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A M A N U S A G E S T U D Y

FAMILY OF THE FUTURE

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1 - Background of the Study

Family of the future is a family planning association. It offers different contraceptive methods through social marketing techniques to meet the needs of individuals and society.

These methods are: "Tops" condoms, copper 7 and copper T^u IUDs, and "Amaan" which is:

Foaming tablets for women to be inserted in the vagina 5 to 10 minutes before intercourse. The effectiveness of each tablet lasts for only half an hour. A woman should not douch for 6 hours after intercourse. These tablets have no effect on general health or genital system, since the body does not absorb it. Amaan is recommended for the following cases:

- During lactation.
- Women over 38.
- Menses irregularity.
- Intervals between having intercourse.
- With condom usage.

Our study concentrated mainly on "Amaan" foaming tablets - how they are used and users opinion of "Amaan"

The idea behind conducting this study was the increase of Amaan's amount of sales following FOF Television Ad., and also because some of the physicians and the public indicated that pregnancy cases were occurred with "Amaan" usage. Hence the main issue of this study is to identify problems concerning "Amaan" usage and the actual role of the Television Ad.

2 - Objective of the study

The main objectives of the study were:

- 1 - The effects of the television ad.on demand for "Amaan"
- 2 - To assess how women actually used "Amaan"
- 3 - Satisfaction/dissatisfaction of "Amaan"
- 4 - Side effects of "Amaan" and women's reactions to side-effects
- 5 - The amount of correct information women knew about "Amaan" use.
- 6 - Intention of continuing use of "Amaan".

3 - Methodology

3 - 1 Sample Selection:

A sample of 200 married women was purposefully selected, These women were either using "Amaan" currently or used it previously. Limiting the sample to previous or current users was necessary so that their views of problems,side effects and efficiency could be obtained.

The sample was selected from the three Governorates: Cairo, Alexandria and Sharkia. Table (1) shows the geographical distribution of the sample

Table 1

Geographical distribution of the sample

Governorate	Frequency	Percentage
Cairo	100	50%
Alexandria	60	30%
Sharkia	40	20%
Total	200	100%

3 - 2 Questionnaire:

The FOF research department prepared a questionnaire asking subjects about all areas the study aimed to investigate. To insure consistency and conciseness the questionnaire had been pre-tested. Problems arising in the pre-test were adjusted and the final questionnaire was developed. ~~Trained~~ researchers gathered data by conducting individual interviews with the women of the sample.

3 - 3 Duration of the study

The field work was conducted in the three governorates between October 20 and November 5, 1983. The questionnaires were coded and tabulated by computer.

4 - SAMPLE DEMOGRAPHICS

Table (2)

Sample Distribution by Age.

Age Categories	Frequency	Percentage
20 - 24	19	9.5%
25 - 29	48	24%
30 - 34	59	29.5%
35 - 39	50	25%
40 - 45	24	12%
Total	200	100%

4 - 1 Age

Table (2) shows the sample distribution according to age categories. Women were chosen between the ages of 20 years to 45 years. The average age of the sample was about 32 years. It could be noted that the age distribution of the sample seems to be normal.

Table (3)

Sample distribution by educational status

Educational status	Frequency	Percentage
Illiterate	111	55.5%
Secondary certificate or less	61	30.5%
University certificate	28	14%
Total	200	100%

4 - 2 Educational Status

As table (3) shows, more than half of the sample (55.5%) were illiterate, roughly one-third of the sample (30.5%) had secondary school certificates or less than secondary certificates, and the rest of the women (14%) had university certificates. This distribution resembles the distribution of the actual society

Table (4)

Sample distribution according to usage status

Usage Status	Frequency	Percentage
Currently using	126	63%
Previously used and stopped	74	37%
TOTAL	200	100%

4 - 3 Usage Status

The sample was composed of women who used "Amaan" currently or used it previously and stopped

The distribution of the sample between the two categories is as follows: 63% are currently using "Amaan" foaming tablets, 37% used "Amaan" previously and stopped.

Table (5) shows the distribution of the sample by geographical areas, and usage status. From this table, it can be noticed that the percentage distribution for both Cairo and Alexandria samples are similar (for current users 55% in Cairo and 60% in Alexandria and for previous users, 45% in Cairo and 40% in Alexandria) In Sharkia the highest percent (87.5%) of the sample were current users and the rest of the sample (12.5%) were previous users.

Table (5)

Sample distribution by Geographical area and usage status

Governorate Usage Status	Cairo		Alexandria		Sharkia		Total	
	Freq.	%	Freq.	%	Freq.	%	Freq.	%
Current Users	55	55%	36	60%	35	87.5%	126	63%
Previous Users	45	45%	24	40%	5	12.5%	74	37%
Total	100	100%	60	100%	40	100%	200	100%

Table (6) shows the reasons respondents gave for stopping use of "Amxam"

Table (6)

The reasons women gave for stopping use of "amaan"

N = 74

Reasons	Frequency *	Percentage
Pregnancy Occurrence	26	28.9%
Side effects (Discharge Inflamation Bleeding)	18	20 %
Fear of Pregnancy	12	13.3%
Husbands' Discomfort	10	11.1%
Desire of Pregnancy	6	6.7%
Husbands' absence	5	5.6%
Ineffective	5	5.6%
Difficult to use	4	4.4%
Unavailable	4	4.4%
Total	90	100%

Table (6) shows that the main reasons for deciding to stop were the occurrence of pregnancy, side effects, and fear of pregnancy (28.9%, 20%, 13.3% of total reasons respectively). The same table indicates that one out of eight women in the sample got pregnant despite using "Amaan"

* Total frequency exceeds 74 due to the possibility of giving more than one reason .

5 - FINDINGS

5 - 1 "Amaan" Television Ad

Table (7)

Sample distribution according to source of hearing about "Amaan" for the first time.

(N = 200)

Source	Frequency as sole source	Frequency with other sources	Total Frequency	Percentage
Radio	1	3	4	1.6%
Television	104	43	147	58.1%
Physician	17	11	28	11.1%
Pharmacist	5	8	13	5.1%
Relative or friend	20	22	42	16.6%
News papers Magazines	2	4	6	2.4%
Other	4	9	13	5.1%
Total	153	100	253	100%

When respondents were asked where they first heard about "Amaan", approximately three-fourths (73.5%) said the "Amaan" television ad was the sole source or one of several sources. Table (7) also shows that about 58% of mentioned sources were the television ad. This means that "Amaan" Television ad ranked as the first source. Relatives and friends were the second source (16.6%).

* Total frequency exceeds 200 due to the possibility of mentioning more than one source.

Physicians and pharmacists ranked third and fourth (11.1%, 5.1% respectively. The category for "other" includes FOF rallies, Raaidat Reefiyat (local volunteers) and the village local units.

Table (8)

Sample distribution by watching "Amaan" Television Ad

	Frequency	Percentage
Watched the Ad	198	99%
Never watched the Ad	2	1%
Total	200	100%

Table (8) shows that the majority of respondents (99%) mentioned that they watched the "Amaan" television ad.. This result indicates that the "Amaan" television ad. reached almost all of the people since the television is a wide spread media.

Table (9)

Women's opinion of the suitability of displaying the "Amaan" Ad on T.V.

Suitability of showing	Frequency	Percentage
Suitable	163	82.3%
Not suitable	35	17.7%
Total	198	100%

Regarding the suitability of displaying the "Amaan" ad on television, Table (9) indicates that four out of five respondents felt it was suitable. The main reasons respondents gave for finding it suitable for displaying were "it is useful", and "it raises the women's awareness" (see Table (10))

Table (10)

Reasons given for suitability of displaying "Amaan" ad. on T.V.
(N = 163)

Reasons	Frequency	Percentage
Useful and raise people's awareness	86	48.9%
Good and Unoffensive to their values	46	26.1%
Promote family planning	41	23.3%
Comfortable	3	1.7%
Total	176	100%

The women who felt that "Amaan" ad was not suitable for displaying on T.V. (17.7%) mentioned that the ad was offensive and inappropriate especially for children and youth. The interviewers noticed while conducting interviews that some respondents mentioned that their children asked questions when the ad was on T.V.

Table (11)

Respondents opinion of displaying the "Amaan" T.V. ad by different Governorates.

Governorate suitability of showing	Cairo		Alexandria		Sharkia		Total	
	Freq.	%	Freq.	%	Freq.	%	Freq.	%
Suitable	77	77%	51	85%	33	86.8%	163	82.3%
Not suitable	23	23%	9	15%	5	13.2%	35	17.7%
Total	100	100%	60	100%	38	100%	198	100%

Table (11) shows respondents distribution according to suitability of displaying the "Amaan" ad on T.V. and Governorates. It is noticed that there is a similarity of opinion's relative distributions in the different governorates. The Sharkia respondents were most approving of displaying the "Amaan" ad on T.V.

Table (12)

Sample distribution by educational status and the suitability of showing the "Amaan" Ad on T.V.

Educational Status \ Suitability	University		Secondary or Less		Illiterate		Total	
	Freq.	%	Freq.	%	Freq.	%	Freq.	%
Suitable	18	64.3%	51	83.6%	94	86.2%	163	82.3%
Not suitable	10	35.7%	10	16.4%	15	13.8%	35	17.7%
Total	28	100%	61	100%	109	100%	198	100%

Table (12) shows the frequency and relative distributions for the sample by educational status and suitability of showing the "Amaan" ad on T.V. The degree of education is inversely proportional to the suitability of showing the ad on T.V., although the highest proportion of each of the educational levels feels that the ad is suitable for showing. The highest degree of preference was among illiterate women. This may be due to their desire to know more information about family planning through an easily understandable channel.

Table (13)

Clarity of the "Amaan" T.V. ad regarding which sex is supposed to use "Amaan".

	Frequency	Percentage
Used by men and women	6	3%
Used by women only	192	97%
Used by men only	0	0
total	198	100%

Table (13) shows respondents' opinion about the clarity of the "Amaan" T.V. ad regarding which sex is supposed to use "Amaan". The majority of the sample (97%) said that the ad indicates that "Amaan" is for women's use only while very few respondents (3%) said that the ad indicates "Amaan" should be used by both men and women although these respondents are current or previous users of "Amaan". It is also noticed that nobody mentioned that the ad means "Amaan" use for men only.

This may contradict what had been said about using Amaan by men after the television ad.

Table(14)

How respondents understood the term "local tablets" as mentioned in the "Amaan" T.V. ad.

	Frequency	Percentage
Swallowed (orally used)	2	1%
Suppository	188	95%
Others	8	4%
Total	198	100%

The "Amaan" ad said that "Amaan" is a local tablet. The respondents were asked the meaning of this statement. Table (14) indicates that the majority of respondents (95%) understood the correct meaning of the statement. The remaining respondents (10 women) misunderstood the meaning although they used "Amaan" correctly. Two of the ten said the statement means that "Amaan" should be swallowed, another two women said that it means it used only "when needed". The remaining six women said that it means family planning and birth control. It must be taken into consideration that all ten women were illiterate.

As a general result based on all previous findings it could be said that the T.V. as a method to contact people played an effective and vital role in informing people about "Amaan" foaming tablets and transferred basic information about this method in a clear and understandable way.

5 - 2 Usage and the Role of the "Amaan" T.V. Ad.

Table (15)

Sources of knowledge about first time usage

(N = 200)

Source	Frequency as a sole source	Frequency with other sources	Total* Frequency	Percentage
Pharmacist	21	11	32	12.7%
Physicain	27	12	39	12.5%
Radio	-	1	1	0.4%
Relative or friend	45	19	64	25.4%
Television Ad	7	6	13	5.2%
Magazines & News papers	-	3	3	1.2%
Read Instructions pamphlet	33	21	54	21.4%
Someone read instructions to me	12	11	23	9.1%
Depend on myself in usage	2	4	6	2.4%
Others**	8	9	17	6.7%
Total			252	100%

Table (15) shows the sources respondents gave from which they learned how to use "Amaan" for the first time. The main source the women mentioned was the instruction pamphlet since 38.5% of the respondents mentioned

* Total frequency exceeds 200 due to the possibility of mentioning more than one source.

** This category included Raaidat Reefiyat and FOF rallies.

It as a sole source or one of various sources. Friends and relatives ranked second since 32% of women mentioned it. Physicians ranked third and pharmacists ranked fourth with somewhat equal percentages (19.5% and 16%, respectively) It can also be noticed that the T.V. ad. did not play a big role in informing the women about usage of "Amaan". This is a logical result because the T.V. ad did not contain instructions for "Amaan" use.

Table (16)

Sample distribution according to the role of the ad in encouraging use.

Starting time of usage	Frequency	percentage
As a result of the ad	132	66%
I started use before the ad	68	34%
Total	200	100%

Table (16) indicated that two-thirds of the respondents started to use "Amaan" as a result of the ad while the other third started to use "Amaan" before the ad. This result reflects the importance of the T.V. ad to encourage women to use this method and to promote it.

Table (17) shows that this result seems to be general in all three governorate samples although the Sharkia sample was more affected by the ad. This may be due to the decrease of educational level in this sample. Because many of these women are illiterate, they rely on television for learning about "Amaan" foaming tablets.

Table (17)

Sample distribution according to the role of the ad by Governorate.

Governorate	Cairo		Alexandria		Sharkia		Total	
	Freq.	%	Freq.	%	Freq.	%	Freq.	%
Started as a result of the Ad.	67	67%	35	58.3%	30	75%	132	66%
Started before the Ad.	33	33%	25	41.7%	10	25%	68	34%
Total	100	100%	60	100%	40	100%	200	100%

Table (18) shows that there is no big difference between those starting as a result of the ad from the three educational levels. The percentage of the university graduate respondents who started as a result of the ad reached 60.7%. For those who hold secondary school certificates or less reached 63.9% and it was 68.5% for illiterates.

Table (18)

Sample distribution by the role of the Ad and education level

Education status Role of the Ad	University		Secondary or less		Illiterates		Total	
	Freq.	%	Freq.	%	Freq.	%	Freq.	%
Started as a result of the Ad	17	60.7%	39	63.9%	76	68.5	132	66%
Started before the Ad	11	39.3%	22	36.1%	35	31.5%	68	34%
Total	28	100%	61	100%	111	100%	200	100%

Table (19)

Sample distribution according to using other methods before "Amaan" and the role of the T.V. ad.

Role of the Ad Usage situation	Started as a Result of the Ad.		Started before the Ad		Total	
	Freq.	%	Freq.	%	Freq.	%
Used another method before "Amaan"	100	75.8%	56	82.4%	156	78%
Never used any method before "Amaan"	32	24.2%	12	17.6%	44	22%
Total	132	100%	68	100%	200	100%

A percentage of the respondents who started to use "Amaan" as a result of the ad previously used other contraceptive methods. From Table (19) it can be noticed that half of the sample (75.8% of the respondents who started to use "Amaan" as a result of the ad) were previous users of other methods. However, the increase in this percentage cannot be explained as an effect of the ad, since 82.4% of those who started to use "Amaan" before the ad were previous users of other methods. It could also be said that the T.V. ad had a positive role among the women who started practising family planning with "Amaan" since the percentage of those women was 24.2% among first time users as a result of the ad and 17.6% among the first time users before the ad. It could also be concluded that there are several women who look for more suitable methods since 78% of the total sample used other methods before using "Amaan". In general, it could be said that the "Amaan T.V. ad did not have the effect on women to change from other methods to "Amaan".

Table (20)

The Ascending Distribution of Sample According to the Starting Date of Using " Amaan "

The starting date of Usage	Ascending Freq.	Ascending %
3 Months ago or less	14	7%
6 Months ago or less	54	27%
9 Months ago or less	85	42.5%
12 Months ago or less	124	62%
18 Months ago or less	151	75.5%
2 Years ago or less	176	88%
3 Years ago or less	195	97.5%
4 Years ago or less	200	100%

More than one - fourth of the sample (27%) started using "Amaan six months ago or less. (See table (20)) while the percentage of those who started one year ago or less was 62% of the sample. It is important to mention that the starting date of showing the "Amaan" ad on T.V. was approximately one year ago.

Table (21)

Respondents distribution according to how long they use "Amaan"

Usage Period(in months)	Frequency	Percentage
1 to less than 3	24	12%
3 to less than 6	39	19,5%
6 to less than 9	37	18,5%
9 to less than 12	16	8%
12 to less than 18	43	21,5%
18 to less than 24	10	5%
24 to less than 36	21	10,5%
36 to 48	10	5%
Total	200	100%

Table(21) shows that a large percentage (42 %) used "Amaan" for a period ranging between one year and four years. The average usage period in the sample was approximately one year. As mentioned above, 42% of the sample used "Amaan" for a period ranging between one and four years. Thus it may be said that "Amaan" foaming tablets is one of the methods which women can use for a reasonable period.

Table (22)

Steps of using "Amaan" as mentioned by respondents.

#	Steps of Usage	Freq. as a sole step	Freq. with other steps	Total Freq. of the step	Percen. to total freq.	% to total sample
1	Insert tablet with 2 fingers	3	67	70	14.9%	35%
2	Push tablet in deeply	1	36	37	7.9%	18.5%
3	Insert tablet 5 to 10 minutes Before intercourse	17	160	177	37.6%	87.5%
4	Insert a New tablet each time You have intercourse	4	42	46	9.8%	23%
5	Use tablet immediately after removing from package	-	9	9	1.9%	4.5%
6	Do not douche for at least 6 hours	-	119	119	25.3%	59.5%
7	Other	1	11	12	2.6%	6%
	Total			470	100%	

Table (22) shows the women's responses about the important question concerning the steps of using "Amaan". It is clear from this table that the third step was the step most mentioned since seven out of eight of the respondents (87.5%) mentioned it. The sixth step ranked second since five out of every eight (59.5%) mentioned it. It should be noticed that these two steps are the most important usage steps. At least four out of eight mentioned how to insert the "Amaan" tablet, hence this step (steps 1 and 2) ranks third. The fourth step ranked

fourth since one-fourth (23% mentioned it. Only nine respondents mentioned the first step.

By analyzing the "Others" category, it showed that women had wrong answers concerning the time of douching.

TABLE (23)

respondents opinions regarding some statements about "Amaan" usage

The Statements	Frequency Distribution			Relative distribution		
	Agree	Disagree	Don't Know	Agree	Disagree	Don't know
Women should use Amaan tablets every night whether she is having intercourse or not .	13	166	4	15%	83%	2%
Women should not douche for at least 6 hours after using "Amaan" .	150	29	21	75%	14.5%	10.5%
Women should insert a new "Amaan" tablet each time she has intercourse .	183	4	13	91.5%	2%	6.5%
If intercourse lasts more than half an hour, a women should insert a new tablet .	128	27	45	64%	13.5%	22.5%
"Amaan" tablets are more effective for women over 30 years .	67	4	129	33.5%	2%	64%
It's preferable to use "Amaan" during breast feeding .	151	11	38	75.5%	5.5%	19%
Using condom with "Amaan" increases its effectiveness .	74	32	94	37%	16%	47%

When the respondents were asked to give their opinion about some statements regarding "Amaan" usage, the majority of women gave the correct opinion about these statements. From table (23) the following can be seen.

- At least eight out of ten women (83%) disagree that women should use "Amaan" nightly whether she is having intercourse or not. Fifteen percent agreed with this statement. This figure would be considered a high percentage if it is considered as an indicator to their personal usage.

- Three out of four women (75%) agreed that the woman should not douche for at least six hours after having intercourse. Twenty five percent of the women do not wait the right time for douching. This percentage is also considered high.

- The majority of respondents (91.5%) agreed with the statement which says "new tablets should be inserted each time she has intercourse.

- 64% of the respondents agreed with the statement "if intercourse lasts more than half an hour, a woman should insert another tablet". It is noticed that 22.5% of the women did not know this fact.

- Three out of nine women (33.5%) agreed that "Amaan" tablets are more effective for women over 38 years, while two-thirds of the sample did not know this information.

- Three fourths of the sample (75.5%) agreed with the statement which says "it's preferable to use "Amaan" during breast feeding."

- 37% only of the sample believes that using condom with

"Amaan" increases its effectiveness, while 47% of the women did not know this information. The remaining respondents (16%) disagree with the statement.

As a general observation, the respondents' answers to the statements about "Amaan" usage which were aided were more precise than their answers about usage method, which was unaided. See table (22 & 32)

Table (24)

Respondents distribution according to simultaneous use of other methods with "Amaan".

Do you use another method with "Amaan"?	Frequency	Percentage
Yes	28	14%
No	172	86%
Total	200	100%

Table (24) shows that the percentage of women who use other methods simultaneously with "Amaan" was only 14% of the sample. Twenty-four women used condoms, 2 used safe-period, 1 used the oral pill, and 1 used the IUD.

It is clear that the majority of the sample (86%) use "Amaan" only without condoms although their age ranged between 20 to 35 years.

Table (25)

Respondents' intention of continuing use of "Amaan"

(N = 132)

Would you like to continue	Frequency	Percentage
Yes	122	92.4%
No	10	7.6%
Total	132	100%

One hundred thirty two women answered the question "would you like to continue using "Amaan?". 126 of them were current users and 6 discontinued use because of the desire of pregnancy or husband absence.

Table (25) indicates that the majority of these women (92.4%) wish to continue using "Amaan". Only 7.6% do not want to continue. The reasons women gave for continuing use of "Amaan" are listed in the following table

Table (26)

Respondents' reasons for continuing use of "Amaan"
(N = 112*)

Reasons	Frequency**	Percentage
Suitable/comfortable	51	44.7%
Good	11	9.6%
Suitable for frequent husband absence	2	1.8%
Easy to use	2	1.8%
Better than oral pill and IUD	9	7.9%
For preventing pregnancy	17	14.9%
Has no side effects	15	13.2%
Does not cause dizziness or weakness like oral pill	4	3.5%
Menstrual regularity	3	2.6%
Total	114	100%

Table (26) indicates that more than one half of women (54%) who intended to continue use of "Amaan" gave the reasons that it was suitable/comfortable and good. About one fifth of the women (19.3%) want to continue because "Amaan" has a few or no side-effects. Fifteen percent believe that "Amaan" is effective in preventing pregnancy and 8% prefer "Amaan" to the oral pill and IUD.

* 10 women did not mention reasons for wanting to continue.

** Total frequency exceeds 112 due to the possibility of mentioning more than one reason

It is clear from the variety of reasons that women were aware when choosing "Amaan" according to their personal conditions.

5 - 3 Side effects and hearing about pregnancy cases

Table (27)

Respondents distribution according to having complaints about "Amaan"

Usage Status / Complaints Status	Current User		previous user		Total	
	Freq.	%	Freq.	%	Freq.	%
Satisfied (had no complaints)	84	66.7%	24	32.4%	108	54%
Had complaints	42	33.3%	50	67.6%	92	46%
Total	126	100%	74	100%	200	100%

Table (27) shows that more than half of the respondents (54%) who are current or previous users had no complaints regarding "Amaan" while the rest of the sample (46%) had some complaints resulting from "Amaan" use. The same table indicates that there is a difference between the relative distribution of current users and previous users since (32.4%) of current users mentioned that they had complaints versus 66.7% of previous users. This is a logical

result since the complaints can be counted as one of the main factors which force women to stop using the method.

Table (28)

Respondents' complaints about using "Amaan"

(N = 92)

Complaints	Freq. as a unique complaint	Freq. with other complaints	Total	Percentage
- Inflammation	9	18	27	17.4%
- Causes Burning	23	25	48	31%
- Causes discharges	5	18	23	14.8%
- Must be inserted not more than 10 minutes before intercourse	3	3	6	3.9%
- Effective for only half an hour	3	2	5	3.2%
- Cannot douche for 6 hours after intercourse	1	12	13	8.4%
- Hard to use	2	1	3	1.9%
- Not totally effective	-	7	7	4.5%
- Others	5	18	23	14.8%
Total			155	100%

Table (28) shows the complaints the respondents gave. These complaints can be divided into 2 sections. The first section is related to the problems which the women felt.

This section mainly contains complaints of burning which were mentioned by one women out of four in the sample and represented about one third (31%) of the total complaints.

The complaints concerning inflammation ranked second with a percentage equaling 17.4% of the total complaints. The complaints of discharge made up 14.8% of the total complaints. The "others" category contained several complaints such as foam, drowsiness sensation of coldness, less sensitivity during intercourse, and bad smell.

The section of health problems represents about three-quarters of the total complaints the women gave.

The second section related to usage 17.4% of the total complaints were about the tablet insertion time, the period of effectiveness, douching, and difficulty of usage. 4.5% of the complaints regarded the effectiveness of "Amaan". The category of "others" contained 3.8% of complaints regarding an anxiety.

Table (29)

Hearing about pregnancy cases among "Amaan" users.

Hearing about pregnancy cases	Frequency	Percentage
Heard	90	45%
Never heard	110	55%
Total	200	100%

In a trial to know the correctness of the opinions which said "there were pregnancy cases occurring despite using "Amaan", the respondents were asked if they heard about pregnancy cases among "Amaan" users. 55% of the total sample indicated that they never heard about pregnancy cases while the rest of the sample (45%) heard about pregnancy cases. Table (30) shows the reasons women gave for this seemingly high percentage.

Table (30)

Respondents' explanations for pregnancy occurrence despite of "Amaan" use.

N = 90

Explanations	Frequency	Percentage
"Amaan" not being effective	15	16.7%
Incorrect usage	65	72.2%
The woman 's not following instructions	7	7.8%
Do not know	3	3.3%
Total	90	100%

Table (30) shows that the majority of women who heard about pregnancy cases attributed it to incorrect usage of "Amaan". 72.2% mentioned that the pregnancy cases resulted from incorrect usage. 7.8% of the women attributed these cases to not following the instructions and 16.7% of the women attributed it

to the ineffectiveness of "Amaan" Foaming tablets.

In other words, for every six women who heard about pregnancy cases, only one attributed it to ineffectiveness of "Amaan" while the rest of them attributed it to incorrect usage.

It is important to note that 26 women in the sample became pregnant while using "Amaan" (see table 6).

Table (31)

Respondents distribution according to usage status and hearing about pregnancy cases.

Hearing about pregnancy	Usage status	Current user		Previous user		Total	
		Freq.	%	Freq.	%	Freq.	%
Heard about pregnancy cases		36	28.6%	54	73%	90	45%
Never heard about pregnancy cases		90	71.4%	20	27%	110	55%
Total		126	100%	74	100%	200	100%

Table (31) indicates that there is a big difference between the relative distribution of the current users who heard about pregnancy cases, and the same distribution of the previous users; (73%) of the previous users mentioned that they heard about pregnancy cases versus only (28.6%) of the current users. From the same table it could be calculated that (40%) of the women who heard about pregnancy cases are current users of "Amaan". This percentage exceeds twice (81.8%) among the women who never heard about pregnancy cases.

Hence, we could not neglect the impact of hearing about pregnancy cases despite using "Amaan" on the continuity of usage.

Table (32)

Respondents actions after they heard about pregnancy cases.

(N = 90)

Actions	Frequency	Percentage
Changed to another method	23	25.6%
Stopped using "Amaan" and all other methods	19	21.1%
Used "Amaan" with other method	3	3.4%
Asked doctor/pharmacist for advice	2	2.2%
Reviewed the package instructions again	3	3.3%
Continued using "Amaan" (did nothing)	38	42.2%
Other	2	2.2%
Total	90	100%

The respondents who heard about pregnancy cases were asked what did they do regarding their own usage of "Amaan". Table (32) shows that (42.2%) of women continued using "Amaan" (did nothing), one fourth (25.6%) changed to another method and (21.1%) of them stopped using "Amaan" and all other methods.

In other words, less than one half (46.7%) of women who heard about pregnancy cases despite of "Amaan use stopped using "Amman" while the rest of them(53.3%) continued using "Amaan". It could be said that the percentage of women who stopped using "Amaan" as a result of hearing about pregnancy cases could not be neglected.

Table (33)

Availability of "Amaan" in pharmacies.

Have you ever found that "Amaan was not available in your pharmacy ?	Frequency	Percentage
Yes	48	24%
No	152	76%
Total	200	100%

To recognize the availability of "Amaan" in pharmacies. The respondents were asked if they ever found that "Amaan" was not available in their pharmacies. Table (33) shows that about one fourth (24%) of the sample mentioned unavailability cases of "Amaan" in pharmacies, while the rest of the sample (76%) mentioned that "Amaan" was always available

Table (34)

Respondents reactions regarding unavailability of "Amaan"

Reactions	Frequency	Percentage
Bought another brand of foaming tablets	7	14.6%
Switched to another method	11	22.9%
Went to other pharmacies to find "Amaan"	28	58.3%
Others	2	4.2%
Total	48	100%

Table (34) shows that 6 out of 10 women (58.3%) were loyal for "Amaan" and look for it in other pharmacies, (14.6%) of women bought another brand of foaming tablets, and (22.9%) of the women switched to another method.

This indicates that the majority of the **users** preferred to use foaming tablets and have brand loyalty to "Amaan"

6 - SUMMARY AND RECOMMENDATIONS

6 - 1 Summary

A - Sample Profile

- The total sample of the study was 200 married women from Cairo, Alexandria and Sharkia (100, 60, and 40 women respectively).
- Ages of the women ranged between 20 to 45 and the average age of the sample was 32 years.
- The percentage of illiterates in the sample was 55.5% secondary certificates or less was 30.5%, and university graduates was 14%.
- 63% of the sample were current users and 37% were previous users.

B - The role of the T.V. Ad

- The "Amaan" T.V. ad had a wide spread in both urban and rural areas, since 99% of the sample saw it.
- The majority of the women (82.3%) indicated that the Ad was suitable for showing on T.V. and useful for informing the public about family planning.
- The statements about the words "Local tablet" and the user's sex in the T.V. Ad were clear and understandable for the majority (95% and 97% respectively)
- The T.V. ad played an effective and positive role in informing people about "Amaan" and encouraging women to use it since 78.5% of the sample learned about "Amaan" for the first time from the ad and 66% of the sample started using

"Amaan as a result of the Ad.

C - Usage

- The "Amaan" instruction pamphlet ranked first in informing women about usage method (mentioned by 38.5% of the total sample then relatives and friends, then physicians, and finally pharmacists. The T.V. Ad did not play a significant role in this concern since it did not contain usage method information.

- 78% of the sample used other methods before using "Amaan"

- A large percentage of the sample (42%) used "Amaan" for a period ranging between 1 and 4 years. This means that "Amaan" foaming tablets is considered as one of the methods which can be used for a long period.

- Regarding "Amaan" usage steps, 87.5% of the sample mentioned the step concerning tablet insertion time (5 to 10 minutes before intercourse). 59.5% mentioned the step concerning douching time (6 hours after intercourse). 53.5% mentioned tablet insertion method. 23% mentioned the step concerning that a new tablet must be inserted each time intercourse begins. Finally 4.5% mentioned the step concerning using the tablet directly after opening it.

- When the respondents answered the aided steps of "Amaan" usage, many of them showed that they had good information such as using "Amaan" when needed only (83% of the sample), inserting a new tablet each time intercourse occurs (91.5%), that it is preferable to use "Amaan" while breast-feeding (75.5%), not douching until 6 hours after intercourse (75%).

Some information needs to be clearer such as the suitable age for using "Amaan" and using condoms with "Amaan. This need is indicated by the small percentage of people using "Amaan" and condoms simultaneously (only 14% of the total sample).

- A large percentage of the sample (61%) intends to continue using "Amaan". several reasons for that were mentioned such as suitable/comfortable (44.7%), has no side-effects (19.3%), and effective in preventing pregnancy (15%).

D - Side effects and Hearing
about Pregnancy Cases

- More than half of the sample (54%) had no complaints related to "Amaan" use while the rest of the sample (46%) mentioned some problems and complaints such as burning (31% of total complaints) inflammation (17.4%), and discharge (14.8%). There are other problems concerning usage such as tablet insert time, the effectiveness period, douching and difficulty of use (17.4% of total complaints). 4.5% of the complaints was that "Amaan" is not perfectly effective, and 3.8% was problems concerning fear of pregnancy .

- 26 women of the sample (13%) got pregnant despite using "Amaan". The majority of them attributed that to incorrect usage, more specifically to douching before the proper time .

- Many of the respondents (15%) heard about cases of pregnancy among "Amaan" users or became pregnant themselves. Most of these women (80%) attributed pregnancy to not following the correct usage method.

- A large percentage (46.7%) of the women who heard of pregnancy cases or became pregnant stopped using "Amaan" while the rest of them (53.3%) continue using it.

- The main reasons given by women who stopped using "Amaan" were pregnancy occurrence or fear of it, and problems and complaints related to health and usage method.

- 58.3% of the women who mentioned unavailability of "Amaan" in pharmacies (24% of the total sample) looked for "Amaan" in other pharmacies. This indicates their brand loyalty to "Amaan".

6 - 2 Recommendations

- 1 - Continue producing and displaying television ads about "Amaan" and pointing to the importance of looking at the instructions pamphlet since it contains the usage method.
- 2 - Indicate in the ads that "Amaan" foaming tablets has no effect on general health (irregular menses, headache, cramps and indigestion).
- 3 - Emphasize the following points in the instruction pamphlet:
 - (a) Using tablet immediately after removing from package.
 - (b) insert a new tablet each time intercourse occurs.
 - (c) Never douche before 6 hours following intercourse.
 - (d) Use condoms with "Amaan".
 - (e) The preferable age for using "Amaan"
 - (f) insure that there is no inflammation before using "Amaan".
 - (g) Emphasize that not following the correct usage steps for "Amaan" cause pregnancy.
- 4 - Conduct a study to develop the "Amaan" package insert to contain pictorial instructions to be understandable by illiterates.
- 5 - Concentrate on pharmacists to play an effective role to instruct women "Amaan" usage steps.
- 6 - Make "Amaan" available to pharmacies on a regular basis.

7 - APPENDIX

Amaan Usage Study

Demographics

Name :

Age :

Address :

Current User :

()

Previous :

()

Education

Illiterate

()

Intermediate

()

University degree

()

5 - Do you think that displaying the Amaan ad in T.V. was appropriate or not ?

Apprcpriate ()

Not appropriate ()

Why in both cases _____

6 - To the best can you remember, when did you use Amaan for the first time ?

Month () Or Years ()

7 - Did you start using Amaan for the first time as a result of the Amaan T.V. Ad, or you were using it before ?

1 - As a result of the Ad ()

2 - Used it before the Ad. ()

8 - Are you still using Amaan or have you stopped ?

1 - Still using Amaan ()

2 - Stopped using Amaan ()

Reason for stopping _____

8 a - For how long have you been using Amaan ?

Month Year

() ()

9 - Are you intending to continue using Amaan ?

1 - Yes ()

2 - No ()

Why in both cases: _____

10 - Did you use another method before using Amaan ?

1 - Yes () What method _____

2 - No ()

II

The Usage

11 - Are you satisfied (were you satisfied) when using Amaan
or did you have complaints ?

1 - Satisfied ()

2 - Had complaints ()

12 What complaints or problems did you have from using Amaan?

- Inflammation ()

- It causes burning ()

- Has to be inserted not more ()

than 10 minutes before inter-
course .

- It's only effective for half ()

an hour .

- Cannot douch for 6 hours after ()

intercourse.

- It's hard to use ()

- It's not totally effective ()
 - It causes discharge ()
 - Other _____
- 13 - Do you use (or did you use) another method with Amaan ?
- 1 - Yes ()
 - 2 - No ()
- 14 - When you used Amaan for the first time, how did you know how to use it ?
- Pharmacist ()
 - Doctor ()
 - Radio programs ()
 - Relative/ friend ()
 - T.V. Ad. ()
 - Newspapers/magazines ()
 - I read the package insert ()
 - Someone read the package insert to me ()
 - No one told me I just used it ()
 - Other _____
- 15 - If a friend was going to use Amaan for the first time how would you explain to her how to use Amaan effectively to prevent pregnancy ?
- Insert tablet with two fingers ()
 - Push tablet in deeply ()
 - Insert tablet 5 to 10 minutes before intercourse ()

- Insert a new tablet each time you have ()
intercourse .
- Use the tablet immediately after you take ()
it out of package
- Do not douche for at least six hours ()
after intercourse
- Other _____

16 - Please tell me whether you agree or disagree with
each of these statements :

- Women should use Amaan
tablet every night whether
she is having intercourse or
not .
- Women should not douch for
at least six hours after
intercourse .
- Women should insert a new
Amaan tablet each time she
has intercourse .
- If intercourse lasts more than
half an hour a women should insert
a new tablet .

	Agree	Disagree	Do not know
- Women should use Amaan tablet every night whether she is having intercourse or not .			
- Women should not douch for at least six hours after intercourse .			
- Women should insert a new Amaan tablet each time she has intercourse .			
- If intercourse lasts more than half an hour a women should insert a new tablet .			

III Users opinion for Amaan's effectiveness.

17 - Have you ever heard about a women getting pregnant while
using Amaan ?

- 1 - Yes ()
- 2 - No () go to (20)

18 - Do you think that this pregnancy was due to:

- Amaan not being effective . ()
- Incorrect usage . ()
- The woman's not following instructions . ()
- Other _____

19 - When you heard about this woman becoming pregnant, what did you do about own usage of Amaan ?

- Changed to another method . ()
- Stopped using Amaan and all other methods . ()
- Used Amaan with other method . ()
- Asked doctor or pharmacist advice . ()
- Reviewed the package instruction again . ()
- Continued using Amaan (did nothing) . ()
- Other _____

20 - I'm going to read you some statements, please tell your opinion

- Amaan tablet are more effective for women over 38 years .
- It's preferable to use Amaan during breast-feeding .
- Using condoms with Amaan increases its effectiveness .

Agree	disagree	do not know

21 - Have you ever gone to your pharmacy to buy Amaan and found that it was not available.

1 - Yes () go to next

2 - No ()

22 - In this case, what did you do ?

- I bought another brand of foam tablet ()

- Change the method ()

- I went to other pharmacies to find Amaan ()

- Other _____
