81

Ser. No.	Description Wave Method	Wave 1		Wave 2		Wave 3				
		Freq.*	% of Res- pon- dants	% of Res- ponses	Freq. dants	% of Res- ponses	Freq. dants	% of Res- ponses		
	<u>First:Mass Media</u>	103	107.29	61.68	102	118.60	69.39	96	---	70.59
1	Television Ad	89	92.71	53.29	80	93.02	54.42	76	93.83	55.88
2	Newspapers & Magazines	08	8.33	4.79	12	13.95	8.16	10	12.35	7.35
3	Radio Ad	04	4.17	2.40	08	9.30	5.44	09	11/11	6/62
4	Posters	01	1.04	.60	01	1.16	.68	01	1.23	.73
5	Health Education Microphones	01	1.04	.60	01	1.16	.68	---	---	---
	<u>Second:Personal Contact</u>	54	46.88	26.95	31	36.05	21.09	25	---	18.38
1	Home Visits (Ra'eda Refia)	18	18.75	10.78	03	3.49	2.04	09	11.11	6.61
2	Through Health Offices	13	13.54	7.78	14	16.28	9.52	04	4.94	2.94
3	Pharmacists	07	7.29	4.19	05	5.81	3.40	02	2.47	1.47
4	Doctors	03	3.13	1.80	05	5.81	3.40	02	2.47	1.47
5	Through rablies	03	3.13	1.80	04	4.65	2.72	03	3.70	2.21
6	Child Care Visitors	01	1.04	.60	---	---	---	---	---	---
	<u>Third:Other Methods</u>	19	19.79	11.38	14	16.28	9.52	15	-	11.03
1	Through Conversation with Others	15	15.63	8.98	11	12.79	7.48	11	13.58	8.09
2	Upgrading Booklet	02	2.08	1.20	---	---	---	03	3.70	2.21
3	Selling it at Non-Profit Associations	02	2.08	1.20	---	---	---	---	---	---
4	To be Distributed with Monthly Supply	---	---	---	02	2.33	1.36	---	---	---
5	Through the Presents of FOF	---	---	---	01	1.16	.68	---	---	---
6	Distribution of Leaflets Among Women	---	---	---	---	---	---	01	1.23	.73
	Total	178	173.96	100.---	147	170.93	100.---	136	167.90	100.---

As for the best method of introducing Norminest, the answers of respondents varied and were divided into 3 sections. The first related to the ad and mass media, the second to personal contacts, and the third to other methods. On top of all methods, Table (85) lists the "television ad", and which was mentioned by most of the respondents (93% approx.) and increasing all along the three waves of the study, unlike other mass media.

On top of the methods of personal contact comes the suggestion of "sending delegates to meet women (such as "Raeda Refia") in order to talk about the pills, in addition to the Health Offices & Family Planning. On top of the other methods we found "users talking with their friends".

CONCLUSIONS

This section conclude the following:

- 1- Respondants cited more positive aspects of Norminest than negative aspects.
- 2- The most popular positive aspects are "Norminest's few side effects", and that "they include iron pills".
- 3- The most common negative characteristic was Norminests' "side effects".
- 4- As regards the aided question on the "compact and "the low dose of hormones "the answers of respondants were divided to either that it was an advantage they did not know. This could be because they are not interested in the plastic compact that a high number of them do not understand the meaning of the word "hormone".
- 5- The two characteristics of "the few side effects", and "the iron pills" were mentioned on many occasions by the respondants as being reasons for attraction, and that they are the most known characteristics, being the main topic of conversation between the respondants.
- 6- Most respondants expect an increase of Norminest usage because of its advantages.

- 7- The television ad is ahead of the methods suggested by women to introduce Norminest to the society and the personal contact or through the conversation of users with others.

Recommendations:

The previously mentioned leads to the following conclusions:

1. The Television:

The Researearch Department recommend to give priority to the television as a mass media, since it was ahead of all sources of knowledge to most of the women (Part 3).

2. Personal Contact Methods:

Concentration on Rallies and individual visits on Norminest, since they are two preferred methods by women. (Part 9).

3. The Content of the Ad:

The degree of the understanding of the television ad differed highly, and we recommend to the following efforts to communicate the following information to the biggest sector.

- a. Norminest is preferred in cases of first time users.
- b. Norminest is preferred in cases of those who have return to use after stopped using for some time not less than three months.
- c. Necessity of consulting the doctor or the pharmacist.
- d. Norminest is taken continuously.
- e. Low dosage of hormones (Parts 3, 4, 7).

4. Method of use:

The necessity of intensifying the educational information about the following:

- The first day of start using the pills (fifth day of the menses).
- How to take in the case of forgetting?

5. The Booklet:

- a. The importance of the "illustrated booklet" in the various products of F.O.F., after its success has been proved. (Part 7)
- b. The necessity of mentioning the pictorial booklet in the different ads and assuring their suitability to illiterates. (Part 7)

6. Sid Effects and Medical Promotion:

Medical representatives should emphasize the fact that very few cases where spotting has occurred, to physicians and pharmacists. (Part 8)

7. Availability of Norminest on the Market:

The necessity of making Norminest always available on the market. (Part 5)

8. Pharmacists:

- a. Due to the importance of the pharmacist - as it was revealed from the respondents' answers we recommend the necessity of supplying him with information and encourage him to play the role expected. (Part 3)
- b. Encourage pharmacists to assure the suitability of Norminest to women before selling it to them, namely by assuring that they don't suffer from diseases which prevent its uses. (Part 6)

9. The Target Public:

The necessity of making more efforts to reach the target public of Norminest.

10. Fourth Wave:

We suggest making a fourth Wave of this research after the elapse of 4 months, as regards the importance it represents.

RESEARCH DEPARTMENT

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RESEARCH DEPARTMENT

APPENDIX (1)

FOLLOW-UP CARD FOR RESPONDANTS
FIRST USERS OF NORMINEST

FOLLOW-UP CARD FOR FIRST TIME USERS OF NORMINEST

Date of Purchase	First Meeting			Second Meeting			Third Meeting		
	Expected Date	Actual Date	Case Situation	Expected Date	Actual Date	Case Situation	Expected Date	Actual Date	Case Situation

***Code of different cases:**

- Did not buy Norminest 0.0
- Bought and continued the month 1.1
- Bought and not continued the month 2.2
- Bought and did not use 3.1
- Bought and used and stopped 3.2
- Unlocated 4.4

APPENDIX (2)

"STUDY OF ATTITUDES OF FIRST NOMINEE USERS"

MAIN QUESTIONNAIRE.

"STUDY OF ATTITUDES OF FIRST NORMINEST USERS"

MAIN QUESTIONNAIRE

**NAME OF RESPONDANT :
ADDRESS OF RESPONDANT :
DATE OF MEETING :**

**NAME OF INTERVIEWER :
NAME OF OFFICE REVIEWER :
NAME OF FIELD REVIEWER :**

**SIGNATURE:
SIGNATURE:
SIGNATURE:**

"Instructions to Respondants"

The researcher should express the sense of the following:

I....., and my colleagues are undertaking a study to find out the opinion of the women on F.P. methods such as pills, I.U.D.'s and others. We chose you from among women who bought Borminest about a month ago, and we got your name and address from the pharmacy. Of course we are interested in knowing your honest opinion, and be sure your opinion will be quite helpful to us. And because we appreciate your effort, please accept our small gift.

And we would like to thank you in advance"

BASIC DATA:

1) How old are you?

- | | | | |
|---------------------|-----|--------------|-----|
| 1- Less than 20 yrs | () | 4- 30-34 | () |
| 2- 20 - 24 | () | 5- 35-39 | () |
| 3- 25 - 29 | () | 6- 40 & more | () |

2) Educational Level: (The interviewer forms the question suitably)

- 1- Illiterate
- 2- Reads & Writes
- 3- Plm. - Prep. Certificate
- 4- Secondary Certificate
- 5- Higher Education

3) How long have you been married?

- 1- less than a year
- 2- 1 - 5 years
- 3- 5 - 9 years
- 4- 10-14 years
- 5- 15-19 years
- 6- 20 years and more

4) How many pregnancies have you had? (Pregnancy includes: delivery, abortion and death of child during delivery)

- 1- Have not been pregnant. (Proceed to question 6)
- 2- Have been pregnant ()
No. of pregnancies

5) How many children do you have ? (Living children)

- 1- Have children
- 2- Don't have ()
- No. of Males ()
- Females ()
- Total ()

6) What is your occupation? .

- 1- Housewife
- 2- Services worker
- 3- Technical worker
- 4- Clerk
- 5- Medium technical & administrative jobs
- 6- High technical & administrative jobs
- 7- Free business.

7) Educational level of the husband?

- 1- Illiterate
- 2- Reads & writes
- 3- Plm - Prep. certificate
- 4- Secondary certificate
- 5- Higher education

8) What is your husband's occupation?

- 1- Does not work (on pension/sick)

- 2- Services worker
- 3- Technical worker
- 4- Clerk
- 5- Medium Technical & administrative job
- 6- High technical & administrative job
- 7- Free business

9) Would you tell me the approximate monthly income of the family?

(-----) I..K.

SOURCES OF KNOWLEDGE OF NORMINEST:

10) How did you know about Norminest fo rth efirst time?

- 1- Newspapers and magazines
- 2- Rallies
- 3- Calendars and posters
- 4- The doctors
- 5- The pharmacist
- 6- Relatives, friends and neighbours
- 7- Radio
- 8- Television
- 9- Others

11) What was the first information on Norminest?

- 1- They are new pills

- 2- Are taken continuously (28 pills)
- 3- They include iron pills
- 4- Low dose of hormones
- 5- Few side effects
- 6- The compact
- 7- Others

12) Were you and your husband using another F.P. method before Norminest?

- 1- Yes (go to question 13)
- 2- No (go to question 18)

13) What are these methods by order of their use?

- 1- Oral
- 2- I.U.D.
- 3- Foam tablets
- 4- Condom
- 5- Diaphragm
- 6- Safe period
- 7- Jelly or creams
- 8- Traditional method
- 9- Injections
- 10- Capsuls (implantation)
- 11- Tubal legation

PRESENT USAGE: NORMINEST:

14) Why did you change from oral pills to ...? (mention the method she use)

14/1) Rejection Reasons:

- 1- Husband's age
- 2- Doctor's advice
- 3- Because I got pregnant
- 4- Got bore of taking them everyday
- 5- Difficulty of use
- 6- Headache
- 7- Haziness
- 8- Nausea
- 9- General weakness
- 10- Spotting
- 11- Other to be mentioned

14/2) Attraction Reasons

- 1- Permanent method
- 2- Rather permanent method
- 3- Very effective method
- 4- Quite available method
- 5- Economic method
- 6- Natural method
- 7- Method used only when necessary
- 8- Easy to use
- 9- Less side effects

- 10- No side effects
- 11- Other to be mentioned

15) Why did you change from another method to Norminest?

15/1) Rejection Reasons:

- 1- Causes inflammations
- 2- Spotting
- 3- Difficult to use
- 4- Annoyment of one of the partners
- 5- It caused pregnancy (ineffective)
- 6- Has side effects
- 7- bleeding
- 8- I.U.D. problems
- 9- Needs continuous medical care
- 10- Expensive
- 11- Doctor advised me to change
- 12- Pharmacist advised me to change
- 13- Other

15/2) Attraction Reasons:

- 1- It is a new type
- 2- Taken continuously
- 3- Includes iron pills
- 4- Low hormone dose
- 5- Few side effects
- 6- Has a compact
- 7- Doctor advised me to use Norminest

- 8- Pharmacist advised me to use Norminest
- 9- More guaranteed
- 10- Relative/ friend/ neighbour told me about it.
- 11- Other

16) Which brand of pills were you using before Norminest?

- 1- Microvellar (yellow pills)
- 2- Anovlar (yellow package)
- 3- Primoular (golden card, white pills)
- 4- Nordet (green package, yellow pills)
- 5- Oviolen
- 6- Ovlar (blue card, white pills)

17) Why did you switch from the brand you use to Norminest?

17/1) Rejection Reasons:

- 1- Headache
- 2- Haziness
- 3- Nausea
- 4- General Weakness
- 5- Forgetting
- 6- Spotting
- 7- Weight increase
- 8- The doctor advice
- 9- The pharmacist advice
- 10- Relative/friend/neighbour advised so
- 11- Cause weakness
- 12- Other

17/2) Attraction Causes:

- 1- The doctor's advice
- 2- The pharmacist's advice
- 3- Heard from relative/friend/neighbour
- 4- A new kind
- 5- Taken continuously
- 6- They include iron pills
- 7- Low dose of hormones
- 8- Few side effects
- 9- Plastic compact
- 10- More guaranteed and secure
- 11- Because of the promotion
- 12- Other

Questions 18 and 19 are asked to the respondents who are using Norminest as a first method.

18) Why did you use the pills as a first method?

- 1- Easy to use
- 2- The most guaranteed method
- 3- Inexpensive
- 4- Always available
- 5- The pharmacist's advice
- 6- The doctor's advice
- 7- Does not affect intercourse
- 8- Less problems
- 9- Relative/friend/neighbour advised me
- 10- Other

19) Why did you chose Norminest in particular?

- 1- Because they are new pills.
- 2- Taken continuously
- 3- They include iron pills
- 4- Small dose of hormones
- 5- Few side effects
- 6- Plastic compact
- 7- Easy to use
- 8- Reasonable price
- 9- The doctor's advice
- 10- The pharmacists advice
- 11- Relative, friend, neighbour
- 12- Other

TO ALL RESPONDANTS

20) Did you choose Norminest of your own or were you told about it?

- 1- Was told about it (go to question 21)
- 2- Of my own (go to question 22)

20) Who told you?

- 1- Husband
- 2- Relative
- 3- Neighbours
- 4- Colleagues
- 5- Doctor
- 6- Pharmacist
- 7- Midwife
- 8- Other

Purchase Behaviours:

22) How many sets did you buy the first time?

- 1- One cycle (go to question 24)
- 2- 2 cycles
- 3- 3 cycles
- 4- 4 cycles (go to question 23)
- 5- 5 cycles
- 6- 6 cycles

23) Why did you buy this number of cycles?

- 1- Am afraid it will disappear from market.
- 2- Because I buy from a pharmacy far away.
- 3- So that when a cycle is over, I have another one.
- 4- Answer not required.
- 5- Other

24) Did the pharmacist offer you (or the purchaser) the compact when you bought?

- 1- Yes (go to question 25)
- 2- No (go to question 27)
- 3- Don't know

25) Did you (or the purchaser) buy the compact or not?

- 1- Yes
- 2- No

26) Why?

26/1) In Case of Purchase

- 1- To protect the cycle
- 2- It looks nice
- 3- A new idea
- 4- The price is reasonable
- 5- It reminds me of taking the pills
- 6- No one knows what is inside it.
- 7- It kept it away from children
- 8- Other

25/2 In Case of Non-purchase

- 1- Compact is expensive
- 2- It is not necessary
- 3- The pills are more important
- 4- Other

26) Do you always buy from a certain pharmacy?

- 1- Yes (go to question 27)
- 2- No (go to question 28)

27) Why?

- 1- Near my house
- 2- Everything is available there
- 3- The pharmacist is a woman
- 4- The pharmacist's treatment is good
- 5- The pharmacist provides all my requirements
- 6- Other

28) Did you buy the pills yourself, or did someone buy them for you?

- 1- Myself
- 2- The husband
- 3- The servant
- 4- One of my children
- 5- Other

29) Did the pharmacist give you (or the purchaser) any information on the pills or just sold them?

- 1- Gave me information
- 2- Gave information to the person who bought. (go to question 30)
- 3- Did not say anything (go to question 31)
- 4- Don't know

30) What was the information the pharmacist gave you?

- 1- He mentioned the compact
- 2- He mentioned the booklet
- 3- Explained how to use it
- 4- Explained how to put the cycle in the compact
- 5- He said they're good
- 6- Other

Method and Usages:

31) How did you get to know how to use Norminest?

- 1- Doctor
- 2- Pharmacist
- 3- Relative/friend/neighbour
- 4- Booklet
- 5- As I looked at the cycle
- 6- Newspaper and magazines
- 7- Radio
- 8- Television
- 9- Rallies
- 10- Other

32) (To be asked to those who did not mention the booklet).
The Norminest box includes a bookle which explain
how to use the pills, was it useful to you or not?

- 1- Was useful (go to question 33)
- 2- Was not useful (go to question 34)
- 3- Did not see it
- 4- Answer not requested (go to question 35)

33) What did you learn from the booklet?

- 1- The timing of the first pill
- 2- Order of taking the pills
- 3- Acting in case of forgetting
- 4- Taking the pill at night
- 5- Side effects
- 6- The compact
- 7- The iron pills
- 8- F.O.F. clinics
- 9- Taken continuously (28 pills)
- 10- Distributed by F.O.F.

34) Why didn't you profit from the booklet?

- 1- I don't read
- 2- Did not understand it
- 3- Don't have time
- 4- I lost it
- 5- The booklet is too big
- 6- I know the method of use
- 7- Other

35) How do you use Norminest pills? (in detail)

- 1- I start taking the first pill on the 5th day of the menses
- 2- I take a pill every night
- 3- I start with the blue pills
- 4- Every day one pill for 28 days
- 5- If I forget a pill I take it on the next day and I take the regular one in the evening
- 6- If I forget two successive pills, I take one pill on the following morning and I throw the other pill, and then continue on the night of the same day and use another method.
- 7- If I forget 3 pills or more, I stop immediately, and use another method and consult the doctor.

36) When the woman should take the first pill?

- 1- Fifth day of the menses
- 2- Other answer to be mentioned
- 3- Answer not required

37) When the woman suppose to take the pill?

- 1- At night
- 2- Other anser to be mentioned
- 3- Answer not required

38) Is the woman supposed to start by the blue or the brown pills?

- 1- Blue pills

- 2- Other anser to be mentioned
 - 3- Answer not required
- 39) Is the woman supposed to stop between cycles?
- 1- Does not stop (continues)
 - 2- Other anser to be mentioned
 - 3- Anser not required
- 40) What if the woman forgets one pill?
- 1- She takes this pill on the following morning, and take the regular one in the evening
 - 2- Other sanser to be mentioned
 - 3- Anser not required
- 41) If the woman forgets 2 pills on 2 successive nights, what should she do?
- 1- She takes one pill in the morning and throws the 2nd, and takes the regular at night and uses another method.
 - 2- Other answer to be mentioned
 - 3- Answer not required
- 42) What should she do if she forgets 3 pills?
- 1- Stops immediately to the pills, uses another method and consults the doctor.
 - 2- Other answer to be mentioned
 - 3 Anser not required

- 43) How do you remind yourself of the pill?
- 1- After dinner
 - 2- After the television serial
 - 3- Before going to sleep
 - 4- After arrival of my husband from work
 - 5- Other

Satisfaction, Non-Satisfaction & Will to Continue:

- 44) What is your opinion on Norminest?

44/1) Positive Aspects:

- 1- Taken continuously (28 pills)
- 2- They include iron pills
- 3- Low dose of hormones
- 4- Few side effects
- 5- Compact
- 6- Reasonable price
- 7- Includes a booklet with explanation
- 8- Easy to swallow
- 9- Other

44/2 Negative Aspects:

- 1- Taken continuously without rest
- 2- Have side effects
- 3- Expensive
- 4- The compact is expensive
- 5- The compact is not necessary

- 6- Does not differ from other pills
- 7- Causes a heavy menses
- 8- Other

45) I want to tell you some facts on Norminest and would like to know your opinion.

Description	Quotation of opinion	Advant- age	Disad.	Both	Don't Know
1- Taken contin- uously					
2- Include iron pills					
3- Low dose of hormones					
4- The plastic compact					
5- The pictorial booklet ex- plaining how to use					

Side Effects & Usage Problems:

46) Did any problems occur to you during using Norminest?

- 1- Yes (go to question 47)
- 2- No (go to question 51)

47) Tell me the problems in detail:

- 1- Spotting between the 2 menses
- 2- Nausea (vomiting)
- 3- Dizziness
- 4- Headach - Haziness
- 5- Inflammations
- 6- High blood pressure
- 7- Weight increase
- 8- Forgetting
- 9- Difficulty of use
- 10- Heavy menses
- 1- Other

48) What did you do when these problems occurred?

- 1- Asked the doctor's advice
- 2- Asked the pharmacist's advice
- 3- Did not do anything and continued usage
- 4- Took sedatives
- 5- Changed the food's system
- 6- Asked relatives and neighbours
- 7- Got to know from the booklet
- 8- Used traditional prescriptions
- 9- Other

49) (This to be asked in case of consultation of doctor or pharmacist)

What did the doctor or pharmacist advise you?

- 1- Continuation of use for few months
- 2- Change of method
- 3- Change of brand
- 4- Follow a certain food diet
- 5- Prescribed sedatives and vitamins
- 6- Answer not required
- 7- Other

50) How long do you think these problems will last?

- 1- First months of use
- 2- As long as I take the pills
- 3- Don't know
- 4- Not sure
- 5- Other

51) Do you plan to continue using Norminest?

- 1- Yes
- 2- No
- 3- Not sure
- 4- Don't know

ATTITUDES OF OTHERS TOWARDS NORMINEST:

52) Did you speak with someone else about Norminest?

1- Yes

(go to question 53)

2- No

(go to question 55)

53) Who did you speak to?

1- Husband

2- Relatives

3- Friends and neighbours

4- Doctor

5- Pharmacist

6- Work colleagues

7- Nurse

8- Midwife

9- Rallies

54) What did you talk about?

1- Its price

2- The compact

3- The iron pills

4- Low dose

5- It is a new type

6- Side effects

7- Taken continuously

8- Method of use

9- Necessity of consulting the doctor or pharmacist.

- 10. That I use them
- 11- Good and convenient
- 12- Other

55) Do you know someone else using Norminest?

- 1- Yes
- 2- No

56) Do you expect a big number of use Norminest?

- 1- Yes
- 2- No (go to question 57)
- 3- Don't know (go to question 58)

57) Why?

57/1) In Case of Yes:

- 1- Taken continuously (28 pills)
- 2- The iron pills
- 3- Low dose hormone
- 4- Few side effects
- 5- It has a compact
- 6- They're new pills
- 7- The price is reasonable
- 8- It includes a booklet
- 9- Well promoted
- 10- Saves the effort of taking other vitamins.
- 11- Other

57/2 In Case of No:

- 1- Their price is high
 - 2- Causes side effects
 - 3- Are taken continuously
 - 4- Difficulty of use
 - 5- Forgetting
 - 6- Other
- 58) In your opinion, which is the best way to introduce Norminest to women?
- 1- Television ad
 - 2- Radio ad
 - 3- Advertisement in newspaper and magazines
 - 4- Upgrading of the booklet
 - 5- Rallies
 - 6- Through pharmacists
 - 7- Through home visitors
 - 8- Through health offices and F.P. Centers
 - 9- Other

INSTRUCTIONS ON HOW TO END THE MEETING

We thank you very much for your effort and we are sure your opinions will be of use to us. Now I hope you will accept this gift. By the way, we will need more information from you, and will visit you twice more for this purpose. We hope it will not be too much for you.

APPENDIX (3)

STUDY OF THE ATTITUDES OF FIRST NORMINEST USERS

**MAIN QUESTIONNAIRE
(2 - 3)**

STUDY OF ATTITUDES OF FIRST NORMINEST USERS

MAIN QUESTIONNAIRES

(2 - 3)

**NAME OF RESPONDANT :
ADDRESS OF RESPONDANT :
DATE OF MEETING :**

NAME OF INTERVIEWER :	SIGNATURE:
NAME OF OF ICE REVIEWER :	SIGNATURE:
NAME OF FIELD REVIEWER :	SIGNATURE:

1/11 Were you and your husband using an F.P. method before Norminest?

1. Yes (ask 2/12)
2. No

2/12 What are these methods by order of their use and length of time for using each?

- | | |
|---------------------------|--------------|
| 1. Pills | months |
| 2. I.U.D. | " |
| 3. Foam tablets | " |
| 4. Condom | " |
| 5. Diaphragm | " |
| 6. Safe period | " |
| 7. Jelly or creams | " |
| 8. Traditional method | " |
| 9. Capsuls (implantation) | " |
| 10. Injection | " |
| 11. Tubal legation | " |

2/13 How long did you stop using the last method before using Norminest?

1. 1 week
2. 2 - 4 weeks
3. 5 0 8 weeks
4. 9 - 12 weeks
5. 3 - 6 weeks
6. 6 - 12 weeks
7. 12 - 24 weeks
8. 25 - 48 weeks
9. 49 - 72 weeks
10. More than 72 weeks

Purchase Behaviour Cycle:

2/21 How many cycle did you buy the last time?

1. 1 cycle (go to 6/23)
2. 2 cycles
3. 3 cycles]
4. 4 cycles
5. 5 cycles ((go to 5/22)
6. 6 cycles and more

5/22 Why did you buy this number of cycles?

1. Am afraid it will disappear from market
2. Because I buy from a pharmacy far away
3. So that when I finish a cycle have another
4. Answer not required
5. Aother

6/23 Did the pharmacist offer a compact to you or the person who purchased the cycle in the last time?

1. Yes (go to 7/24)
2. No (go to 9/28)
3. Don't know

7/24 Did you or the purchaser buy the compact?

1. Yes
2. No

8/25 Why?

25/1 In Case of Yes

1. To protect the cycle
2. It looks nice]
3. It is a new idea]
4. It's price is reasonable]
5. The compact reminds me of the pills]
6. No one knows what is inside it
7. Keeps the cycle away from children
8. Other.....

25/2 In Case of No

1. It's expensive
2. It is not necessary
3. Pills are more important
4. Other

9/28 Did you buy the pills yourself or did someone buy them for you?

1. Myself
2. The husband
3. The servant
4. One of my children
5. Other

10/29 Did the pharmacist give you (or the purchaser) any information on the pills or just sold them?

1. Gave me information
 2. Gave information to the person who bought them
- (go to question 11/30)

3. Didn't say anything (go to question 12/31)
4. Don't know

- 11/30 What was the information the pharmacist gave you?
1. He mentioned the compact
 2. He mentioned the instruction booklet
 3. Explained how to use it
 4. Explained how to put the cycle in the compact
 5. He said they are good
 6. Other

12/31 Method and Usage:

How did you get to know how to use Norminest?

1. Doctor
2. Pharmacist
3. Relative/friend/neighbour
4. Booklet
5. As I looked at the cycle
6. Newspapers and magazines
7. Radio
8. Television
9. Rallies
10. Other

13/32 (TO BE ASKED TO THOSE WHO DIDN'T MENTION THE BOOKLET)

The Norminest box includes a booklet which explain how to use the pills, was it useful to you or not?

1. It was useful (go to question 14/33)
2. It was not useful (go to question 15/34)

3. Didn't see it (go to question 16/35)
4. Answer not required

14/33 What did you learn from the booklet?

1. The timing of the first pill
2. Order of taking the pills
3. Acting in case of forgetting
4. Side effects
5. Taking the pill every night
6. The compact
7. The iron pills
8. F.O.F. clinics
9. Are taken continuously
10. Are distributed by F.O.F.

15/31 Why didn't you profit from the booklet?

1. I don't read
2. I didn't understand it
3. I don't have time
4. It was lost
5. The booklet is big
6. I already know how to use
7. Other

16/35 How do you use Norminest pills?

(Please tell us in detail)

I take the first pill on the fifth day of the menses

One pill every night

I start with the blue pills

I take one pill for 28 days

If I forgot a pill, I take it on the following day, and the regular pill on the night of the same day.

If I forget 2 tablets on 2 successive days, I take one pill on the following morning and throw the end pill, then take the regular pill at night, and use another method.

If I forget 3 pills or more, I stop immediately and use another method, and consult the doctor.]

- 17/36 When is th woman supposed to take the first pill?
1. 5th day of her menses
 2. Other: answer given]
 3. Answer not required]
- 18/37 At what time of the day the woman is supposed to take the pill?
1. At night
 2. Other answer given
 3. Answer not required
- 19/38 Does the woman start with the blue or brown pills?
1. The blue pills
 2. Other answer given
 3. Answer not required
- 20/39 Does the woman stop taking the pills between the 2 cycles or does she continue?
1. She doesn't stop (continues)
 2. Other
 3. Answer not required

- 21/40 What if the woman forgets to take a pill?
1. She takes the pill on the following day and the regular at night
 2. Other
 3. Answer not required
- 22/41 If the woman forgets 2 pills on 2 successive days, what should she do?
1. She takes a pill the following morning, throws the second, and takes the regular pill at night, and use another method
 2. Other
 3. Answer not required
- 23/42 If a woman forgets 3 pills, what should she do?
1. Stops taking the pills and use another method, and consult a doctor
 2. Other
 3. Answer not required

SATISFACTION, DISSATISFACTION AND WILL TO CONTINUE

What do you think about Norminest?

Positive Aspects

1. Are taken continuously (28 pills)
2. Include iron pills
3. Low dose of hormone
4. Few side effects
5. Compact

- 6. Price is reasonable
- 7. Includes an instruction booklet
- 8. Easy to swallow
- 9. Other

Negative Aspects

- 1. Are taken daily
- 2. Has side effects
- 3. The price of the pills is high
- 4. The compact is expensive
- 5. The compact is not necessary
- 6. They don't differ from other pills
- 7. Causes heavy menses
- 8. Other

25/44 I will tell some facts on Norminest and wish to know your opinion.

Opinion Description	Quotation of opinion	Advantage	disad.	Both	don't know
Taken continuously Include Iron Pills Low dose of hormones Compact Pictorial booklet Explaining how to use					

26/45 Side Effects and Problems of use:

Did any problems occur to you during the past period when you were using Norminest?

1. Yes (go to question 27/47)
2. No (go to question 31/51)

27/46 Tell me in detail about the problems that you suffered from.
(Answer to be quoted)

28/47 When these problems happened, what did you do?

1. Consulted the doctor (go to question 29/49)
2. Consulted the pharmacist
3. Didn't do anything and continued usage
4. Took sedatives
5. Changed the food system
6. Asked relatives or neighbours]
7. I learned form the booklet that this happened during the first few months
8. Used traditional prescriptions
9. Other

29/48 (TO BE ASKED IN CASE OF THE CONSULTATION OF THE DOCTOR OR PHARMACIST)

What did the doctor or pharmacist advise you to do?

1. Continue use for ten months
2. Change method
3. Change brand

4. Follow a certain food diet
5. Prescribed sedatives or vitamins
6. Answer not required
7. Other

30/49 How long do you think these problems will continue?

1. First month of use
2. As long as I take the pills
3. Don't know
4. Not sure
5. Other

31/50 Do you intend to continue using Norminest pills?

1. Yes
2. No
3. Not sure
4. Don't know

32/0 Now please, we would like to ask about your health status. We will quote some diseases and please tell us if you have been attacked by one of them.

	YES	NO
1. Blood pressure	()	()
2. Heart diseases	()	()
3. Diabetes	()	()
4. Varices	()	()
5. Rheumatic pains	()	()

	YES	NO
6. Kidney problems	()	()
7. Liver problems	()	()
8. Tumorous	()	()
9. Vaginal bleeding	()	()
10. Chest diseases	()	()

33/0 Are you taking medicine now?

1. Yes (go to next question)
2. No (go to question 35)

34/0 What for example are you taking now?

1. Antibiotics
2. Laxatives
3. Sedatives
4. Sleeping pills
5. Medicine for thrombosis
6. Other

35/0 Do you smoke?

1. Yes
2. No

ATTITUDES OF OTHERS TOWARDS NORMINEST:

36/51 Did you talk to anyone about Norminest?

1. Yes (go to question 37/52)
2. No (go to question 39/54)

37/52 With whom did you talk?

1. Husband
2. Relatives
3. Friends and neighbours
4. The doctor
5. The pharmacist
6. Work Colleagues
7. Nurse
8. Midwife
9. Rallies

38/53 What did you talk about?

1. Its price
2. The compact
3. The iron pills
4. Low dose
5. It's a new type
6. Side effects
7. It is taken continuously
8. Method of use
9. Necessity of consulting the doctor or pharmacist
10. I use them
11. They are good and convenient
12. Others

39/54 Do you know someone else using Norminest?

1. Yes
2. NO

40/55 Who for instance?

41/56 Do you expect a large number of women will use Norminest?

1. Yes (go to question 42/57)
2. No (go to question 43/58)
3. Don't know

42/57 Why :

In Case of Yes

1. They are taken continuously (28 pills)
2. They include iron pills
3. Low hormone dose
4. Less side effects
5. The compact
6. They are new pills
7. The price is reasonable
8. They include a booklet
9. They are well promoted
10. Saves the effort of taking vitamins as well
11. Others

57/2

In Case of No

1. The price is high
2. Have side effects
3. Are taken continuously
4. Difficulty of use
5. Forgetting
6. Others

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3/58 In your opinion what is the best method to introduce Norminest?

1. Television ad
2. Radio ad
3. Ad in newspapers and magazines
4. Upgrade the booklet
5. Rallies
6. Through clinics
7. Through house visits
8. Through health offices and F.P. centers
9. Others

APPENDIX (4)

"STUDY OF ATTITUDES OF FIRST NORNINEST USERS"

NON-USER QUESTIONNAIRE

(1)

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"STUDY OF FIRST NORDINEST USERS"

NON-USER QUESTIONNAIRE

(1)

**NAME OF RESPONDANT :
ADDRESS OF RESPONDANT :
DATE OF INTERVIEW :**

INTERVIEWER :	SIGNATURE:
OFFICE REVIEWER :	SIGNATURE:
FIELD REVIEWER :	SIGNATURE:

(First in case of buying and not using)

1. We know that you bought Norminest pills, we also know that you did not use them. We wonder why you have bought them in particular:
 1. They are a new pills ()
 2. they are taken continuously (28 pills) ()
 - 3 It contains iron pills ()
 4. It contains a low dose of hormones ()
 5. Few side effects ()
 - 6 Has a compact ()
 7. Other ()

2. Then why didn't you use them?
 - 1.1 Absence on a journey ()
 2. Illness (health causes) ()
 4. Doctor or pharmacist's advice ()
 5. Husband's refusal ()
 6. I preferred using another method previously tried ()
 7. Change in marital relations (divorce, death, desertion) ()
 8. Other ()

- 3 Well do you think you will use these pills later?
 1111. Yes () (go to question 4)
 2. No ()
 3. I don't know ()
 4. I am not sure () (and the interviewer thanking the respondent)

4. Why?

1/4 In Case the Answer is Yes

1. Taken continuously (28 pills) ()
2. Includes iron pills ()
3. Low dose of hormones ()
4. Few side effects ()
5. Has a compact ()
6. Reasonable price ()
7. With a booklet explaining how to use it ()
8. Other ()

2/4 In Case the Answer is No

1. Are taken daily ()
2. Has side effects ()
3. The price of pills is high ()
4. The compact is expensive ()
5. The compact is necessary ()
6. Do not differ from other pills ()
7. Other ()

IN CASE OF USING - THEN STOPPING

5. We know that you bought Norminest pills, that you have used them for a while and that you have stopped. Would you tell us why you bought this kind in particular ?
1. Are taken continuously (28 pills) ()
 2. Include iron pills ()
 3. A low dose of hormones ()
 4. Few side effects ()
 5. Has a compact ()
 6. They are new pills ()
 7. Other ()
6. While using Norminest Pills did they cause you any troubles or problems?
1. Yes () (go to question 7)
 2. No () (go to question 9)
7. Tell me in detail all the troubles (problems or pains) you have suffered ?
1. Spotting between the 2 cycles
 2. Nausea (vomiting)
 3. Dizziness
 4. Headache and haziness
 5. High blood pressure
 6. Weight increase
 7. Forgetting
 8. Difficulty of use
 9. Others

8. When problems occurred, what did you do ?

1. Stopped usage
2. Asked for consultation of the doctor or pharmacist
3. Did not do anything, and continued usage
4. Took sedatives
5. Changed the food system
6. Asked relatives/neighbours/friends
7. I learned from the booklet that these could occur during the first few months
8. Other

9. Why did you stop taking the pills?

1. The problems or side effects
2. The husband travelled
3. Pregnancy
4. Change of marital relations
5. Doctor's or pharmacist's advice
6. Husband's refusal
7. Preferred to use another method
8. Other

10. Do you think you will use Norminest Pills again ?

1. Yes (go to question 11)
2. No
3. Don't know (finalise meeting by thanking respondent)
4. Not sure

11. Why ?

11/1 In Case of Yes

1. Are taken continuously (28 pills)
2. They include iron pills
3. Low dose of hormones
4. Few side effects
5. Has a compact]
6. Reasonable price
7. They include a booklet explaining the method of use
8. Other

11/2 In Case of No

1. Are takne daily
2. They have side effects
3. Their price is high
4. The compact is expensive
5. The compact is not necessary
6. They do not differ from other pills
7. Other

APPENDIX (5)

"STUDY OF ATTITUDES OF FIRST USERS OF NORMINEST"

NON-USERS QUESTIONNAIRE

(2 & 3)

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"STUDY OF ARRITUDS OF F IRST USERS OF NORMINEST"

NON-USERS QUESTIONNAIRE

(2 & 3)

NAME OF RESPONDANT : :

ADDRESS OF RESPONDANT : :

DATE OF MEETING : :

F IELD INTERVIEWER : :

OFF ICE REVIEWER : :

F IELD REVIEWER : :

SIGNATURE:

SIGNATURE:

SIGNATURE:

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1/9 We know that you purchase Norminest pills and that you used them for a while, then stopped. Would you tell us why you stopped using them?

1. Their problems or side effects
2. My husband travelled
3. Pregnancy
4. The marital relation changes
5. The doctor's or pharmacist advice
6. Husband's refusal
7. I preferred to use another method I previously tried.
8. Others

2/6 (TO BE ASKED TO THOSE WHO DID NOT MENTION THE SIDE EFFECTS AND PROBLEMS)

While you were using Norminest pills, did you suffer from any problems as a result of its use ?

1. Yes
2. No

3/7 Tell me in detail the problems which occurred to you.

1. Spotting between the two cycles
2. Nausea (vomiting)
3. Dizziness
4. Headache, hairiness
5. High blood pressure
6. Weight increase
7. Fatigue
8. Difficulty of use
9. Other

4/8 When these problems occurred to you and before you stopped, what did you do?

1. Asked for consultation of the doctor or pharmacist
2. Did not do anything
3. Took sedatives
4. Changes the food system
5. Asked relatives/neighbours/friends
6. I learned from the booklet that there could occur during the first few months.
7. Other

5/0 Now, if you please, we would like to get to know your health status, and we hope that we don't bother you by that. We will say some diseases and please tell us if you are suffering from any of them:

	YES	NO
1. Blood pressure	()	()
2. Heart diseases	()	()
3. Diabetes	()	()
4. Varices	()	()
5. Rheumatic pains	()	()
6. Kidneys	()	()
7. Liver	()	()
8. Tumours	()	()
9. Vaginal bleeding	()	()
10. Chest diseases		

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6/0 Are you taking any medicine now ?

1. Yes (go to next question)
2. No (go to question 8)

7/0 Give us some examples of the medicines you are taking.

1. Antibiotics
2. Laxatives
3. Sedatives
4. Sleeping pills
5. Medicines for the treatment of thrombosis
6. Others

8/0 Do you smoke?

1. Yes
2. No

9/0 You said that you stopped using Norminest because of pregnancy, did this happen before you started Norminest or while you were using it?

1. Before Norminest
2. While I was taking Norminest (go to question 10)
3. I don't know
4. Answer not required

10/0 What do you think is the cause of pregnancy while you were using Norminest?

1. Non-effectiveness of Norminest
2. Wrong use (forgetting)

3. Wrong use (did not start on the 5th day of the period)
4. Wrong use (did not start with the blue pill)
5. Wrong use (did not take the pills daily)
6. Other
7. Answer not required

11/0 You said that you stopped using Norminest upon the doctor's advice (or pharmacist). Why do you think he advised you so?

1. Because of the side effects
2. Because I got sick
3. Because I take other medicines and sedatives
4. Because of the chance of pregnancy
5. Because Norminest was only temporary
6. Other
7. Answer not required

12/0 You said that your husband refused that you use Norminest. What was his reason?

1. He wants me to bear children
2. He said it is prohibited by religion
3. He is afraid about my health
4. Other
5. Answer not required

13/0 Do you think you will use Norminest pills afterwards?

1. Yes
 2. No
 3. Don't know
 4. Not sure
- go to next question

Why ?

In Case of Yes

1. They are taken continuously (28 pills).
2. They include iron pills
3. The low dose of hormones
4. Less side effects
5. Has a compact
6. Their price is reasonable
7. They include a booklet explaining how to use it
8. When medical causes disappear
9. When the social causes disappear
10. Other

In Case of No

1. Are taken daily
2. They cause side effects
3. The price of the pills is high
4. The compact is expensive
5. The compact is not necessary
6. Does not differ from other pills
7. Continuation of the medical causes
8. Continuation of the social causes
9. other

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APPENDIX (6)

**PRELIMINARY DATA CARD
ON FIRST NEAREST PURCHASERS**

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Introduction to be read to buyers of Norminest:

**Please, we need to know some personal information
which will help us in this study about public health.**

Name

Address

City District/Area

(No. of children Age

Date of Purchase / / 1984

Thanks a l

**Thanks a lot and we will need some additonal infor-
mation and hope you will help us then.**

Pharmacist

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APPENDIX (7)

"NON-USERS WHY"

Table (86)

* Reason of Purchase

N = 6, 14

Ser. No.	Sample	Purchased and Did Not Use			Used it and Stopped (Wave 1)		
		F req.	Respondnats%	Answers%	Frequency	Respondnats%	Answers
1	New pills	1	16.67	10	6	42.86	35.29
2	Few Side Effects	2	33.33	20	2	14.29	11.76
3	Pharmacist's advice	2	33.33	20	1	7.14	5.88
4	Doctor's advice	-	—	—	3	21.43	17.65
5	Well promoted	1	16.67	10	1	17.14	5.88
6	The best available	1	16.67	10	1	7.14	5.88
7	Include Iron pills	1	16.67	10	1	7.14	5.88
8	Are taken continuously	1	16.67	10	-	—	—
9	Low hormone dose	-	—	—	1	7.14	5.88
10	Suitable Price	-	—	—	1	7.14	5.88
11	Doesn't weaken milk	1	16.67	10	-	—	—
12	Total	10	166.67	100	17	121.43	100.00

*This question was asked only to respondents of the first wave who were not using their Norminest.

Non-Users Why ?

It is important to deal with respondents who bought Normineat and did not use it (first wave only), and those who started to use it, and then stopped (3 waves). Our objective is to know the reasons for purchase, reasons for non-use and the future attitude as regards Normineat. This in addition to the problems and side effects as regards those who purchased and stopped using it.

001. The Reason for Normineat's Choice:

Table (86) shows that the 1st reason for purchase is that "they are new pills", which is followed by: "less side effects", then "the pharmacist's and the doctor's advice", then comes the fact that they are well promoted, and that they are "the best available", and that they "include iron pills", in addition to some other reasons.

If we try to compare those who purchase and did not use to those who used the pills and stopped, we notice that while only one woman of the first group purchased Normineat because it is a "new kind", of the second group have done this for the same reason, and they represent about 43% of the sample. There is almost no basic difference between the 2 groups, except the doctor's advice was one of the main reasons of purchase in the second group, while this reason was not present with the first group.

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Table (87)
Reason for Non-use

N=6

Ser. No.	Description	Frequency	%
1	Preferred a Previously Used Method	02	33.33
2	The Menses did not Start Yet	02	33.33
3	Wait for the Elapse, 3 months then Before Switching	01	16.67
4	I Found the Pills I'am Used to	01	16.67
5	Total	06	100.00

Table (88) Intend to Use

N=6

Ser. No.	Description	Frequency	%
1	Yes	3	50.00
2	No	2	33.33
3	Don't know	1	16.67
4	Total	6	100.00

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002. Purchase and Did Not Use, Why?

Table (87) revealed that the reasons for non-use of Norminest in spite of its purchase go back to one of two causes:

the first is connected to the previous method such as the preference of some women to use a method they have used before (33% approx.) or that they found the pills they're accustomed to (17% approx.) and the second is related to waiting until Norminest is used correctly, or wait until the menses is over (33% approx.) or wait until the period of the three months necessary as an interim period i.e. 50% of this group will use Norminest as soon as conditions allow! this is assured by table (88), since half of the respondents expressed their intention to use Norminest in future.

003 Used Norminest and Then Stopped Why?

The reasons for this is basically due to the "problems and side effects" (57%). This is limited to the first wave only. Beside the previously mentioned there are other reasons but what is important to us, is the unique case which stopped in the third wave and she explained the cause to be that "she got pregnant". Asking this respondent, whether this pregnancy happened before or during the use of Norminest, she said that she made a mistake in the use (forgot), (as well as Norminest did not use my body).

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Table (89)

Reasons for stopping after beginning use

N = 14, 7, 1

Ser. No.	Reason	Wave 1			Wave 2			Wave 3		
		Freq.*	% of Respondants	% of Responses	Freq.	% of Respond.	% of Responses	Freq.	% of Respond.	% of Responses
1	Their problems and side effects	8	57.14	47.06	4	57.10	57.10	-	---	---
2	Preference of a method previously used	5	35.71	29.41	0	---	---	-	---	---
3	Change of marital relation	1	7.14	5.88	-	---	---	-	---	---
4	Doctor's or pharmacist's advice	1	7.14	5.88	-	---	---	-	---	---
5	Wish to become pregnant	1	7.14	5.88	-	---	---	-	---	---
6	Other	1	7.14	5.88	2	28.60	28.60	-	---	---
7	Delay of Menses	-	---	---	1	14.30	14.30	-	---	---
8	Occurence of pregnancy	-	---	---	-	---	---	1	100.00	100.00
9	Total	17	121.43	100.00	7	100.00	100.00	1	100.00	100.00

* frequency

It was revealed that most of these who stopped have had side effects when they used Norminest; their rate amounts to about 64% in the first wave and about 71% in the second wave (Table 89).

Table (90) Occurrence of nonoccurrence of problems as a result of using Norminest

N = 14, 7, 1

Ser. No.	Response	Wave 1		Wave 2		Wave 3	
		Frequency	%	Freq.	%	Freq.	%
1	Yes	9	64.29	1	14.29	--	100.00
2	No	5	35.71	2	28.57	1	100.00
3	Answer not Required	-	---	4	57.14	--	---
4	Total	14	100.00	7	100.00	1	100.00

Table (92) Interntions to Use in Future

N = 14, 7, 1

Ser. No.	Response	Wave 1		Wave 2		Wave 3	
		Frequency	%	Freq.	%	Freq.	%
1	Yes	04	28.57	04	57.14	01	100.00
2	No	08	57.14	03	42.86	--	---
3	Don't Know	--	---	--	---	--	---
4	Not Sure	02	14.29	--	---	--	---
5	Total	14	100.00	07	100.00	01	100.00

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Table (91)
Problems Occuring

N = 9, 5

Ser. No.	Problems	Wave 1			Wave 2			Wave 3		
		F req.*	% of Respond.**	% of Respons.***	F req.	% of Respond.	% of Respons.	F req.	% of Respond.	% of Respons.
1	Headache	6	66.67	24.—	03	60.—	27.27	09	64.29	25.—
2	Spotting	5	55.56	20.—	03	60.—	27.27	08	57.14	22.22
3	Dizziness	4	44.44	16.—	02	40.—	18.18	06	42.86	16.67
4	Nausea - Vomiting	3	33.33	12.—	—	—	—	03	21.43	8.33
5	High blood Pressure	2	22.22	8.—	—	—	—	02	14.29	5.56
6	Irregular Menses	1	11.11	4.—	1	20.—	9.—	02	14.29	5.56
7	Stomach Pain	1	11.11	4.—	1	20.—	9.—	02	14.29	5.56
8	Diarrhea	1	11.11	4.—	—	—	—	01	7.14	2.78
9	Heart	1	11.11	4.—	—	—	—	01	7.14	2.78
10	Foot pain	1	11.11	4.—	—	—	—	01	7.14	2.78
11	Chest Inflation	—	—	—	01	20.—	9.—	01	7.14	2.78
12	Total	25	277.77	100.—	11	220.—	100.—	36	257.14	100.—

* Frequency

** Respondants

*** Responses

As for the problems and side effects which occurred the following were ahead of all: "Headach" (64%) "spotting" (57%) "dizziness" (42%) "nausea - vomiting" (21%), irregularity of menses (14%), "stomach ache" (14%) in addition to some other problems. We will notice that the problems are similar in the 2 waves.

We do not find any difference between the problems of those who stopped and those who continued, with the exception of those who suffered from "spotting"; this might be one of the causes of stopping.

And while the women who planned to use Norminest in future represent a minority in the first wave (29%), they increased in the second wave (57%)

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CONCLUSIONS

From the previously mentioned we conclude the following:

1. The fact that "they are new pills" was the main reason for purchase, while the other factors such as the "few side effects" and "the iron pills", which are ahead with those who continued, are no longer in an advanced position
2. Half of those who bought and did not use, are waiting until conditions allow its use.
3. The problems and side effects were ahead of all reasons for stopping, followed by: "preference of the previously used method".
4. Only one case stopped due to pregnancy caused by misuse (forgotten)
5. The problems of those who stopped do not differ from the problems of those who continued, except the increase of the spotting among them.

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