

**PEER Study Design and
FoQus for Concept Development Report**

For

**HIV Prevention Amongst Commercial Sex Workers in
Haiti**

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FoQus on concept development

FoQus on concept development is a process that will facilitate more effective marketing outputs using narrative based qualitative research. With FoQus on Concept Development, marketers will be better able to hear the voice of target groups, and respond with brands, campaigns, and messages that are consistently effective at influencing health related behavior.

FoQus on concept development uses the output of segmentation analysis to direct qualitative research. Story narratives are then used to generate insight and understanding relevant for designing social marketing interventions using a simple six step process to design “the concept”.

1. Identify beliefs to reinforce and beliefs to change
2. Build a character archetype
3. Create a personality for a brand, campaign, or message
4. State the promise of that brand, campaign, or message for the consumer
5. Position that promise relative to competing behaviors or brands
6. Develop a marketing mix.

Together, these six components form a “concept” within a marketing plan. That concept links segmentation, consumers, and brand strategy to the marketing mix.

This document describes the objectives, methods and anticipated outputs of *FoQus on concept development*. The steps and objectives for this process, are described in the curriculum in Appendix B.

Study Rationale

In late 2006 PSI Haiti conducted a TRaC segmentation study to better understand the determinants of consistent condom use amongst commercial sex workers in Haiti.

The results summarized in Appendix D, indicate that amongst the CSWs represented by the sample, Self Efficacy (SE) was a key determinant of consistent condom use with trusted partners. Little is currently understood about how SE functions as a behavioral determinant amongst this target group, or about the socio economic and cultural context in which decisions around condom use take place. It has therefore been decided to use the FoQus on Concept Development process with PEER, to build a relevant evidence base and design a marketing concept and strategy. **An annex of detailed findings accompanies this report.**

The PEER (Participatory Ethnographic and Evaluation Research) method was chosen both for its ability to provide an authentic insider view of the realities of this target group and for its capacity to promote the participation of and capture the voice of hard to reach populations around sensitive issues. PEER also offers the potential to bring the voice of the target population to the marketer, and to provide an entry point into marginalized communities both for concept testing and interventions themselves.

Research Objectives

The PEER study aims to develop a detailed and contextualized understanding of the determinants of condom use amongst brothel based commercial sex workers, with a specific focus on the role of self efficacy. Additionally the research will gather data to support the other outputs for the concept development process. These are outlined below:

1. Identify beliefs to reinforce and beliefs to change
 - With a specific focus on the role of self efficacy.
2. Build a character archetype
 - Collect data on population characteristics describing non behaviors (as identified in segmentation) for the development of a character archetype.
 - Collect data to understand the socioeconomic and cultural context in which the behavior, and any behavior change intervention would take place.
 - Collect data to understand Opportunity, Ability and Motivation to process messages. This will include:
 - i. Media preferences, exposure and salient referents
 - ii. Levels of existing knowledge, literacy etc.

- iii. How individuals are likely to respond to health related messages.
 - This may be developed with participation of peer researchers themselves.
 3. Create a personality for a brand, campaign, or message
 - Data to support this item will be contained in the archetype above.
 4. State the promise of that brand, campaign, or message for the consumer
 - Data to understand goals, aspirations and credible promises.
 5. Position that promise relative to competing behaviors or brands
 - Data to understand preferences for alternate brands and behaviors.
 6. Develop a marketing mix.
 - Data to understand current preference, context and patterns of consumption / behavior. Likely costs, and acceptable costs of behavior change.

The prompts for this PEER study will be designed using a participatory process involving programme staff and members of the target group. This will ensure the study focus is both programmatically relevant, and framed within the conceptual understanding of the peer researchers. The final agreed and field tested prompts are detailed Appendix C.

Research Methodology

Study Type

PEER (Participatory Ethnographic Evaluation and Research) was used.

Study Population

Twenty two commercial sex workers, based in brothels in Port au Prince were recruited through peer educators working for PSI. The recruitment criteria specified no previous involvement with PSI, or and no direct exposure to existing brothel based behavior change interventions run by PSI. The peer researchers conducted interviews with two CSWs in their social network, with whom they have an established relationship of trust. Following intensive participatory training, they conducted three interviews with each of these friends.

Tool development

Both peer researchers and program staff participated in a workshop in during which they developed interview prompts. These were field tested and altered where necessary. Data collection was conducted over three weeks in September 2006.

Data collection procedures

Peer researchers attended debriefing sessions with supervisors on at least a weekly basis. Supervisors collected detailed notes in Creole/French, taking care to accurately record words and phrase used by the peer researchers. At the end of the research process peer researchers were debriefed by a social scientist, with the support of the supervisor / supervision notes.

Data Analysis

Analysis took place on two levels. Peer researchers conducted their own analysis during a facilitated workshop session at the end of the data collection period. The social scientist also conducted a detailed analysis using standard techniques for qualitative textual analysis.

Findings

Preliminary findings were presented to peer researchers during the final peer researcher workshop. Researchers were able to further clarify and validate research findings with researchers as key informants / lay experts. Peer researchers also developed an archetype character with the support of the social scientist.

Concept Development summary

Input:

Two research inputs were considered in concept development. Firstly the Commercial Sex worker TRaC segmentation study. This identified *availability of condoms, attitudes towards condoms, risk perception and self-efficacy to negotiate condom use* as all correlated with condom use for non-client partners (*partners of the heart*).

Secondly a PEER study was conducted amongst the target population. This was designed to better understand the determinants identified during segmentation, and to clarify the context in which risk behavior takes place – A process and outputs summary appears in Appendix A.

Beliefs:

To reinforce:

- Risk Perception: CSWs who take risks are unprofessional and out of control “I can make a living without having unprotected sex to attract a man”, “men are not to be trusted (EXTEND THIS IDEA TO ‘TRUSTED’ PARTNERS). ‘I am not in the business of buying death I came to buy a life’.
- Self-efficacy to negotiate condom use with trusted partners: I can protect my children/family by using a condom with trusted partners; I don’t get carried away by over, I’m not crazy.
- Self-efficacy to use condoms: There are effective strategies to deal with drunk clients, successful sex workers don’t drink and stay in control (a mark of a successful entrepreneur). Sex workers who take risks are out of control “Like a car with no headlights, no breaks”
- Attitudes: Condoms are good, strong even with violent men; men feel good (secure) about condoms, well lubricated condoms make sex easier and less painful, condoms allow you to keep control, using condoms is a mark of professionalism. Condoms protect me from HIV, using condoms is a sign of professionalism. Reyalite protects me from malicious infection. By saving money I can avoid the necessity sell unprotected sex.
- Brand Attributes: Panté has good sensitivity. Reyalite can be used without the man’s consent (provides control).

To change:

- Risk perception: I know that my trusted partner does not have HIV and is faithful to me therefore there is no need to use condoms.
- Self-efficacy to negotiate with trusted partner: I am unable to negotiate condom use with my trusted partner (inappropriate as a woman, or will jeopardize the gifts I was going to get). Not using a condom is a demonstration of a close relationship (love or intimacy). Condoms are for clients only.

- Self-efficacy to use condoms: When I've had alcohol or drugs, I am not able to use condoms.
- Attitudes: Sex with a condom is not real sex (its sex with plastic). Condoms cause side-effects and reduce pleasure.
- Availability: It is difficult / unpredictable to buy condoms or access free supplies from the government and NGOs. Condoms are not easily available 'out of town'.
- Brand Attributes: Panté smells and the lubricant is greasy. Reyalite is noisy, can hurt to remove and is too big.

Issues to address

- Supplies are unpredictable with high demand at carnival times leading to price rises and shortages.

Archetype

Chaha – A Kafé based Sex Worker

ChaCha is 21 years old. She has 6 years of schooling, but left early because she got pregnant. She had no money to support the child, but someone offered the opportunity to earn money selling sex in a Kafé. She uses some of the money she earns to study in a beautician school. She also buys beauty products to sell to other women in the brasez. Chacha lives in the Kafé, but also has a few private clients outside. She has about 15 clients in a day, when things are good. She also make money from going through men’s wallets in the Kafé, and by providing sex shows to men. She gets US\$3 per client, and pays \$12 a week for the rent of her room.

With her spare money she buys beautiful clothes and underwear. She also buys clothes for her boyfriend.

She wears designer jeans, attractive reviling clothes and boots brought new from stores. Her friends are mostly people like her, in a similar age group within the Kafé, and some outside the Kafé. She shares stories and secrets with her friends, often centered around her clients, the sex and relationships she has with them.

She has 3 preferred boyfriends. She has one who takes care of her, spoils her, brings flowers and gifts -“makes her feel like a woman”. She refers to him as *Tichou Chou* (little darling).

She has another who lives nearby (*Tou joula* – always there), a young guy who provides sex for her pleasure. When a client comes he has to leave, but otherwise they hang out together, she will provide him with money, he may run small errands for her. He has a special way of looking at her, a special way of making love with her.

The third is the father of her child, he takes care of the child and stays at home. She provides him with money, but he is not part of the Kafé life – he does not visit the Kafé.

She uses condoms with all her clients, with customers she says “*no Kapot no lov*”- no condoms, no love (a development on a US phrase, no money no love).

With her boy friends its “*vyann nan vyann*”- meat to meat, skin to skin.

She tells her friends when talking about condoms – “I’m 21 and not ready to die, I have a child to take care of.”

She buys Panté condoms by the case (12 dozen) but when out with her wealthy boyfriend, she buys good smelling condoms to make herself happy.

She looks up to the man who takes care of her. She looks up to the senior brasez in the Kafé, ‘*Manman baz la*’ an older woman who offers her advice. She pays money to this woman, who has high status in the Kafé, but less earning power – because of her age. She trusts *Toujoula*, but not other

brasez of her own age, due to jealousy and competition. The older brasez (including *manman baz la*) can also cause conflict, because she is jealous of her youth.

Her dream is to “brasez” (make money anyway she can) for other ways than selling sex, to leave the country, find a good job, until one day she can be called “madam Chacha” –someone with status who command respect. She looks up to women who are “*gran palnte*” (Big planers) who have made a lot of money, and only sleep with men who have a lot of money. She also looks up to a school friend who went school with her and did some accountancy training and earns a salary in a bank.

Media

Chacha likes hip hop and meringue music – hot music (disco/dance music) and “*gaye pay*”. In the Kafé there is little written material, most of the pictures are pornographic, or images of voodoo goddesses. The only written material are signs - “Horney guy, bring your *cash*”, “If you wan to stay friends, don't ask for credit” , “No guns”.

Douda – A CSW working in a ‘mackerel’¹.

Douda is 21. She used to live with an aunt as she has no parents. She has three years of education, but instead of finding men who would have taken care of her, she used to hang out with younger boys. After getting pregnant by one of these, the aunty did nothing for her, she ended up selling her body in a mackerel to take care of herself. She could not work in a Kafé, because she does not have good looks or education, and she smokes marijuana. She doesn't earn a lot of money and has no family to support her. In the mackerel she sometimes has unprotected sex, does oral sex, she will have sex in any position - she gets what she can from the clients, she cannot force a price. Sometimes her drug use prevents her from negotiating condom use effectively.

She has a boyfriend who she loves. He provides sex for her enjoyment but little else, she takes care of him and her child. When she finds a *mawozo* (gullible, unsuspecting man) she will get what she can from him (*de plimen* – pluck him), including pick-pocketing from his wallet to support her boy friend and child.

She dresses cheap, used clothing, that's very revealing.

She thinks little about her future *avni-l se demin matin* - “her future is tomorrow morning”. Her dreams are just to make money to buy marijuana, living day to day.

She may see 15 clients in a day/night - She makes US\$2 from each client, but pays 75c a time to the mackerel owner.

Opportunity process: At the Kafes at downtimes during the day and slow periods during the year; interpersonal communication (peer education) when

¹ The Mackerel is a large room, separated by curtains into cubicles the size of a bed. A sex worker occupies each one. There is a high turnover of clients with little privacy and poor hygiene.

they are talking to each other; FOSREF (or other) clinics; Using ‘salient referents’ (*gwo planters, mama baz*) as role models and gatekeepers. Using credit clubs.

Ability to process: Low literacy, especially for more vulnerable groups. High awareness of HIV and modes of transmission, low limited understanding of difference between HIV and AIDS; experienced users of condoms.

Motivation to process: value health and health messages; value being valued and are actively motivate to participate in programs; and motivated towards self-improvement.

Brand Profile/Personality (overall PSI/Haiti CSW program brand):

- Young + sexy + glamorous
- Straight-talking + direct
- *Brassez*: Clever, street-smart, entrepreneurial, ambitious, competent, professional, efficient.
- Reliable + non-judgmental + respectful

Promise and position:

- *Promise:* The product, skills, and knowledge provided under Condomania² will help you take control today, and secure your future.
- *Positioning:* To CSW in Haiti, Condomania is more effective at securing you and your children’s future than going it alone.

Marketing Mix

1. Product: fix problems with the smell of *Panté* (old stock?), introduce less-noisy female condom, redesign the BCC intervention i.e. peer education and other IPC - focused on key determinants identified via TRaC and PEER.
2. Price: provide information on availability of free condoms. Help avoid holiday season price increases by fixing distribution. Reduce opportunity cost by running sessions during non-business hours.
3. Promotion: Focus on IPC interventions (e.g. peer education), develop materials based on evidence (e.g. suitable for low-literacy audiences, drawn from PEER and other data sources).
4. Place (Availability): – Interventions in more Kafes, and test in Mackerels, involve peer educators in sessions with PSI staff at PSI premises, Investigate methods of working with street-based CSWs. Introduce sales agents, resolve shortages especially during peak seasons (Christmas, carnival).

² Condomania is the existing name for PSI Haiti’s CSW intervention. The brand redesign may or may not change this name.

APPENDICES

Appendix A – PEER Process and outputs summary

Study Rationale

In late 2006 PSI Haiti conducted a TRaC segmentation study to better understand the determinants of condom use amongst commercial sex workers in the country. The research identified *attitudes to condoms*, and self-efficacy for both *condom negotiation with trusted partners* and *condom use with trusted partners* as significantly correlated to condom use.

Additional qualitative research was then conducted using the PEER (Participatory Ethnographic and Evaluation Research) method to better understand how attitudes and self efficacy function as behavioral determinants amongst this target group, the socio economic and cultural context in which decisions around condom use take place. The PEER method was chosen for its ability to provide an authentic insider perspective of the realities of this target group over a relatively short (6-8 weeks) period of time.

Using a capacity building approach, Twenty two commercial sex workers were trained by PSI staff and an external consultant in research methods during a series of short participatory workshops. These ‘peer researchers’ then participated in the design of a data collection tool, ensuring that the research objectives were framed a way relevant to the target group. Each peer researcher conducted six in depth interviews with other sex workers in their social network. Data were transcribed during supervision sessions by PSI staff and analyzed by an external social scientist.

Findings

Where sex is sold

The research has generated a detailed typology of locations where sex is sold, including understanding a range of issues around risk, client types and attributes sex workers associated with each. The Kafe represents a ‘higher class’ brothel, preferred by sex workers both for the potential for stable income generation, and safety. CSWs live in the Kafe where owners offer protection and assistance in enforcing condom use amongst clients. Some Kafes also enforce regular HIV testing of sex workers renting rooms. The Mackerel was the other most significant venue, described as a large room with small curtained cubicles where sex is sold. The sex workers earn less money and although they enjoy some protection from physical violence, they are less able to enforce contestant condom use. The CSWs in the Mackerel are described as less economically secure and more transient, enjoying very limited support from the owner. The research did not attempt to investigate street based sex work, although the limited data does paint a picture of extreme vulnerability and very limited ability to negotiate condom use with clients.

Social and economic context of sex work in Haiti

It was clear that a common point of entry for many sex workers is the need to support a child without the help of a father or family. Once engaged in sex work, those with some education and good looks are able to work in the more profitable and secure Kafes. Others work in Mackerels, Hotels/Bordellos or clubs. Many sex workers are engaged in other income generating activities besides selling sex, petty trading and sex shows were

particularly common. In a context of economic, social and emotional insecurity, sex workers commonly look to men for opportunities to ‘leave the life’.

Trusted partners

Economic survival necessitates forming a variety of closer relationships with a range of men. These ‘more trusted’ relationships are often formed with current or ex clients. These men are used for emotional support, sexual pleasure, financial insurance and longer term economic gain. Condom use with these trusted partners is not consistent and risk perception is unrealistically low.

Commercial partners

CSWs report a rough average of 15 clients in a good working day/night in Kafes and slightly more in Mackerels. Risk perception is high and the data strongly suggests that with these clients sex workers attempt condom use at every contact. The success they have is more dependent on context than individual skills. Those working in Kafes are more able than those in mackerels although in both cases the use of alcohol and drugs by clients and sex workers are reported to impair ability to negotiate.

Relationships with others

The sex workers reported some level of support from other sex workers within the same establishment. They also reported looking up to, and seeking advice from older or more successful sex workers. During quiet times jokes about clients and discussion about the problems facing sex workers are frequent. The sex workers reported positive attitudes to organizations supporting sex workers, and peer educators, especially those seen as respecting and valuing people like them. Unsurprisingly in such an insecure and complex environment, conflict and jealousy between CSWs was also reported, underlining the need for carefully designed interventions.

Attitude to condoms and condom use

Condoms were seen as essential equipment for safety with commercial partners. With trusted partners they were often seen as unnecessary, bringing unwelcome connotations of commerciality to an emotional relationship. The importance of skin to skin sex with was consistently stated in the data, despite the many partners described as ‘trusted’ and the short period of time required for a commercial partner to cross into this category. The complex and intense emotional involvement with numerous partners, combined with low risk perception expressed in the PEER data supports the TRaC findings that these relationships are a priority for intervention.

Common complaints about condoms related to rashes and itching caused by perceived poor quality lubricants. There were some limited references to beliefs about condoms causing STDs and allowing the HIV to pass through. The PSI male condom brand *Panté* was praised for strength but many complained about an unpleasant smell and lubricant. The PSI female condom brand *Reyalite* was consistently praised by CSWs as expanding their protection options and assisting with resistant clients. Some CSWs reported being able to use it undetected with drunk or ‘ignorant’ clients. Many did however complain of it making noise and occasionally becoming displaced during sex.

In terms of availability, sex workers reported frequent but predictable shortages around carnival and other festivals. Free supplies were discussed as inadequate and unpredictable. Sex workers were however prepared to purchase condoms commercially, often in wholesale quantities.

Aspirations

Although sex workers aspirations were often focused on attracting wealthy men who may support them to 'leave the life', the prime motivation of many sex workers is finding a better and less stigmatized way to support their children. Saving money for developing successful petty trading businesses also featured strongly in the data, often focused around selling beauty products or services to those around the sex industry.

Intervention strategy

A strategy workshop was held in late November using the PSI FoQus on Concept Development process. Self efficacy, risk perception with trusted partners, and attitudes toward condoms were identified as the behavioral determinants for intervention. The process identified key beliefs to change, and others to reinforce in influence these determinants, using attitudes expressed by the CSWs themselves in their interviews. The FoQus on concept development process also identified that a successful intervention would need to be perceived as amongst other attributes "Young, clever, street smart, entrepreneurial, ambitious, competent, professional and self-reliant" to be relevant to this group. It would be focused around a promise that "The products, skills and knowledge under Condomania will help you take control today, to secure your future." Positioned as "more effective at securing their and their children's future than going it alone."

An appropriate marketing strategy to deliver this promise was also developed, primarily focused on improved condom distribution to this group, coupled with scaled up peer based interpersonal communication (IPC) work within Kafes and Mackerels.

Appendix B - FoQus process curriculum

- **Peer researcher workshop**

- Check key points of analysis with both researchers and supervisors
- Use quotes to illustrate
- Develop archetypal character - A typical woman non-behaver from this group.

- **FoQus Workshop**

Day 1

- FoQus consultant presents archetype – illustrated with quotes and data
 - Where peer researchers are available, they may want to present this archetype.
- FoQus consultant presents contextual data – Socio cultural and economic context supported by narrative examples.
- Participants discuss findings including:
 - Any limitations to the study
 - Precious experience of working with this target group
 - Other available data – segmentation findings recap, epidemiological context etc.
- Participants discuss beliefs to change for this archetype
- With a clear decision of beliefs to change, participants discuss what beliefs should be reinforced in this archetype
 - Note: Whilst the FoQus consultant will have some pre-existing ideas about beliefs, as far as possible the process should be owned and lead by the participants. A key role of the FoQus consultant will be to bring the discussion back to the data when necessary.

Day 2

- FoQus consultant presents: How does the archetype process messages -OAM
- Participants discuss - what personality would appeal to archetype?
- Participants discuss - what would be an appropriate tone for messages – including fear messages.
- Participants define the promise
- Participants define the position
- Participants discuss 4 P's / 4 C's (Including price in the broadest sense - social, financial and opportunity costs)

- Note: A key role of the FoQus consultant here will be to use the data to inform discussion. The session however should be primarily lead by the marketing team.
- Participants may want to agree some core messages at this stage.

Appendix C - Final field tested prompts for PEER

Social life

Where do men and women meet?
What do people say about different women who sell sex?
What's the difference between seekers in the brothel and those on the outside (street/ home)
How do seekers see themselves?
How do people in the area see seekers?
What type of people do they say support them?
What type of people don't support them
What do people say on violence perpetrated on seekers?
How do these women's families treat them?
What different things do these women do to earn money?
How do these women see their futures?
How do these women see that they can change their lives?
Tell me a story about a seeker who has changed her live through her efforts?

Relationships between men and women

What types of men have sex with seekers for money?
What types of men have sex with seekers without money?
What types of men sleep with these seekers and don't need to pay
What type of men do seekers trust?
What type of decisions do seekers make for themselves?
What types of decisions are taken for seekers?
Who makes these decisions for them?
What types of things could make seekers loose control of themselves.
Can you tell a story about someone who did take control over these things?
What do people say about sex and alcohol?
What types of physical problems do they meet in their work

Condom use / HIV

What different things do people say about condoms?

Why do they say that?

What types of women use condoms?

What types of women don't use condoms?

What types of partners do seekers use condoms with?

What types of partners don't seekers use condoms with?

What do they say about good or bad condoms?

How do women say about findings they find condoms?

When do women say they have difficulties finding condoms?

How do women find information about health?

When do women meet to discuss problems?

What types of seekers are at risk from HIV?

What types of women do they say are not at risk of HIV?

What are the ways women can protect themselves from HIV?

Can you tell me a story about a seeker who found a way to protect herself?

What do women say about going for testing?

What do women say they do when they find their test results?

What do they say about women who go for testing?

Appendix D - Results of the CSW segmentation study

TRaC CSW : Segmentation Table 1

Determinants of condom use with partners of heart (non paying partners), Haiti
2006

Risk : CSW

Behavior : Condom use with partner of heart

INDICATORS			
	User of condoms N=559	Non user of condoms N=135	Sig.
OPPORTUNITY			
Social norms	3.84	3.82	
Brand appeal			
Free condoms are just as good as the ones available in shops	3.48	3.40	
The brand of condom really does not matter to me	3.46	3.50	
Panté condoms are for people like me	2.61	2.68	
Brand attributes			
Some condoms are stronger than others	3.77	3.72	
Think that some condoms are better than others	3.63	3.59	
ABILITY			
Ability to use condoms in particular situations	3.73	3.63	**
Ability to negotiate condom use with partners of heart	3.84	3.77	**
MOTIVATION			
Attitudes	3.86	3.77	**
Threats (Fear of HIV/AIDS)	3.74	3.78	
Susceptibility (Vulnerability to HIV/AIDS)	3.82	3.79	
The higher price they are able to pay for male condoms (Packet of 3, Panté condoms)	29.1	28.9	
DEMOGRAPHIC CHARACTERISTICS OF RECONDANTS			
Age	23.4	21.8	**
Has ever been to school	91%	88%	
Haitian Nationality	97%	98%	
In union	37%	35%	

CSW TRaC : Segmentation Table 2
Determinants of brands of condoms used at last sex, Haïti 2006
Risk : CSW
Behaviour : Condom use at last sex

INDICATORS						
	Social Marketing N=452	Commercial Sector N=96	Sig	Social Marketing N=452	Public Sector N=208	Sig
OPPORTUNITY						
Availability of condoms	3.72	3.79		3.73	3.75	
Brand appeal Condoms you get for free are just as good as the ones available in shops	3.57	3.27	**	3.57	3.50	
Brand of condom really does not matter to me	3.50	3.49		3.51	3.55	
Panté condoms are for people like me	2.74	2.88		2.74	2.32	***
Brand attributes						
Some condoms are stronger than others	3.79	3.79		3.79	3.75	
Think that some condoms are better than others	3.64	3.58		3.62	3.67	
MOTIVATION						
Threats (Fear of HIV/AIDS)	3.77	3.75		3.77	3.77	
Susceptibility (Vulnerability to HIV/AIDS)	3.83	3.87		3.84	3.81	
The higher price they are able to pay for male condoms (Packet of 3, Panté condoms)	29.5	28.1		29.6	26.7	
DEMOGRAPHIC CHARACTERISTICS OF REpondANTS						
Age	23.1	23.6		23.0	23.1	
Have ever been to school	92%	86%		92%	88%	
Haitian Nationality	96%	100%		96%	99%	
In union	35%	51%	*	35%	35%	

Appendix E - PEER workshop report

Things we liked about the work

- It was a fun distraction
- There was good cooperation, and I enjoyed the openness
- It made me feel good in my shoes, I felt enriched by the new knowledge about people like myself.
- I always wanted to be part of society, this work gave me value and made me feel I had contributed to society.
- The people we spoke to valued the interviews, and I liked that they valued the work I was doing.
- It was good to be in control, asking question rather than answering to questions of others.
- People saw value in the work, to better their lives in the future.
- I found a welcome, people were very willing to talk,
- I love knowledge and felt pride in doing something different
- A team spirit developed amongst the researchers
- Some of the respondents were more motivated even than me, and came to find me to tell me things.
- Using the third person made it easy to ask questions

Things we found difficult

- The atmosphere in the Kafé is hard, there are disagreements and fights. Its difficult to conduct an interview there.
- Some people in the Kafé are involved in crime and hesitant to talk
- Its difficult to get private space to talk.

Things that could be done differently

- Some of the questions were repetitive and annoyed my friend.
- Some people wanted to talk about themselves, not their friends.
- Using the third person was hard, but easier when I explained that “I am not interested in your private life”

Things we found interesting

- The different names people used for sex worker (brasez) - some do not like to be called brasez (one seeking a living) they are proud to be called prostitutes, as a profession.
- It was interesting to hear the difference between Haitian and Dominican brasez, those from Dominican Republic are not forced to go for HIV testing (they are favored).
- I was surprised to hear all the money making activities people were doing, like small businesses.
- I learned new things, how to deal with drunkards.
- I learned to inspect the penis, and the importance of not having sex in the dark.

Discussing condoms.

Some women may be hesitant to report non-condom use with clients, but reported being free to discuss these issues with close friends.

The brasez reported frequent unprotected sex with boyfriends, and multiple boyfriends, often four or five more or less trusted men.

Appendix E - Categories of places where sex is sold - as defined by peer researchers.

Nan Kafé

The vast majority of the peer researchers and respondents worked in this category. The current focus of PSI's intervention with CSWs is on the Kafé.

- The Kafé women are cooler than the other places, and the Kafé is well maintained, the brasez working there have some education and good manners.
- The brasez generally sleep and live in the Kafé. It is open day and night, with alcohol and music.
- The Kafé has maximum security of all places where commercial sex takes place. “In a Kafé, when you leave the room, you leave together, so everyone knows you are ok”.
- The brasez working there are stable and get a fairly regular income.
- The owners are mostly people who have enjoyed or been around the Kafé life, sometimes owned by the son for former Kafé owners – inherited.
- There is less risk at the Kafé because the management closely oversees the women. They maintain standards including the health of the women, condom use, and physical safety for the brasez. Many owners ask for proof of health status, including an HIV test. Some talked about forged certificates etc.
- In some cases the brasez argued that men perceive them as safer, as they are professional and consistent condom users. As the Kafé owner also sleeps with the brasez, they have a vested interest in standards being maintained.
- The brasez in the Kafé consider themselves as professionals – they are not part time or informal.
- Some clients just go for drinking and dancing, or to enjoy the company of the women.

Nan hotel

- Hotels are places people rent rooms to have sex. The management has nothing to do with the activity.
- There is no external support to enforce condom use “its just the two of you, no one cares”.
- The CSWs complain there no security, giving stories of abuse and murders.
- There was some disagreement over the money earned in hotels, although private clients can be lucrative, the hotel rooms can be expensive to rent.

Nan Mackerel

“aunties place”

“kamakorel” – nobodies place

- The Mackerel is a very large room, separated by curtains into cubicles just the size of a bed. There is an attendant sitting at the entrance where there is a bucket to wash yourself. Minimal hygiene or privacy. The client enjoy the proximity of many people having sex “it motivates them”.
- The security was discussed as good, because there are so many people in close proximity, there is very little chance that abuse will take place.
- In the Mackerel there are all kinds of con games to steal wallets.
- Out of the money agreed between the brasez and client, the owner gets his cut.
- They are usually underground, discreet identified by a red light.
- In the Mackerel there is increased risk of infection by clients, it’s a place that will accept drug users and drunkards.
- The women take less money, and are in a weaker position to negotiate.
- Someone experiencing extreme poverty can earn money in a Mackerel, working temporarily or part time.
- Whilst condom use is the norm, it may not be sustained because of the poverty of the sex workers, the lesser degree of ‘professionalism’ and more potentially difficult and risky customers.
- The brasez at the mackerel may have a high turnover, and provide a more challenging environment for a sustained intervention.

Nan Bordel

- The bordel is considered to be similar to a cheap hotel, a lower class establishment than a Kafé, less formal and organized, but higher than a mackerel. Described as a mini-café, it will sell alcohol, but may not have music or entertainment. The brasez will rent a room, but may be less professional, part time or informal brasez.
- Safely is considered an issues because it had neither the organization of the Kafé, nor as populated as a Mackrel. The risk of HIV infection is considered by the brasez as somewhere between a mackerel and Kafé, with more professional brasez, although not as professional as the Kafé, with clientele similarly placed between those frequenting the Kafé and Marckrel.

Nan Kleb

- As a normal night club where sex is sold. As a public place it is considered relatively secure.