

**HIV Risk Reduction among Miners, Truck Drivers and Sex Workers
Behavior Change Communication Activities
May-October 2010
AED T-MARC Project**

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Background

Tanzania faces a mature, generalized HIV epidemic. Among the 1.5* million people living with HIV/AIDS, 70.5 percent are in the 25 to 49, and 15 percent are in the 15 to 24 age brackets.

As defined in the National Multisectoral HIV Prevention Strategy 2009-2012 from the Tanzania government, Most at Risk Populations (MARPs) include transactional sex workers and their clients, men or women who work away from home (such as transportation workers and miners).

*Transportation workers include truck drivers and their tan boys (truck driver assistants/apprentices that help with small maintenance tasks and also take care of the security of the truck).

High incidence of HIV virus in men that work in all male environments, e.g., miners, truck drivers, may be attributed to separation from partners, down-time while off duty, disposable income, as well as the easy availability of sex workers especially during paydays.

Many miners and truck drivers have multiple sexual partners ranging from barmaids, Mama Lishes, and female sex workers that live/visit and work in mining and trucking communities, that also makes the women a high-risk group.

The co-mingling between these sexually-active high-risk populations creates a potential for high prevalence of HIV and STI rates in their communities and among their families.

In an attempt to affect behavior change among these audiences, in 2009 the T-MARC Company conducted a Truck Stop Sensitization activity at 23 truck stops from Dar-Tunduma and Dar-Mwanza-Kagera circuit using social mobilization and community-based communication as the primary activities. The program was not as successful as desired due to lack of focus delivering too many messages and using a very broad approach.

Since that activity AED T-MARC has revisited the mining communities and truck stops and have designed this behavior change communication plan to create an environment that welcomes discussion and correct information on HIV/AIDS prevention and puts in place mechanisms – peer education, discussion groups, sources of information – that will contribute to changes in behavior to reduce incidents of HIV/AIDS.

*2007-08 Tanzania HIV/AIDS and Malaria Indicator Survey (THMIS)

AED TMARC Project: Miners and Truckers HIV Activity 7 May 2010

Risk behavior of miners

As a working policy, all mining firms require miners to be separated from their families at their work place. A four to twelve-week work shift followed by a two-week off-duty period when miners go back to stay with their families is the normal work schedule for most miners.

The commercial sex industry traditionally settles in those areas where lonely men have discretionary income to spend and high concentration of men separated from their families. One of those areas is the mines and its surrounding communities.

During their work shift, miners spend most of their off-duty hours in bars or areas that surround the mines where they can find time to relax during their spare time.

The preferred form of relaxation among these male migrants is a mixture of alcohol and patronizing with female sex workers (FSWs). As the sex industry increases the HIV and STI rates also rise.

Current situation with risk reduction

Currently, the Ministry for Minerals is conducting trainings on HIV infections to miners before they start working on the mines. There are HIV work-place interventions, sponsored by mining companies, led by peer educators who provide information about HIV prevention, risky behavior, and also provide free condoms as the best protection against HIV and STI.

With the purpose of extending the program to the MARPs in the mining areas, T-MARC Company staff initiated a dialogue with the mines and surrounding areas of the lake zone region of Tanzania. Following conversations with seven mining companies and their community organizers, district government officials, health workers, local businesses and pharmacies, it was agreed there is a need for an expanded HIV activity targeted to these audiences to increase their knowledge and understanding of HIV and how to prevent it, and to begin activities to support and lead to behavior change. There's also a need to educate and empower sex workers in those areas so they can negotiate the use of a condom with their clients.

Risk behaviors of truck drivers

Many of the landlocked countries neighboring Tanzania use the port of Dar es Salaam to import their goods creating a vibrant transportation industry for long distant truck drivers.

Some truck drivers are separated from their families for long periods of time. These long-distance truck drivers and their tan boys, in addition to being on the road, spend long stretches of time waiting at "epidemic hotspots: transport corridors and border crossing points." [National Multisectoral HIV Prevention Strategy 2009-2012]

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Similar to the miners' situation, the commercial sex industry has settled in those epidemic hotspots where truck drivers and their tan boys have time and money to spend: truck stops.

These truck stops are small towns along the highway with restaurants, bars, and lodgings as well as commercial sex workers (CSW) and barmaids that target the drivers and the tan boys as clients. This sexually-active population includes poor transient residents, often young women from rural hinterlands that cater to drivers and tan boys on the side of the road.

In addition, many of these truck stops lack affordable and comfortable accommodations and drivers argue that it is cheaper to hire a sex worker for a night than to rent a hotel room.

The resulting co-mingling of the two mobile sexually-active high-risk populations explains high prevalence of HIV and STI rates in truck drivers and their tan boys.

These road warriors have multiple partners along their routes, increasing their risk of acquiring and spreading HIV widely through the major transport routes and corridors linking Tanzania to its neighbors.

Towns located on the main transportation routes in Tanzania, i.e. Highway linking Dar to Tunduma, Dodoma to Mwanza, and Dar to Lindi, have high HIV prevalence rates relative to their surrounding rural areas and relative to the national average.

Truck drivers' behavior research

In January 2010, T-MARC conducted a dipstick assessment among 39 truck drivers at truck stops. The objective of the study was to explore attitudes, beliefs, media habits, and sexual behavior of truck drivers. These results will help identify potential strategies of communicating with this group to help reduce this risk of HIV/AIDS infection.

The study was conducted at the Chalinze, Mikumi, and Makambako truck stops and these are some of the findings:

- Radio is their primary medium with over 70 percent of the drivers interviewed listening to various radio stations.
- All of the truck drivers interviewed have had sexual intercourse either with their wife, with an extra-marital partner or women engaging in transactional sex (WETS) within six months prior to this survey being conducted.
- Although reported condom use was high at 92 percent, eight percent of the truckers had never used a condom which is attributed to shortage of condoms being available when they need them and a low self risk assessment of contracting HIV.
- Most truck drivers interviewed have had sex with other partners beside their spouses. Eighty percent of them had sex with another partner in the last 12 months.

- Ninety-two percent of truck drivers had sex with at least four partners in the past 12 months.
- Condom use with non-marital and non-cohabiting partners was low at eight percent; 92 percent of the truckers interviewed never used a condom with their non-marital partners.
- Over half of the truck drivers (53 percent) interviewed had never been tested for HIV.
- Forty-six percent have been tested for HIV at least once.
- Eighty-three percent of truck drivers who had taken an HIV test collected their results.
- Eighty percent received counseling from the place they were tested.

Program Summary

Based on our past experience among the truckers and the lessons learned from that activity, the T-MARC Project has designed a behavior change communication plan that will put in place the necessary tools and strategies that will lead to affecting change in the behaviors of the at risk audiences: female sex workers, miners, truck drivers and tan boys. The goal is to contribute to stemming the increase of HIV and STIs in these target groups.

Beginning in May 2010 T-MARC will begin the preparation period of the first stage of the program that will end in October 2010. After this initial stage the goal is to demonstrate the effectiveness of the program in order to convince stakeholders to continue the program at their own expense.

Leveraging T-MARC's strong relationship with the mining companies and district governments in the area of Kahama, we will focus on the area's three mines and the communities around them. Also we will focus on the Nzega and Izaka truck stops and their surrounding communities in the Kahama region. T-MARC will implement an integrated participatory approach that includes stakeholders at the mining and truck companies, district governments, health workers, affinity groups such as mining associations, truck owners associations and bar owners, miners, truck drivers, tan boys and female sex workers.

The overall objective is to reduce the HIV and STI incidence among the at risk audience.

Target Audiences

Primary

MARPs that include transactional sex workers and their male clients who work away from home, such as miners, truck drivers and tan boys

Secondary

Mine owners

Local government officials

Truckers Association
Truck Companies
Health workers

Behaviors

Consistent use of condoms
Correct use of condoms
Testing for VCT

Participatory Approach

Focus Group Discussions

T-MARC will conduct a series of discussions with key audiences, i.e., miners, truckers, local governments, business, and NGOs currently involved in the Jipende sex workers program in the targeted region.

These discussions will move beyond knowledge, attitudes and practices about HIV and prevention into beliefs and values among these audiences. It will provide insights into their motivations and how best to influence their behaviors. A secondary result will be to identify influential partners and individuals to work with us in implementing this BCC effort.

Advocacy among Stakeholders

T-MARC will organize and implement a targeted advocacy activity to bring together all interested parties to discuss and receive their buy-in and participation in the behavior change plan. Among the key audiences are mining and trucking companies, community and business leaders, mining and trucking associations, health workers, and other NGOs.

Materials and Message Development

T-MARC will use the information it gathers from existing data and the discussion groups to adapt AED training guides and peer education materials to the Tanzania setting and where needed design new communication materials with appropriate messages. These materials and messages will be used to support the advocacy, training, interpersonal communication, and peer education. Materials may include training guides, fact sheets and one-pagers, give-aways and JobAIDS for the various targeted audiences. Special communication materials targeting HIV positive miners will be produced for use at clinics where VCT activities will be taking place.

Training

The emphasis on this behavior change communication will be on interpersonal communication at several levels: truckers and miners with their sex partners; truckers and miners among their peers; employers with employees; health care and testers with at risk audiences. T-MARC will adapt AED tested and proven training materials to fit the Tanzania situation and conduct a series of training activities among these key audiences to create a network of both experts and implementers of peer education and interpersonal communication.

TOT for trained counselors and NGOs will ensure message consistency and readiness to counsel the target audience on behavior change activities.

A workshop on training and orientation of peer counselors and supervisors will also take place and training supervisors will be placed at the targeted sites.

T-MARC will ensure a continuous coordination with health providers and key managers at mining sites.

Interpersonal Communication and Advocates

As a result of the IPC training, we will establish a network of groups and individuals that are prepared to begin the discussions with the at-risk audiences on how to prevent illness. We will create counselors, peer educators, and influentials that can contribute to creating change.

In terms of counseling, the program for miners will focus on engaging them and their sexual partners in an interactive dialogue facilitated by trained counselors. These counselors will be aided by experienced peer educators that work with the primary target audiences.

Small group discussions and peer education training with miners addressing key behavior objectives would take place when workers are together during lunch or dinner. If requested, one-on-one individual discussions could take place in a private setting.

The discussions will be led by the experiences, beliefs and felt needs of the group which will then be addressed by the facilitator. The expectation is that the group will agree on the desired behavior and discuss how they personally would adapt and sustain that behavior. This way the behavior is internalized, popularized, by virtue of the acceptance of the group and eventually becomes the norm.

For truck drivers and tan boys a similar personal and interactive dialogue will be facilitated by a trained counselor starting with sessions at the truck company. This message will be delivered and reinforced using a multiple approach method, repeating the same message at designated truck stops.

During the initial session the target audiences will learn about HIV and safe sex and trained on the correct and consistent use of a condom. They will also be provided with educational materials highlighting upcoming activities.

A two-fold targeted approach for food vendors also known as Mama Lishes will consist of:

- Trainer conducted person-to-person and group discussions to encourage desired behavior and negotiation skills to use a condom with their partners.
- T-MARC will conduct group meetings with vendors to promote condom use skills.

VCT Services

Since they have local hospitals that provide these services, T-MARC will conduct debriefing meetings with VCT counselors ensuring that they work in synergy with programmed activities.

- a) Coordinate service delivery with healthcare facility
- b) Create demand for testing and counseling

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Community Discussion Groups

T-MARC will coordinate group discussions with the primary and secondary target audiences and community residents twice per month during the days before they receive salaries, to motivate behavior change and address behavior change challenges.

At the end of the group discussions all participants will receive a gift that will serve as an incentive to participate and as a behavior change reminder.

Mass And Targeted Media (Secondary)

To reinforce the program, a radio campaign directed at the primary audiences and focusing on behavior reminders will run for a period of 16 weeks.

Public Relations

In addition to the recorded radio campaign, T-MARC will identify and engage radio personalities that will discuss and deliver personalized BCC messages over the air. These radio personalities will make personal appearances at special events organized at the participating communities. A condom sampling program will be implemented during those events.

Increased Condom Availability

T-MARC will make sure that there is an adequate and constant supply of condoms at the work places and surrounding communities where most of the sexual activity takes place with the goal of satisfying increased demand.

With this in mind T-MARC will place strategically located condom kiosks and will convince bar and restaurant owners of the convenience and benefits of having an inventory of condoms especially during pay-day periods.

The NGOs working on the Jipende! program will ensure that sex workers will have an adequate supply of condoms for their protection as well as profiting from selling them.

Monitoring and Evaluation

Two evaluation activities will be conducted mid-way through the implementation of the program to provide a reading on the impact of the peer education, specifically, and the program overall.

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The first will be in-depth discussions with the target audiences to determine if they have adapted these key behaviors, i.e., consistent use of condoms, testing, negotiating with partner to use a condom. A second study using intercepts to measure recall and sources of information on key behaviors will be conducted among these audiences.