

**Tanzania (2008) – MAP Study Evaluating Coverage, and
Quality of Coverage of PSI Products in Rural Areas.
Third Round.**

P r o j e c t M A P

**Dar es Salaam, Tanzania
September 2008**

James Kujuna - Research Director
Research Unit
PSI-Tanzania
P.O. Box 33500
Dar es Salaam, Tanzania

Research Division
Population Services International
1120 Nineteenth Street NW, Suite 600
Washington, D.C. 20036

PSI's Core Values

Bottom Line Health Impact * Private Sector Speed and Efficiency * Decentralization, Innovation, and Entrepreneurship * Long-term
Commitment to the People We Serve

© Population Services International, 2008

Acknowledgements

The authors of this document are grateful for the guidance and assistance of consultant Bram Piot as well as the rest of the PSI Research Division. PSI-Tanzania would also like to recognize the Ministry of Health and Social Welfare (MoHSW), the Royal Netherlands Embassy (RNE), the Kreditanstalt für Wiederaufbau (KfW) and GFATM for their support of PSI/Tanzania's product social-marketing programs.

TABLE OF CONTENTS

I. EXECUTIVE SUMMARY 4

II. FINDINGS 6

 A. RURAL COVERAGE/ QUALITY OF COVERAGE 6

 B. RURAL MARKET PENETRATION..... 11

III. LIMITATIONS..... 22

IV. CONCLUSIONS AND PROGRAMMATIC RECOMMENDATIONS..... 27

V. ANNEXES 28

I. EXECUTIVE SUMMARY

Background and Research Objectives: MAP (Measuring Access and Performance) is a methodology that allows programmers to make an assessment of product availability and accessibility using pre-defined criteria for coverage, quality of coverage and access. For PSI/Tanzania this is the third round which had the following objectives: (1) monitor the coverage and quality of coverage of each of PSI/Tanzania's social marketed products (*Salama Regular, Salama Studs, Salama 3 Bomba, Familia* and *Care* condoms, *Ngao* and *Ngao ya Muda Mrefu* and *Ngao Iliyoboreshwa* – (insecticide treatment kits, *WaterGuard* Liquid and tablet point-of-use water treatment) (2) monitor the level of market penetration for the same social marketed products;

Description of Intervention: PSI/Tanzania is engaged in the social marketing of a range of health products that directly address the most significant health concerns faced by Tanzanians – malaria, HIV/AIDS, and diarrheal disease. These products are *Salama, Salama Studs, Salama 3 Bomba, and Familia* and *Care female* condoms, *Ngao, Ngao ya Muda Mrefu* and *Ngao Iliyoboreshwa* treatment kits, and *WaterGuard* liquid and tablets. These products are distributed via a variety of outlets, primarily employing Tanzania's commercial distribution network. Community distribution mechanisms and institutional/NGO distribution account for a smaller proportion of sales.

Methodology: The MAP methodology employs Lot Quality Assurance Sampling (LQAS) techniques to draw a random sample of 19 enumeration areas (EAs) from rural areas in each PSI/Tanzania operating zone as well as 19 urban areas from same PSI/Tanzania operating zones. The samples were drawn from Tanzania's 2002 national census and include five supervision zones- Northern, Central, Coastal, Lake and Southern.

This LQAS assessment of coverage determines the proportion of EAs in each supervision area in which PSI-Tanzania's products are available. The quality standards were measured using the following indicators: 1 – Product is clearly visible, 2 – Product is within expiry date, 3 – Retail price is at or below a prescribed amount, 4 – Visibility of product promotional materials, and 5 – Absence of regular stock-outs. 6 – For *Salama Regular* to meet the coverage standards at least two outlets in an EA should be stocking products, the rest of the products coverage standards are met with only one outlet in an EA stocking product. Data was collected in July 2008 using PDA's (Personal Digital Assistant – a tool used in collection of data instead of using papers).

Main Findings: Among the products, the highest rural coverage for the second follow up was achieved by *Salama* condoms, followed by *Ngao*. Liquid *WaterGuard* was the least available product. The national rural coverage for *Salama* has significantly increased from 75% in (2007) to 77% in (2008).

Ngao availability in rural areas has increased from 48% in (2007) to 58% in (2008). It is important to note that *Ngao* (insecticide treatment kits) have transformed from regular *Ngao* (*had no binder, re-treatment during every wash or after every six month*) to *Ngao Iliyoboreshwa* (*has a binder and retreatment after ten washes*). Variations on availability differ across zones, with Coastal zone recording a relatively higher availability of *Ngao* followed by Lake and Central zone.

WaterGuard tablets coverage appeared to be fairly stable with little variations noticed. Southern zone have recorded a higher rural coverage for *WaterGuard* tablets followed by Lake and northern zone. *WaterGuard* tablets and liquid combined indicates an increase in rural coverage for *WaterGuard* – from 21% in (2007) to 31% in (2008)

Minimum quality standards (visibility, expiration, correct price) were usually met where the products were available, though promotional material was rarely found across zones. Stock outs are common problems for all the products, especially *Salama* condoms and *Ngao* nets. The main sources of supply were reported to be wholesalers, PSI/Tanzania sales agents also contribute among main sources of supply.

Among all the products, nationally, *Salama* condoms have the highest market penetration of any PSI/Tanzania products, available in 46% of rural outlets nationwide, followed by *Ngao* with 27% and *WaterGuard* in 11% of national rural outlets. Similarly, stock-outs are a common problem especially for *Salama* and *Ngao*, and there is a high degree of stockers interested in stocking PSI/Tanzania products from outlets that have never stocked them.

Programmatic Recommendations

- Focus on efforts on increasing distribution of products (*WaterGuard, condoms and net treatment kits*) to outlets in rural areas. Constant supply will help address the problem of stock out that is reported in all locations.
- Efforts are required to increase the distribution of promotional materials to outlets in rural areas.
- Identifying and supplying these outlets in rural areas with product should be accorded programmatic priority if greater rural coverage and market penetration are to be achieved.

II. FINDINGS

A. COVERAGE/ QUALITY OF COVERAGE

By focusing on geographic coverage rather than market penetration, PSI/Tanzania has adopted a very different approach from our previous efforts to assess product availability. Previously, distribution was measured by selecting a random sample of outlets and examining the proportion that stocked or sold the product. Because outlets are generally clustered together in trading centers, marketplaces and urban locales, a high degree of market penetration does not necessarily translate into availability for those who live at some distance from these locations (as most Tanzanians do).

This approach reflects PSI/Tanzania's commitment to vulnerable populations – in this case, populations that do not have easy access to well-stocked markets and trading centers. A measurement of geographic coverage provides programmatic staff with knowledge that is far more relevant to their work: not merely selling health products, but selling health products *to those at greatest need*. The numbers that translate into the equivalent percentages below can be seen in annex 3.

When looking at the numbers, one should note that they are partly dependent on the presence of outlets in the locations that were sampled (i.e. coverage will be poor in areas where there are few or no outlets/shops). The third round of MAP however, did not find any EA without outlets; all the EA's had a number of potential outlets. It has to be noted that the third round of MAP revised the coverage measure for *Salama Regular*. To meet coverage standards for *Salama Regular* at least two outlets in an EA had to be stocking the product during the time of the survey. For the rest of the products, coverage is met when at least one outlet is stocking the product during the time of the survey.

It is important to note that coverage levels in different zones may not correlate with sales volumes. This is because the MAP survey round three was restricted to monitor coverage and market penetration which may not necessarily account for sales volume. It is therefore quite possible that a zone has relatively high coverage but low sales, and vice versa.

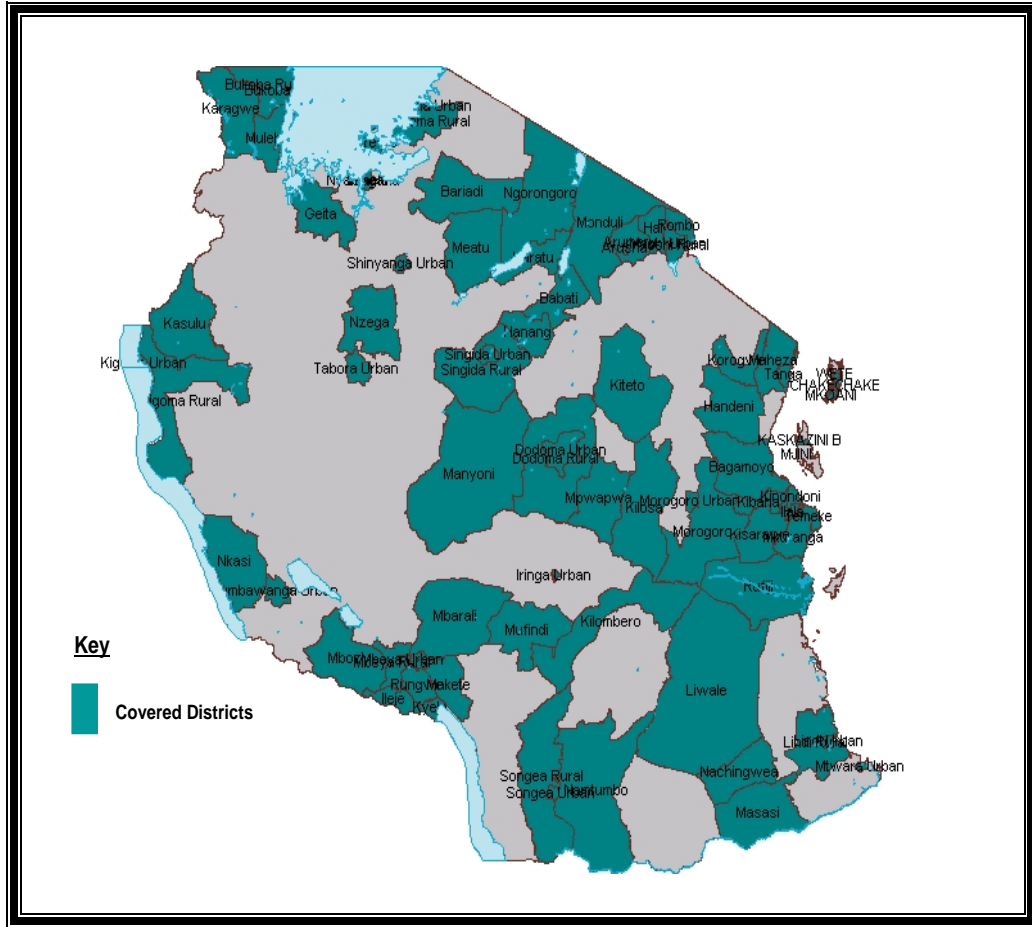
Coverage, Market Penetration and Quality of Coverage, Simply Defined

Coverage: The proportion of *locations* in which a product is available during the time of the survey

Market Penetration: The proportion of *outlets* that sell a product during the time of the survey

Quality of Coverage: The proportion of locations in which a product is available during the time of the survey *and* meets additional quality standards with regard to visibility, expiration and price.

Figure 1. Districts Covered for MAP 2008



Rural Coverage:

The table below summarizes the rural coverage for all the products. Any *Salama* stands for all the three extensions of *Salama* condoms being Regular, Studs and 3 Bomba. Similarly for any *Ngao* and any *WaterGuard*. It is important to note that coverage numbers for each specific zone are equivalent percentages from the LQAS while the national coverage numbers are calculated and not equivalent percentages from LQAS, a complete LQAS number and its equivalencies is found in annex 3. To read the below table, the number in brackets are number of EA's that were stocking the product at the time of the survey and equivalent percentages from the LQA's

Table: 1 Rural Product Coverage

Product Coverage (Available at time of survey)	Southern Zone	Dar Zone	Central Zone	Lake Zone	Northern Zone	National
PSI/Tanzania Condoms						
<i>Salama Regular</i>	75% (12)	55% (8)	60% (9)	70% (11)	50% (7)	49%
<i>Salama Studs</i>	30% (3)	60% (9)	65% (10)	40% (5)	30% (3)	28%
<i>Salama 3Bomba</i>	50% (7)	75% (12)	85% (14)	55% (8)	50% (7)	47%
Any Salama	>95% (17)	80% (13)	90% (15)	85% (14)	85% (14)	77%
<i>Familia condom</i>	45% (6)	35% (4)	35% (4)	20% (1)	30% (3)	17%
<i>Care female condom</i>	<20% (0)	<20% (0)	20% (1)	<20% (0)	25% (2)	3%
Non PSI/Tanzania Condoms						
<i>Dume condom</i>	45% (6)	35% (4)	35% (4)	20% (1)	40% (5)	20%
<i>Lady Pepeta</i>	25% (2)	25% (2)	20% (1)	20% (1)	<20% (0)	6%
Any Condom	>95% (18)	90% (15)	90% (15)	>95% (17)	90% (15)	84%
PSI/Tanzania Pills						
<i>Familia OC's</i>	20% (1)	20% (1)	20% (1)	<20% (0)	<20% (0)	2%
Non PSI/Tanzania Pills						
<i>Flexi Pills</i>	30% (3)	25% (2)	30% (3)	25% (2)	50% (7)	17%
PSI/Tanzania ITN and Water Treatment Kits						
<i>Ngao</i>	45% (6)	90% (15)	80% (13)	70% (11)	35% (4)	49%
<i>Ngao ya Muda Mrefu</i>	<20% (0)	65% (10)	40% (5)	20% (1)	30% (3)	16%
<i>Ngao Iliyoboreshwa</i>	25% (2)	40% (5)	35% (4)	45% (6)	20% (1)	20%
Any Ngao	45% (6)	>95% (18)	85% (14)	80% (13)	45% (6)	58%
<i>WaterGuard Liquid</i>	<20% (0)	25% (2)	20% (1)	20% (1)	30% (3)	7%
<i>WaterGuard Tablets</i>	40% (5)	75% (12)	25% (2)	45% (6)	40% (5)	31%
Any WaterGuard	40% (5)	80% (13)	25% (2)	45% (6)	50% (7)	35%

Rural Coverage Analysis:

Table 1 indicates, of all the three extensions of Salama condoms, *Salama Regular* has the highest national coverage at 49% followed by *Salama 3 Bomba* which has the national coverage of 47%. *Salama Studs* have the lowest national coverage at 28%. While it is possible to make comparison between 2006, 2007 and 2008 market penetration in rural areas. Coverage measures for 2008 cannot be compared with coverage of the previous years because of the change in study approach between the years. For 2006 and 2007 the assessment was between areas served with village bicycle agents (VBA's) and those which were not, while the 2008 MAP survey did not measure the same as village bicycle agents no longer exist and therefore the rural , urban performances were assessed.

Other social marketed condoms such as *Dume* have recorded 20% rural national coverage, and the recently launched *Familia* (2008) condoms have recorded a rural national coverage of 17%.

Across zones, any *Salama* condoms are available in most of the rural locations, with Southern Zone recording the highest coverage at <95% followed by Central Zone with 90% coverage. The rest of the zones have higher coverage too ranging from 80% in Coastal Zone to 85% in Lake and Northern Zones.

Care and *Lady Pepeta* female condom have the lowest rural coverage, with *Care* female condoms recording 3% of the national rural coverage and *Lady Pepeta* with 6% of the national rural coverage

Ngao ordinary has been replaced by *Ngao ya Muda Mrefu* (Long lasting ITN treatment kits), and recently this as rebranded as *Ngao Iliyoboreshwa* – improved ITN treatment kits. This study audited all three treatment kits (*Ngao* conventional, *Ngao ya Muda Mrefu* and *Ngao Iliyoboreshwa*). Of the three, ordinary *Ngao* has the highest national rural coverage at 48% followed by *Ngao Iliyoboreshwa* 20% and the least national coverage for *Ngao* was for *Ngao ya Muda Mrefu* with 16% national rural coverage. All three *Ngao* (any *Ngao*) when combined, has a national rural coverage of 58%.

Familia and *Flexi P* oral contraceptives were rarely found in most of the zones, national rural coverage ranged from 2% *Familia* to 17% *Flexi P*. Northern zone has higher coverage of *Flexi P* compared to other zones, followed by Central and Southern zones. *WaterGuard* Tablets have the highest rural national coverage at 31% compared to *WaterGuard* Liquid which has the lower national rural coverage of 7%. The two combined (tablets and liquid) have a rural national coverage of 35%.

Rural Quality of Coverage:

Table: 2 *Salama Regular*, Quality of Coverage Indicators

	Southern Zone	Coastal Zone	Central Zone	Lake Zone	Northern Zone
SALAMA REGULAR					
Coverage:					
Available at time of survey	75%(12)	55%(8)	60%(9)	70%(11)	50%(7)
Stocked out, but normally available	30%(3)	50%(7)	25%(2)	50%(7)	30%(3)
Quality of Coverage:					
1. Product Clearly Visible	70%(11)	55%(8)	55%(8)	65%(10)	45%(6)
2. Product within Expiry Date	75%(12)	55%(8)	60%(9)	70%(11)	50%(7)
3. Product is sold at RRP (or below)	70%(11)	35%(4)	55%(8)	70%(11)	40%(5)
4. Promotional Material Visible	20%(1)	35%(4)	20%(1)	20%(1)	20%(1)
5. No stock-outs in past 4 weeks	33%	3%	42%	2%	70%
6. Source of Supply					
PSI	2%	6%	4%	0%	3%
PSI sales Agent	7%	31%	0%	15%	0%
Wholesaler	87%	63%	93%	85%	90%
Nufaika	0%	0%	3%	0%	7%
Retailer	2%	0%	0%	0%	0%
Don't know	2%	0%	0%	0%	0%

Table: 3 *Salama Studs*, Quality of Coverage Indicators

	Southern Zone	Coastal Zone	Central Zone	Lake Zone	Northern Zone
SALAMA STUDS					
Coverage:					
Available at time of survey	30%(3)	60%(9)	65%(10)	40%(5)	30%(3)
Stocked out, but normally available	60%(9)	85%(15)	60%(9)	55%(8)	60%(9)
Quality of Coverage:					
1. Product Clearly Visible	20%(1)	60%(9)	45%(6)	40%(5)	30%(3)
2. Product within Expiry Date	30%(3)	60%(9)	60%(9)	40%(5)	30%(3)
3. Product is sold at RRP (or below)	30%(3)	55%(8)	65%(10)	35%(4)	25%(2)
4. Promotional Material Visible	45%(6)	40%(5)	45%(6)	25%(2)	20%(1)
5. No stock-outs in past 4 weeks	50%	0%	37%	0%	100%
6. Source of Supply:					
PSI	13%	0%	16%	13%	33%
PSI sales Agent	25%	40%	0%	25%	0%
Wholesaler	38%	60%	84%	37%	67%
Nufaika	0%	0%	0%	0%	0%
Retailer	13%	0%	0%	13%	0%

Table: 4 *Salama 3Bomba*, Quality of Coverage Indicators

	Southern Zone	Coastal Zone	Central Zone	Lake Zone	Northern Zone
SALAMA 3 BOMBA					
Coverage:					
Available at time of survey	50%(7)	75%(12)	85%(14)	55%(8)	50%(7)
Stocked out, but normally available	50%(7)	75%(12)	35%(4)	60%(9)	70%(11)
Quality of Coverage:					
1. Product Clearly Visible	45%(6)	70%(11)	70%(11)	50%(7)	35%(4)
2. Product within Expiry Date	45%(6)	75%(12)	85%(14)	55%(8)	50%(7)
3. Product is sold at RRP (or below)	45%(6)	65%(10)	85%(14)	55%(8)	45%(6)
4. Promotional Material Visible	25%(2)	55%(8)	40%(5)	45%(6)	30%(3)
5. No stock-outs in past 4 weeks	8%	0%	40%	10%	92%
6. Source of Supply:					
PSI	8%	0%	4%	5%	8%
PSI sales Agent	0%	0%	0%	30%	8%
Wholesaler	92%	57%	96%	65%	77%
Nufaika	0%	43%	0%	65%	8%
Retailer	0%	0%	0%	0%	0%

Table: 5 *Familia condoms*, Quality of Coverage Indicators

	Southern Zone	Coastal Zone	Central Zone	Lake Zone	Northern Zone
FAMILIA CONDOM					
Coverage:					
Available at time of survey	45%(6)	35%(4)	35%(4)	20%(1)	30%(3)
Stocked out, but normally available	20%(1)	20%(1)	25%(2)	25%(2)	<20%(0)
Quality of Coverage:	25%(2)	35%(4)	30%(3)	20%(1)	20%(1)
1. Product Clearly Visible	25%(2)	35%(4)	35%(4)	20%(1)	25%(2)
2. Product within Expiry Date	25%(2)	35%(4)	35%(4)	20%(1)	30%(3)
3. Product is sold at RRP (or below)	30%(3)	25%(2)	35%(4)	35%(4)	35%(4)
4. Promotional Material Visible	0%	0%	20%	0%	35%(4)
5. No stock-outs in past 4 weeks	0%	0%	20%	0%	67%
6. Source of Supply: PSI	100%	0%	0%	0%	33%
PSI sales Agent	0%	40%	0%	100%	0%
Wholesaler	0%	60%	100%	0%	33%
Nufaika	0%	0%	0%	0%	33%
Retailer	0%	0%	0%	0%	0%

Table: 6 *Dume condoms*, Quality of Coverage Indicators

	Southern Zone	Coastal Zone	Central Zone	Lake Zone	Northern Zone
DUME					
Coverage:					
Available at time of survey	45%(6)	35%(4)	35%(4)	20%(1)	40%(5)
Stocked out, but normally available	45%(6)	70%(11)	20%(1)	25%(2)	50%(7)
Quality of Coverage:	45%(6)	35%(4)	30%(3)	20%(1)	30%(3)
1. Product Clearly Visible	45%(6)	35%(4)	35%(4)	20%(1)	35%(4)
2. Product within Expiry Date	40%(5)	35%(4)	35%(4)	20%(1)	30%(3)
3. Product is sold at RRP (or below)	n/a	n/a	n/a	n/a	n/a
4. Promotional Material Visible	n/a	n/a	n/a	n/a	n/a
5. No stock-outs in past 4 weeks	10%	0%	44%	0%	60%
6. Source of Supply: PSI	0%	0%	0%	0%	0%
PSI sales Agent	0%	0%	0%	0%	0%
Wholesaler	100%	83%	89%	100%	80%
Nufaika	0%	0%	0%	0%	20%
Retailer	0%	17%	11%	0%	0%

Table: 7 *Familia OC's*, Quality of Coverage Indicators

	Southern Zone	Coastal Zone	Central Zone	Lake Zone	Northern Zone
FAMILIA OC's					
Coverage:					
Available at time of survey	20%(1)	20%(1)	20%(1)	<20%(0)	<20%(0)
Stocked out, but normally available	25%(2)	20%(1)	25%(2)	<20%(0)	<20%(0)
Quality of Coverage:					
1. Product Clearly Visible	20%(1)	20%(1)	20%(1)	<20%(0)	<20%(0)
2. Product within Expiry Date	20%(1)	20%(1)	20%(1)	<20%(0)	<20%(0)
3. Product is sold at RRP (or below)	20%(1)	<20%(0)	<20%(0)	<20%(0)	<20%(0)
4. Promotional Material Visible	n/a	n/a	n/a	n/a	n/a
5. No stock-outs in past 4 weeks	0%	0%	0%	0%	0%
6. Source of Supply: PSI	0%	0%	100%	0%	0%
PSI sales Agent	0%	100%	0%	0%	0%
Wholesaler	100	0%	0%	0%	0%
Nufaika	0%	0%	0%	0%	0%
Retailer	0%	0%	0%	0%	0%

Table: 8 Flex P OC's, Quality of Coverage Indicators

	Southern Zone	Coastal Zone	Central Zone	Lake Zone	Northern Zone
FLEX P					
Coverage:					
Available at time of survey	30%(3)	25%(2)	30%(3)	25%(2)	50%(7)
Stocked out, but normally available	<20%(0)	25%(2)	20%(1)	<20%(0)	30%(3)
Quality of Coverage:					
1. Product Clearly Visible	25%(2)	25%(2)	<20%(0)	25%(2)	45%(6)
2. Product within Expiry Date	30%(3)	25%(2)	30%(3)	25%(2)	50%(7)
3. Product is sold at RRP (or below)	-	-	-	-	-
4. Promotional Material Visible	n/a	n/a	n/a	n/a	n/a
5. No stock-outs in past 4 weeks	0%	0%	0%	0%	0%
6. Source of Supply:					
PSI	0%	0%	0%	0%	0%
PSI sales Agent	0%	0%	0%	0%	0%
Wholesaler	100%	100%	100%	100%	100%
Nufaika	0%	0%	0%	0%	0%
Retailer	0%	0%	0%	0%	0%

Table: 9 Care Female Condoms, Quality of Coverage Indicators

	Southern Zone	Coastal Zone	Central Zone	Lake Zone	Northern Zone
CARE FEMALE CONDOMS					
Coverage:					
Available at time of survey	<20%(0)	<20%(0)	20%(1)	20%(1)	<20%(0)
Stocked out, but normally available	20%(1)	35%(4)	30%(3)	<20%(0)	20%(1)
Quality of Coverage:					
1. Product Clearly Visible	<20%(0)	<20%(0)	20%(1)	<20%(0)	<20%(0)
2. Product within Expiry Date	<20%(0)	<20%(0)	20%(1)	<20%(0)	<20%(0)
3. Product is sold at RRP (or below)	<20%(0)	<20%(0)	20%(1)	<20%(0)	<20%(0)
4. Promotional Material Visible	n/a	n/a	n/a	n/a	n/a
5. No stock-outs in past 4 weeks	0%	0%	0%	0%	0%
6. Source of Supply:					
PSI	0%	0%	0%	0%	0%
PSI sales Agent	0%	0%	0%	0%	0%
Wholesaler	0%	0%	100%	100%	0%
Nufaika	0%	0%	0%	0%	0%
Retailer	0%	0%	0%	0%	0%

Table: 10 Lady Pepeta, Quality of Coverage Indicators

	Southern Zone	Coastal Zone	Central Zone	Lake Zone	Northern Zone
LADY PEPETA					
Coverage:					
Available at time of survey	25%(2)	25%(2)	20%(1)	20%(1)	<20%(0)
Stocked out, but normally available	25%(2)	40%(5)	20%(1)	20%(1)	<20%(0)
Quality of Coverage:					
1. Product Clearly Visible	25%(2)	25%(2)	<20%(0)	20%(1)	<20%(0)
2. Product within Expiry Date	25%(2)	25%(2)	20%(1)	20%(1)	<20%(0)
3. Product is sold at RRP (or below)	20%(1)	20%(1)	20%(1)	<20%(0)	<20%(0)
4. Promotional Material Visible	n/a	n/a	n/a	n/a	n/a
5. No stock-outs in past 4 weeks	0%	0%	100%	0%	0%
6. Source of Supply:					
PSI	0%	0%	0%	0%	0%
PSI sales Agent	0%	0%	0%	0%	0%
Wholesaler	100	67%	100%	100%	0%
Nufaika	0%	0%	0%	0%	0%
Retailer	0%	33%	0%	0%	0%

Table: 11 *Ngao*, Quality of Coverage Indicators

	Southern Zone	Coastal Zone	Central Zone	Lake Zone	Northern Zone
NGAO					
Coverage:					
Available at time of survey	45%(6)	90%(15)	80%(13)	70%(11)	35%(4)
Stocked out, but normally available	35%(4)	85%(14)	55%(8)	70%(11)	40%(5)
Quality of Coverage:					
1. Product Clearly Visible	45%(6)	85%(14)	75%(12)	70%(11)	35%(4)
2. Product within Expiry Date	45%(6)	90%(15)	80%(13)	70%(11)	35%(4)
3. Product is sold at RRP (or below)	25%(2)	70%(11)	70%(11)	70%(11)	35%(4)
4. Promotional Material Visible	35%(4)	45%(6)	35%(4)	25%(2)	35%(4)
5. No stock-outs in past 4 weeks	31%	7%	30%	0%	57%
6. Source of Supply: PSI	8%	11%	2%	0%	14%
PSI sales Agent	8%	22%	3%	0%	0%
Wholesaler	84%	67%	95%	94%	86%
Nufaika	0%	0%	0%	0%	0%
Retailer	8%	11%	2%	0%	14%

Table: 12 *Ngao ya Muda Mrefu*, Quality of Coverage Indicators

	Southern Zone	Coastal Zone	Central Zone	Lake Zone	Northern Zone
NGAO YA MUDA MREFU					
Coverage:					
Available at time of survey	<20%(1)	65%(10)	40%(5)	20%(1)	30%(3)
Stocked out, but normally available	35%(4)	85%(14)	35%(4)	55%(8)	35%(4)
Quality of Coverage:					
1. Product Clearly Visible	<20%(0)	65%(10)	40%(5)	<20%(0)	25%(2)
2. Product within Expiry Date	<20%(0)	65%(10)	45%(6)	20%(1)	30%(3)
3. Product is sold at RRP (or below)	<20%(0)	65%(10)	45%(6)	20%(1)	25%(2)
4. Promotional Material Visible	20%(1)	60%(9)	25%(2)	30%(3)	20%(1)
5. No stock-outs in past 4 weeks	0%	6%	17%	0%	80%
6. Source of Supply: PSI	0%	6%	0%	0%	40%
PSI sales Agent	0%	22%	0%	0%	0%
Wholesaler	100%	72%	100%	100%	0%
Nufaika	0%	0%	0%	0%	40%
Retailer	0%	0%	0%	0%	20%

Table: 13 *Ngao Iliyobreshwa*, Quality of Coverage Indicators

	Southern Zone	Coastal Zone	Central Zone	Lake Zone	Northern Zone
NGAO ILIYOBRESHWA					
Coverage:					
Available at time of survey	25%(2)	40%(5)	35%(4)	45%(6)	20%(1)
Stocked out, but normally available	20%(1)	30%(3)	25%(2)	20%(1)	20%(1)
Quality of Coverage:					
1. Product Clearly Visible	25%(2)	40%(5)	40%(5)	45%(6)	20%(1)
2. Product within Expiry Date	25%(2)	40%(5)	40%(5)	45%(6)	20%(1)
3. Product is sold at RRP (or below)	20%(1)	40%(5)	35%(4)	45%(6)	20%(1)
4. Promotional Material Visible	n/a	n/a	n/a	n/a	n/a
5. No stock-outs in past 4 weeks	100%	0%	40%	0%	100%
6. Source of Supply: PSI	0%	0%	0%	0%	0%
PSI sales Agent	0%	29%	0%	46%	0%
Wholesaler	100%	71%	100%	46%	100%
Nufaika	0%	0%	0%	0%	0%
Retailer	0%	0%	0%	8%	0%

Table: 14 *Waterguard* tablets, Quality of Coverage Indicators

	Southern Zone	Coastal Zone	Central Zone	Lake Zone	Northern Zone
WATERGUARD TABLETS					
Coverage:					
Available at time of survey	40%(5)	75%(12)	25%(2)	45%(6)	40%(5)
Stocked out, but normally available	35%(4)	70%(11)	30%(3)	20%(1)	30%(3)
Quality of Coverage:					
1. Product Clearly Visible	35%(4)	75%(12)	25%(2)	40%(5)	40%(5)
2. Product within Expiry Date	35%(4)	70%(11)	25%(2)	45%(6)	40%(5)
3. Product is sold at RRP (or below)	30%(3)	75%(12)	25%(2)	35%(4)	20%(1)
4. Promotional Material Visible	<20%(0)	20%(1)	20%(1)	<20%(0)	<20%(0)
5. No stock-outs in past 4 weeks	11%	0%	50%	13%	67%
6. Source of Supply:					
PSI	0%	4%	0%	0%	17%
PSI sales Agent	0%	25%	0%	25%	0%
Wholesaler	100	68%	100%	63%	83%
Nufaika	0%	4%	0%	0%	0%
Retailer	0%	0%	0%	13%	0%

Table: 15 *Waterguard* liquid, Quality of Coverage Indicators

	Southern Zone	Coastal Zone	Central Zone	Lake Zone	Northern Zone
WATERGUARD LIQUID					
Coverage:					
Available at time of survey	<20%(0)	25%(2)	20%(1)	20%(1)	30%(3)
Stocked out, but normally available	25%(2)	65%(10)	40%(5)	35%(4)	35%(4)
Quality of Coverage:					
1. Product Clearly Visible	<20%(0)	25%(2)	20%(1)	20%(1)	30%(3)
2. Product within Expiry Date	<20%(0)	25%(2)	20%(1)	20%(1)	25%(2)
3. Product is sold at RRP (or below)	<20%(0)	<20%(0)	20%(1)	20%(1)	30%(3)
4. Promotional Material Visible	<20%(0)	20%(1)	20%(1)	<20%(0)	<20%(0)
5. No stock-outs in past 4 weeks	0%	0%	0%	0%	67%
6. Source of Supply:					
PSI	0%	0%	0%	0%	0%
PSI sales Agent	100%	0%	0%	100%	0%
Wholesaler	0%	100%	100%	0%	100%
Nufaika	0%	0%	0%	0%	0%
Retailer	0%	0%	0%	0%	0%

Rural Quality of Coverage Analysis:

Quality of coverage indicators vary across product and each zone. Having noted these variations, this section therefore will present quality of coverage findings per product in each zone. Table 2 above presents quality of coverage indicators for *Salama Regular*, most of quality of coverage indicators are met for *Salama Regular* (issues pertaining to product visibility, retail recommended price, expiry dates for the sold product and promotional materials availability). However it is important to note that though most of these indicators are met, availability of promotional materials remains a problem across all zones for *Salama Regular*. Stock-outs are also another major challenge for *Salama Regular* quality of coverage indicators, with Coastal and Lake Zones recording higher levels of stock outs.

Salama Studs have similar findings for quality of coverage indicators. Most of these indicators are met where products are available. However, it has to be noted that in some of the EA's where even *Salama Studs* were not available during the time of the survey had promotional materials for *Salama Studs* available. This is reflected in Southern Zone which has only 3 EA's stocking *Salama Studs* but promotional materials available in 6 of the 19 rural EA's. For the rest of the zones, promotional materials remain a challenge for PSI/Tanzania. Stock-out is of general concern in most of the zones, with Coastal and Lake Zones recording higher levels of product stock – outs for 4 weeks preceding the survey. Wholesalers are the main sources of supply for *Salama Studs* across zones.

Table 4 presents quality of coverage findings for *Salama 3 Bomba*, again most of these indicators were generally met in central and coastal zone, rest of the zones qualities of coverage were not met but fairly performed.. Promotional materials are however a concern to address in most of the zones. Promotional materials for *Salama 3 Bomba* are rarely found across zones. Levels of stock outs are higher across zones. Wholesalers are the main source of *Salama 3 Bomba*, followed by PSI/Tanzania sales agents.

The *Familia* condoms quality of coverage indicators are presented in table 5. In most zones quality of coverage indicators are generally met. It is however important to note that with regard to visibility and retail recommended price is not met especially in Southern and Lake Zones. Interestingly, Lake and Northern zones have recorded a higher number of promotional materials available for *Familia* condoms than product availability in their zones. In Northern Zone it was only one EA stocked *Familia* condoms, however promotional materials were found in 4 of the 19 rural EA's.

Though this study could not measure all quality of coverage indicators for *Dume*, it was of interests to compare some of its quality of coverage indicators. Table: 6 therefore presents quality of coverage indicators for *Dume* condoms. Most of the qualities of coverage indicators are met; again wholesalers are the main sources of supply. Stock out of *Dume* is also a matter for concern as it is for other PSI/Tanzania's condoms.

Tables 7 and 8 present the findings for oral contraceptive pills. *Familia* and *Flexi P*. Quality of coverage indicators are met for both pills. *Flexi P* are not PSI/Tanzania pills but follow the same channels of distribution and marketing that PSI/Tanzania pills follows. Therefore not all quality of coverage indicators as indicated in *table 8* was measured for these pills. However, *Familia* pills are PSI/Tanzania product – recently introduced to the market and therefore performance in availability in most areas reflects the time these pills have been in the market. This is also reflected on the the qualities of coverage indicators were in most zones were generally quality of coverage indicators are low.

Tables 9 & 10 present quality of coverage findings for female condoms, *Care* and *Lady Pepeta*. Both are meant to provide additional options on top of male condoms. Availability of both female condoms is of concern as in most cases these products are rarely found compared to male condoms. Across zones both products are rarely found. Quality of coverage appears to be generally low. Wholesalers' are again mentioned as the main source of these products.

Quality of coverage indicators for *Ngao*, *Ngao ya Muda Mrefu* and *Ngao Iliyoboreshwa* are presented in tables 11, 12 and 13. Across zones and for the three *Ngao* mentioned above, quality of coverage indicators are met in some of the zones and in other zones are not. For regular *Ngao* quality of coverage indicators are generally met in costal, central and lake zone. *Ngao ya Muda Mrefu* is met only in coastal zone. Qualities of coverage for *Ngao Iliyoboreshwa* were rarely met in all the zones. Promotional materials are again rarely found in all the zones, while the main sources of supply are wholesalers. PSI/Tanzania sales agents also contribute to the main sources of supply for *Ngao*.

WaterGuard tablets and liquid quality of coverage indicators are presented in tables 14 and 15. As presented for other PSI/Tanzania social marketed products, quality of coverage indicators for *WaterGuard* are generally met across zones. It is important to note however that, promotional materials for *WaterGuard* are rarely found in almost all the zones. In locations where the product was found, stock outs are generally higher and wholesalers are the main sources of supply for this product. PSI/Tanzania sales agents also were mentioned among the main sources of supply.

B. Rural Market Penetration

Market penetration refers to the proportion of outlets within the sample area stocking the product during the time of the survey. This being the third round of MAP survey in PSI/Tanzania a trend analysis comparison is presented in the following sections of this document. The comparison will be from 2006 when we had our baseline MAP survey to 2008.

Figure: 2 Rural Market Penetrations for *Any Salama* Condoms.

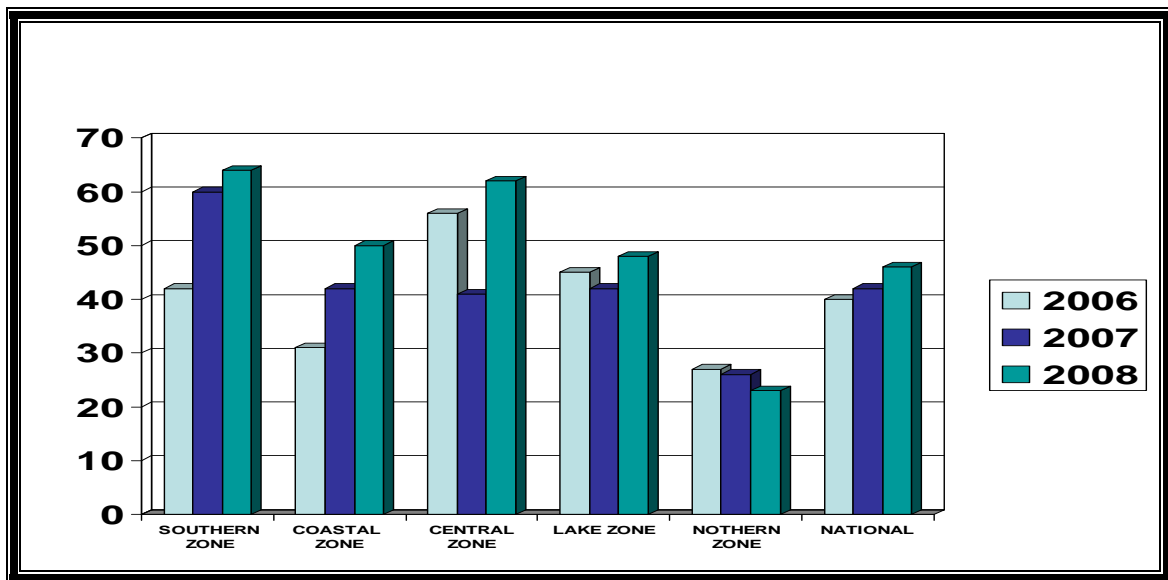
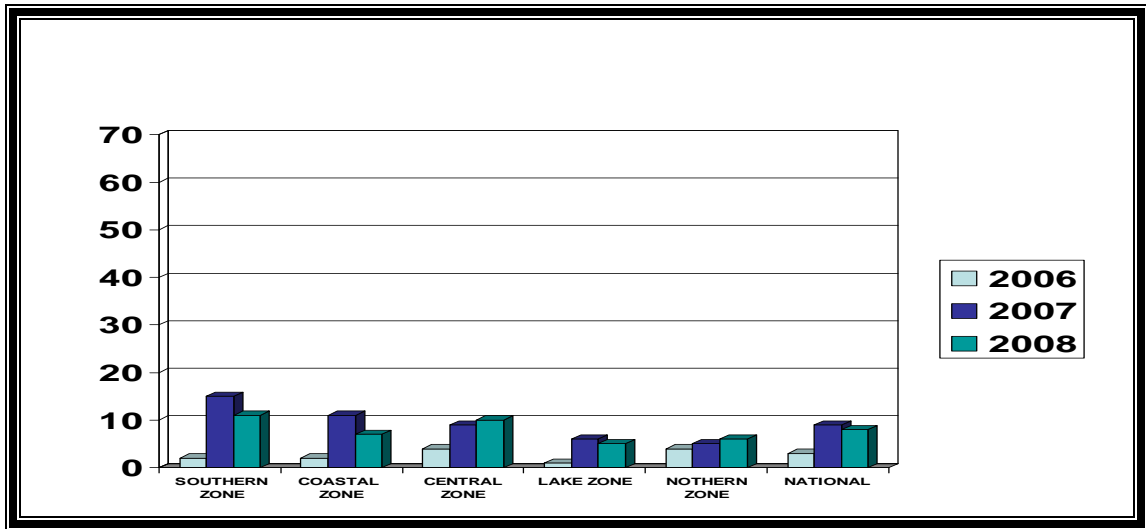


Figure: 3 Rural Market Penetration for *Dume* Condoms



Generally, a decrease in market penetration for *Dume* condoms is noted in most of the zones, with an exception of Central and Northern zones which has recorded an increase in market penetration. At the national level market penetration for *Dume* has decreased from 9% in 2007 to 8% in 2008.

Figure: 4 National Rural Market Penetration Comparison for PSI and Non PSI Condoms

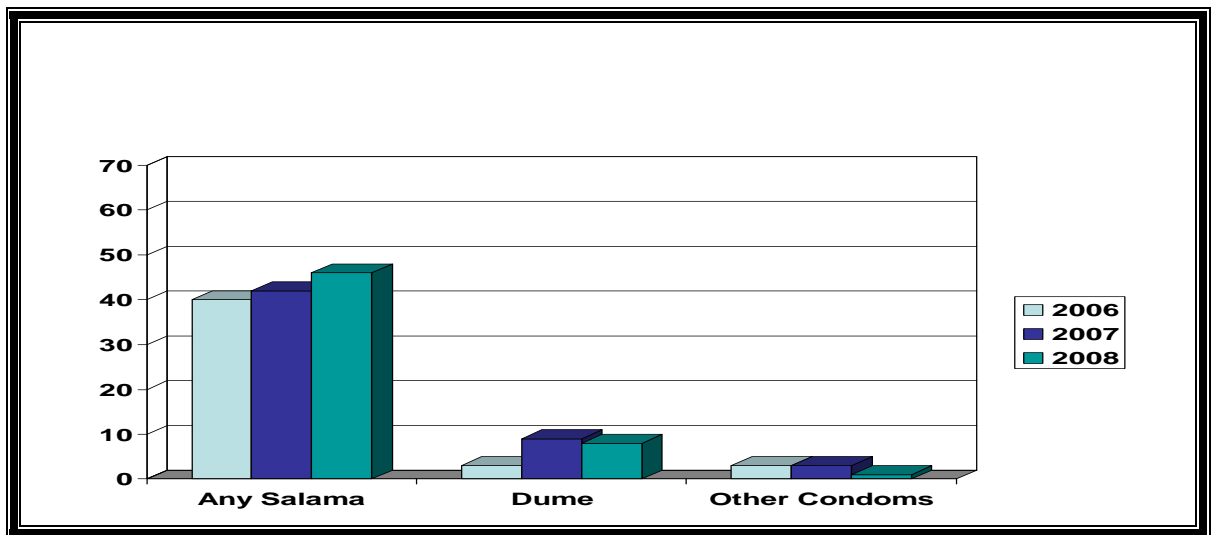
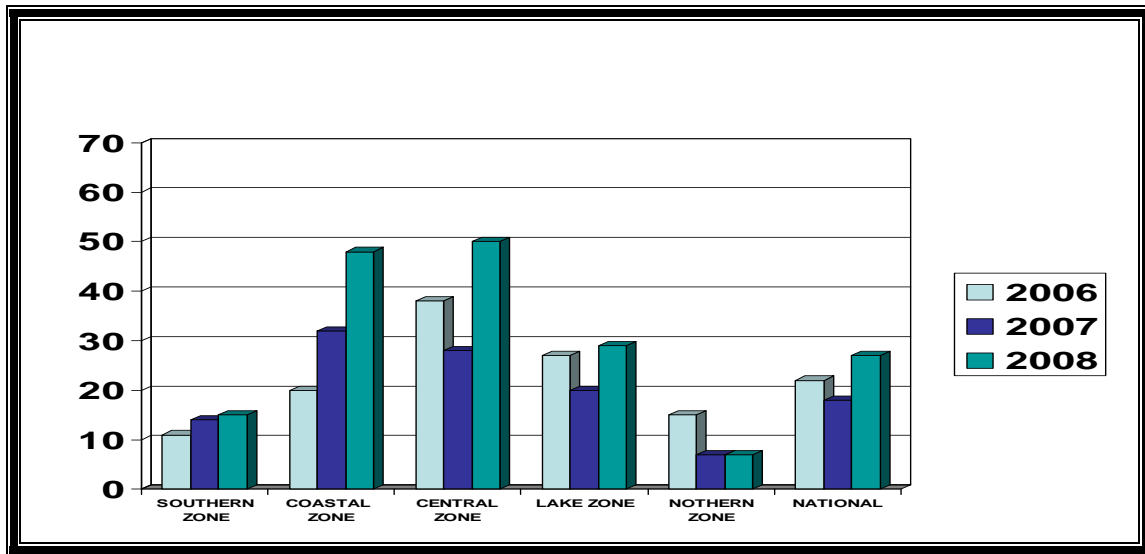
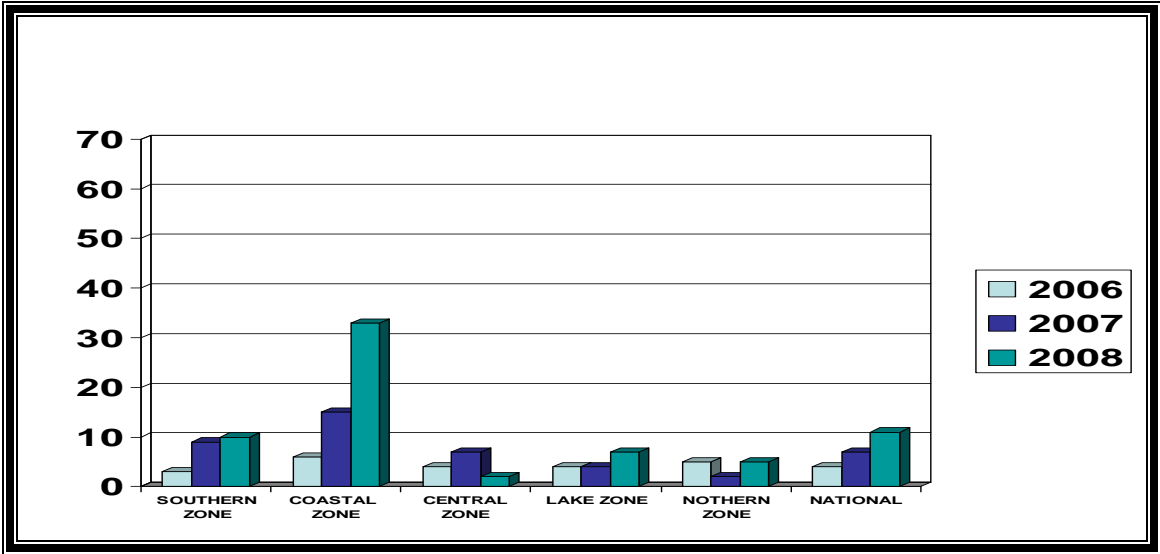


Figure: 5 Rural Market Penetration for *Any Ngao*



Ngao (insecticide treatment kits) have overall improved in market penetration. It is important to note however that, *any Ngao* as presented in figure 4 above combines all the three brands of *Ngao*, these being conventional *Ngao*, *Ngao ya Muda Mrefu* and *Ngao Iliyoboreshwa*.

Figure: 6 Rural Market Penetration for *Any WaterGuard*



Water treatments kits (*WaterGuard*) have recorded an increase in market penetration in most of the zones except Central zone which has recorded a decrease in market penetration.

Rural Market Penetration Analysis

Availability of *any Salama* condoms in most of the zones have increased over time, Southern and Coastal zones have recorded a significant increase in market penetration for the past three. Central and Lake zone recorded a decrease in market penetration during year two (2007) but this year an increase in market penetration is noted in these zones. A decrease in market penetration for the past three years is being noted in Northern zone, from 27% during baseline in (2006) to 23% during the third follow up in 2008. However, the national market penetration for *any Salama* has significantly increased from 40% in (2006) to 46% in (2008).

Market penetration for PSI/Tanzania condoms is higher than other non PSI/Tanzania condoms; this is for both non PSI/Tanzania social marketed condoms as well as other commercial brands. While the trend in national market penetration for *any Salama* has increased from 40% in (2006) to 46% in (2008), market penetration for *Dume* has decreased from 9% in 2007 to 8% in (2008).

Market penetration for *Dume* has decreased in most of the zones, except in Northern and Central zones which have recorded a slight increase in 2008. Nationally market penetration for *Dume* has slightly decreased from 9% in (2007) to 8% in (2008).

Ngao (insecticide treatment kits) have transformed from regular *Ngao* to *Ngao ya Muda Mrefu* and now *Ngao Iliyoboreshwa*. Market penetration for any *Ngao* varies for each zone. Results from this study indicates that Coastal zone have reported an increase in market penetration for *any Ngao*, 20% in (2006) to 48% in (2008). A significant increase in market penetration is also noted at the national level for *any Ngao*, from 18% in (2007) to 27% in (2008)

Market penetration for *WaterGuard* also differs for different zones. Increase in market penetration for any *Waterguard* is noted in zones such as Coastal, Southern and Lake. Central zone has reported a decrease in market penetration for *any WaterGuard* while Northern has increased its market penetration for *any WaterGuard* as compared to penetration in (2007).

URBAN COVERAGE

Table: 16 Product Urban Coverage

Coverage (Available at time of survey)	Southern Zone	Coastal Zone	Central Zone	Lake Zone	Northern Zone
PSI/Tanzania Condoms					
<i>Salama Regular</i>	80%(13)	70%(11)	70%(11)	>95%(17)	>95%(17)
<i>Salama Studs</i>	>95%(17)	75%(12)	90%(16)	>95%(17)	>95%(18)
<i>Salama 3Bomba</i>	95%(16)	90%(15)	>95%(18)	>95%(18)	>95%(17)
Any Salama	>95%(17)	>95%(17)	>95%(19)	>95%(18)	>95%(17)
<i>Familia condom</i>	55%(8)	35%(4)	60%(9)	85%(14)	55%(8)
<i>Care female condom</i>	20%(1)	20%(1)	25%(2)	25%(2)	20%(1)
Non PSI/Tanzania Condoms					
<i>Dume condom</i>	65%(10)	65%(10)	50%(7)	80%(13)	70%(11)
<i>Lady Pepeta</i>	45%(6)	30%(3)	25%(2)	70%(11)	45%(6)
Any Condom	>95%(18)	>95%(17)	>95%(18)	>95%(19)	>95%(17)
PSI/Tanzania Pills					
<i>Familia OC</i>	35%(4)	25%(2)	<20%(0)	35%(4)	25%(2)
Non PSI/Tanzania Pills					
<i>Flexi pills</i>	40%(5)	50%(7)	35%(4)	80%(13)	30%(3)
PSI/Tanzania ITN and Water Treatment Kits					
<i>Ngao</i>	60%(9)	80%(13)	>95%(17)	>95%(18)	90%(15)
<i>Ngao ya Muda Mrefu</i>	30%(3)	60%(9)	30%(3)	55%(8)	75%(12)
<i>Ngao Iliyoboreshwa</i>	30%(3)	65%(10)	65%(10)	85%(14)	70%(11)
Any Ngao	>95%(17)	>95%(19)	>95%(17)	>95%(18)	>95%(17)
<i>WaterGuard Liquid</i>	20%(1)	65%(10)	35%(4)	55%(8)	30%(3)
<i>WaterGuard Tablets</i>	55%(8)	70%(11)	35%(4)	75%(12)	60%(9)
Any WaterGuard	55%(8)	70%(11)	45%(6)	75%(12)	60%(9)

Urban Coverage Analysis:

Urban coverage for any *Salama* is high in all the PSI/Tanzania zones, this means most of the urban outlets were found to be stocking *Salama* condoms during the survey. In all the zones, on average, any *Salama* condoms had higher coverage of above 90% coverage. Most of the urban outlets do stock any of the three *Salama* extensions. Other PSI/Tanzania condoms – such as *Familia* had a highest urban coverage of 85% in Lake zone, while the rest of the zones urban coverage ranged from 55% to 65% as indicated in table 16.

For the non PSI/Tanzania condoms, *Dume* urban coverage was reported at 80% in Lake Zone and 50% in Central Zone. Coverage for the rest of the zones ranged from 65% to 75% urban coverage.

The two available female condoms in the market had different coverage performances, with Care PSI/Tanzania condoms with coverage between 20% at the lowest and 25% as the highest urban coverage. A non PSI/Tanzania female condom – *Lady Pepeta* had similar urban coverage, with the lowest urban coverage at 25% and most other zones with 40% to 45% urban coverage, an exceptional urban coverage for *Lady Pepeta* is noted at 70% in Lake zone.

Urban coverage for any Ngao – insecticide treatment kits (*Ngao Regular, Ngao ya Muda Mrefu and Ngao Iliyoboreshwa*) is widely available in most of the urban outlets. In all the zones coverage for any Ngao is above 90% with coastal zone having an urban coverage which is above 95%.

Any *Waterguard* urban coverage is reported lower in Central zone at 45% and 75% in Lake Zone. Most of the urban outlets in urban Lake Zone do stock water treatment kits – *WaterGuard*.

URBAN MARKET PENETRATION

Table: 17 Urban Market Penetration Table

Market Penetration (% of urban outlets with product)	Southern Zone	Coastal Zone	Central Zone	Lake Zone	Northern Zone	National
PSI/Tanzania Condoms						
<i>Salama Regular</i>	51%	44%	53%	56%	36%	47%
<i>Salama Studs</i>	38%	37%	40%	35%	25%	33%
<i>Salama 3 Bomba</i>	40%	37%	48%	53%	33%	41%
Any Salama	66%	59%	77%	76%	51%	64%
<i>Familia Condoms</i>	9%	4%	15%	19%	5%	10%
<i>Care Female Condoms</i>	1%	1%	4%	2%	0%	1%
Non PSI/Tanzania Condoms						
<i>Dume</i>	12%	24%	13%	26%	13%	18%
<i>Lady Pepeta</i>	5%	3%	4%	10%	4%	5%
Any Condom	69%	61%	78%	77%	53%	65%
PSI/Tanzania Pills						
<i>Familia OC's</i>	3%	2%	0%	4%	1%	2%
Non PSI/Tanzania Pills						
<i>Flex P</i>	6%	12%	5%	18%	3%	9%
PSI/Tanzania ITN and Water Treatment Kits						
<i>Waterguard Liquid</i>	1%	22%	8%	18%	3%	10%
<i>Waterguard Tablets</i>	10%	19%	8%	16%	5%	11%
Any Waterguard	10%	26%	11%	24%	6%	15%
<i>Ngao</i>	19%	27%	44%	43%	17%	28%
<i>Ngao ya Muda Mrefu</i>	3%	12%	4%	7%	10%	8%
<i>Ngao Iliyoboreshwa</i>	3%	18%	19%	17%	8%	12%
Any Ngao	24%	48%	52%	50%	29%	39%

Urban Market Penetration Analysis:

Urban market penetration for *any Salama* was reported to be ranging from 51% the lowest in Northern zone to the highest 77% in Central zone. Of all the urban outlets combined, the national urban market penetration is then reported to be 64%, this means of the total urban outlets (N = 746), sixty four percent of them were stocking product during the survey. Market penetration for other PSI/Tanzania condoms – *Familia* in urban areas was reported at 19% in Lake zone, with the national urban market penetration reported at 10% in all of the urban outlets.

Dume, a non PSI/Tanzania condom has 18% of national urban market penetration, with penetration ranging from 12% the lowest in Southern zone to 26% as the highest in Lake zone. Other zones had their urban penetration ranging from the above reported minimum to the highest reported.

Female condoms, *Care* and *Lady Pepeta* have reported lower urban market penetration, with *Care* female condoms reporting a national urban market penetration of 1% and *Lady Pepeta* having a national urban market penetration of 5%. While most of the outlets in Central zone were likely to stock care female condoms, for *Lady Pepeta* it was mostly in Lake zone where mostly outlets could stock products.

Market penetration for *any Ngao* is reported to range from 24% as the lowest in Southern zone to 52% as the highest in Central zone. The national urban market penetration for *any Ngao* is reported to be 39% of the total urban outlets in all the zones.

Water treatment kits – *any WaterGuard* was reported ranging from 6% in Northern zone to 26% in Coastal zone. The national urban market penetration for *any WaterGuard* was reported at 15% of the total urban outlets in all the zones.

III. LIMITATIONS

- Some of the EA's were difficult to reach due to bad roads and poor communication. This therefore slowed the planned time to finish data collection.
- The charging of PDA's was highly affected in areas where electricity was not available. Data collectors had to travel long distance to cities in order to charge the PDA's. This slowed the accomplishment of the survey by 5 days from the planned days.
- It is always time consuming to explain and introduce the device to local government officials and outlet owners as in some cases some fear that the device is not only for collecting data but other tasks such as monitoring sales. Though this is still a challenge, but acceptance has been increasing from local leaders and outlets owners
- In areas where sampled wards did not have maps or where maps from the national census did not give clear boundaries, data collectors had to spend more time working with local informers within the area to help explain and show the boundaries of such locations.

IV. CONCLUSIONS AND PROGRAMMATIC RECOMMENDATIONS

- *Salama* condom brand has the highest coverage compared to other PSI/Tanzania social marketed products, followed by *Ngao*. *WaterGuard* has the least coverage of the entire product.
- It is clear that stock-outs are a common problem, and that there is a high degree of “unmet demand” for PSI products from outlets that have never stocked them
- Promotional materials are rarely found in most of the zones.

Therefore we recommend: -

- Improve distribution of products (*WaterGuard, condoms and net treatment kits*) to outlets in rural areas. Constant supply of these products in rural outlets is possibly going to address this problem and improve product availability in most of the rural outlets.
- Promotional materials are rarely found in most of the zones, therefore PSI/Tanzania should address this problem by increasing distribution of promotional materials to outlets in rural areas that sell the PSI/Tanzania marketed products.
- Identifying and supplying these outlets in rural areas with products should be accorded programmatic priority if greater rural coverage and market penetration are to be achieved.

V. ANNEXES

ANNEX 1: SAMPLE OF RURAL ENUMERATION AREAS

14	PWANI	Mkuranga	021	Tambani	042	Mlamleni
15	PWANI	Mkuranga	041	Mbezi	052	Mwanzega
16	PWANI	Mkuranga	061	Kisiju	071	Kisiju - Pwani
17	PEMBA	Chake	021	Wawi	031	Mtemani
18	PEMBA	Mkondoni	143	Goba	061	Kinzi
19	DAR	Mkoani	163	Kengeja	021	Kinzi
2	DAR	Temeke	051	Somangira	015	Mwera - Gezaufote
3	PWANI	Kibaha	051	Visaga	012	Miswe - M/Maduka
4	PWANI	Bagamoyo	041	Mkange	041	Mkange - Java
5	PWANI	Bagamoyo	081	Zinga	044	Zinga
6	PWANI	Bagamoyo	101	Vigwaza	031	Visezi
7	PWANI	Rufiji	061	Ngorongo	061	Kipo
8	PWANI	Rufiji	131	Mbwara	025	Mbwara magharibi
9	PWANI	Rufiji	191	Maparoni	021	Msala
10	PWANI	Kisarawe	021	Msimbu	055	Msimbu
11	PWANI	Kisarawe	041	Kibuta	063	Masanganya
12	UNGUJA	Kaskazini 'B'	011	Misufini	092	Mjawili
13	UNGUJA	Kaskazini 'B'	011	Misufini	043	Bwaga/Misufini

No.	REGION	DISTRICT	WARD CODE	WARD	EACODE	EA NAME
1	MARA	Musoma Rural	211	Nyamrandirira	032	Seka
2	MARA	Tarime	251	Kyang'ombe	031	Muhundwe
3	MWANZA	Ukerewe	081	Mukituntu	034	Kigara
4	MWANZA	Ukerewe	201	Bwisya	012	Bwisya
5	MWANZA	Geita	281	Kaseme	022	Katangalo
6	MWANZA	Ilemela	051	Sangabuye	022	Nyafula
7	KIGOMA	Kigoma Rural	031	Bitale	032	Kizenga
8	KIGOMA	Kasulu	181	Munzeze	018	Munzeze
9	KIGOMA	Kasulu	271	Kajana	014	Katundu - Rubona
10	KAGERA	Muleba	161	Karambi	022	Kiguzi
11	KAGERA	Muleba	311	Ruhanga	032	Mafumbo
12	KAGERA	Karagwe	271	Murongo	022	Masheshe
13	KAGERA	Bukoba Rural	371	Izimbya	024	Izimbya
14	SHINYANGA	Bariadi	131	Lagangabilili	012	Mitobo
15	SHINYANGA	Bariadi	251	Gamboshi	013	Gamboshi
16	SHINYANGA	Meatu	091	Sakasaka	015	Longalanhiga
17	SHINYANGA	Kishapu	181	Ukenyenge	011	Mayanji
18	TABORA	Nzega	131	Miguwa	032	Mwanzoli
19	TABORA	Nzega	291	Karitu	012	Idubula

No.	REGION	DISTRICT	WARD CODE	WARD	EACODE	EA NAME
1	IRINGA	Mufindi	011	Kiyowela	041	Idete
2	IRINGA	Makete	121	Mlondwe	021	Mlondwe
3	IRINGA	Mufindi	251	Mpanga tazara	011	Mpanga Tazara
4	MBEYA	Kyela	081	Ikol	042	Muongano
5	MBEYA	Ileje	051	Luswisi	012	Makogha
6	MBEYA	Mbozi	051	Itaka	065	Itaka
7	MBEYA	Mbeya (R)	071	Iwiji	034	Izyira
8	MBEYA	Rungwe	211	Ikuti	012	Kyobo
9	MBEYA	Mbarali	031	Mawindi	063	Kangaga
10	RUKWA	Nkasi	061	Isale	062	Kitosi
11	RUKWA	Nkasi	133	Kabwe	087	Kazovu
12	MTWARA	Masasi	071	Mikangaula	052	Mikangaula Madukani
13	MTWARA	Mtwara Rural	181	Namtumbuka	011	Mnyai
14	MTWARA	Masasi	321	Namajani	015	Chikoweti Mbuyuni
15	LINDI	Liwale	111	Ndumbu	012	Ngumbu
16	LINDI	Nachingwea	071	Lionja	051	Ngunichile
17	LINDI	Lindi Rural	081	Mnolela	042	Ruhokwe
18	RUVUMA	Namtumbo	061	Msindo	041	Hanga
19	RUVUMA	Songea Rural	091	Litisha	043	Morogoro

No.	REGION	DISTRICT	WARDCODE	WARD	EACODE	EA NAME
1	Dodoma	Dodoma Rural	081	Buigiri	011	Chamwino
2	Dodoma	Dodoma Rural	241	Mwitikira	014	Mwitikila
3	Dodoma	Dodoma Rural	401	Ibihwa	025	Ibihwa
4	Dodoma	Mpwapwa	111	Mlunduzi	011	Chinyika
5	Dodoma	Mpwapwa	131	Mima	031	Igoji I
6	Dodoma	Kondoa	311	Bereko	031	Salanka
7	Morogoro	Kilombero	021	Sanje	032	Miwangani 'A'
8	Morogoro	Kilombero	061	Kiberege	041	Sagamanga 'B'
9	Morogoro	Kilosa	031	Berega	051	Mbili-Migungani
10	Morogoro	Kilosa	271	Zombo	016	Zombo Lumbo
11	Singida	Singida Rural	011	Ughandi	022	Laghanida
12	Singida	Singida Rural	051	Ikhanoda	023	Ngamu-Mailanda & Maraseko
13	Singida	Singida Rural	071	Merya	021	Merya - Juu
14	Singida	Singida Rural	091	Ngimu	021	Mgimu
15	Singida	Singida Rural	121	Misughaa	011	"Munane - Nkuhib, Madume"
16	Singida	Singida Rural	161	Issuna	013	"Nkuhi - Masikunku, Nkuhi 'B'"
17	Singida	Singida Rural	081	Kinyeto	041	Kinyeto - Mingae
18	Singida	Singida Rural	221	Muhintiri	054	Iglansoni
19	Singida	Manyoni	121	Heka - Azimio	038	Sasilo

No.	REGION	DISTRICT	WARDCODE	WARD	EACODE	EA NAME
1	Arusha	Arumeru	011	Oldonyosambu	032	Lemongo
2	Arusha	Arumeru	031	Leguruki	054	Nkoasenga
3	Arusha	Monduli	131	Gelai Meirugoi	025	Meirugoi
4	Arusha	Karatu	101	Qurus	014	Gongali
5	Arusha	Ngorongoro	131	Arash	013	Losoitto - Maaloni
6	Arusha	Arumeru	361	Ilkiding'a	062	Ilkiding'a
7	Tanga	Handeni	031	Mazingara	011	Suwa
8	Tanga	Muheza	131	Gombero	021	Mnyenzani
9	Tanga	Handeni	111	Misima	041	Misima
10	Tanga	Lushoto	091	Mbuzii	031	Kigurunde
11	Tanga	Korogwe	141	Lutindi	021	Tamota
12	Manyara	Hanang	041	Getanuwas	021	Getanuwas
13	Manyara	Hanang	091	Mogitu	021	Gabadaw
14	Manyara	Kiteto	131	Engusero	012	Ndirigish - Ndirigish Visiwan
15	Kilimanjaro	Hai	011	Machame Mashariki	092	Nkuu - Ndo
16	Kilimanjaro	Hai	031	Machame Kaskazini	041	Nshara
17	Kilimanjaro	Moshi Rural	021	Mwika kaskazini	051	Kinyamvuo
18	Kilimanjaro	Moshi Rural	151	Old moshi West	033	Mandaka Mnono
19	Kilimanjaro	Rombo	151	Kirongo/Saman ga	032	Kirongo Chini Part I

ANNEX 2: Audit Sheet

Distribution Outlet Data Collection Form – Coverage and Quality of Coverage

	Date:
	Start Time: Finish Time:
	Name of Interviewer:
A	Region:
B	District:
C	Ward:
D	Village Name:
E	EA Number:
F	Type of Outlet: Kiosk / shop/ Duka la Dawa Baridi / Duka la Dawa muhimu Guesthouse / Bar / Pharmacy / Public Health Center / Private Health Center /Household/ Other Specify
G	Coordinates (Decimal Degrees): S . / E .
H	Waypoint ≠ :

	Mark with "X" for Each Product	Salama	Salama Studs	Salama 3 Bomba	Familia	Dume	Care	Lady Pepeta	Other Condoms	Familia Oc's	Flex P OC,s	Ngao	Ngao ya Muda Mrefu	Ngao iliyobores hwa	WG Liquid	WG Tablets
1	Available at present															
2A	If available at present, product stocked out in past 4 weeks															
2B	Product not available at present but usually in stock															
3	Product is clearly visible to customers															
4	Product is within expiry date															
5	Price to customers															
6	Promotional material is clearly visible															
7A	Source of supply: PSI															
7B	Sources of supply: PSI sales agent															
7C	Source of supply: Wholesaler															
7D	Source of supply: Distributor (Nufaika)															
7E	Source of supply: Retailer															
7D	Source of supply: Don't know															
8	If product is never available, would your outlet like to stock the product?															

ANNEX 3: METHODOLOGY

Sampling and Data Collection For the coverage and quality of coverage indicators, 19 rural EA’s and 19 urban EAs were randomly sampled in each of the country’s supervision zones – Northern, Central, Coastal, Lake and Southern. National Parks and forest reserves were excluded.

In the selected EAs, the data collectors identified (using maps or relying on local knowledge) and visited the EA and audited each outlet within that EA.

Each audited outlet ‘marked’ using a GPS unit and the geographic coordinates were recorded on paper.

LQAS Equivalent Percentages:

Number of EAs meeting standard	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19
Equivalent %	<20	20	25	30	35	40	45	50	55	60	65	70	75	80	85	90	95	>95	>95	>95

Survey Instrument(s) The principle instruments of the survey were separate questionnaires for the rural coverage/quality of coverage. The questionnaire was pre-tested intensively by the data collectors and modified slightly for the actual survey.

Analytic Technique The data was double-entered and validated using Epi Info 6 and then exported to SPSS 16 for analysis. The maps were produced using the WHO’s HealthMapper software.

ANNEX 4: PSI-TANZANIA OPERATIONAL ZONES

