

Communication strategies to conduct the PD Inquiry with SW (Sex Workers) and other individuals involved in condom usage

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1. **Inventory of SW language or slang**
2. Use a place and medium in which the SW will be comfortable:
familiar such as karaoke room, hair saloon, etc. for situation analysis
Medium: singing songs, relaxation, etc.
3. Develop a specific communication strategy for in-depth interviews of PD

Scenario 1 : Focus Group Discussion (FGD) with some Sex Workers (SW)

Focus groups are not simply questions and answers sessions.

The facilitator presents a set of carefully chosen key issues that have emerged from other activities through community participation.

To raise key issues the facilitator can use visual aids (pictures), story telling and other means besides asking a questions to involve the group in a lively discussion.

The group discusses the issues, rather than simply answering a set of questions from the facilitator.

All participants are encouraged to voice their ideas and opinion.

The content of discussion is either recorded by hand or via a cassette recorder.

Setting:

Special attention must be given to the setting:

Criteria: familiar to the women, comfortable, privacy

- Karaoke room in night club, familiar environment
- Renting room and drinks

Strategy for talking to women (SW):

- Talk to manager first and ask him/her to assign some girls to talk to you
- Paying their entrance fee and asking them to join the PD team for 30 minutes in Karaoke room. Sing with women

Time of meeting:

- First meeting to talk to very few women, i.e. 2 or 3: during work hours, for 30 minutes
- For FGD per se with larger group: 5 to 6

Tips for Focus Group Discussion with Night club Sex Workers

1. Setting up the climate

- Ask participants how they prefer to be called
- Use jokes, casual conversation and small talk to make people feel comfortable, breaking the ice (topics like transportation)
- Be relaxed, talk openly and sincerely, keep a neutral tone

- Have a good understanding of the situation (anonymous, shyness, reluctance to talk in front of each other,..)
- Sing karaoke with the women

2. Explaining the purpose of the meeting

“As you know PSI is working to improve health of women

We are here to discuss some of your health problems and find some solutions. Talk about discharge, ways to protect themselves from STDs, etc.

3. Facilitator non-verbal behavior

• Show respect in body language

- Maintain eye contact with everyone as you speak
- Practice active listening: nodding, smiling, showing interest
- Sit in the group, not higher or away from the group, sit close
- Be comfortable with silences
- Control your facial expression, do not show dismay

4. Facilitator verbal behavior (how to speak)

- Use praising (lipsticks, nails, dress, hair, likeness to famous people)
- Share relevant personal experience with participants to make them feel comfortable and trusting you
- Evoke feelings, beliefs, needs
- Use the local vernacular, metaphor, expressions, etc.
- Do not speak too much
- Be sure participants talk more than you do
- Ask open-ended questions with “What, how, what if, why “, refrain from using closed ended questions which are answered by a “YES” or “NO”

5. Encouraging women to talk

- Acknowledge individual’s willingness to talk, even if the statement is incorrect, beside the point, by saying :”this is interesting....that’s a good question, I never thought of it this way..”
- Don’t answer all the questions yourself, but ask other participants to answer

6. Quoting participants ideas, remarks and opinion

- To single out ideas from participants
- To summarize ideas, opinion from the group
- To broaden the discussion
- To let people know that you listened carefully to what they said
- Stress similarities

Key Informant Interviews (KII)

They are individuals who may have an interesting or unusual perspective to share.

They may be older people who have a wealth of experience, or children or youth who have dealt with difficult situations successfully, individuals who are the exception to the rule (Positive Deviants), who have been mentioned by community members as leaders, or outcasts, etc.

Through an informal interview they are asked to comment or explain some of the results of earlier activities.

Their contribution often lead to better insight and deeper understanding of the culture and community practices.

Key Informants for PD in condom usage

Pimps (female), Sex workers, bartenders, female usherers, waiters, others....

Guidelines for Key Informant Interviews and PD individuals

- Identify potential individuals to be interviewed at the night club
- If possible tape the interview
- Interview is done one on one, or with a team of 2 people if note taking is necessary
- Secure a quiet place
- Use probing only when necessary
- Provide clear explanation for the purpose of the meeting and talking
- Always start by asking the person to talk about himself/herself (personal history, relations, where born, raised, etc...), do not push or probe on personal history
- Use appropriate language, know the local slang

Special tips For PD interviews

- Ask PD when and where to meet (preference)
- Site must provide privacy, be quiet?
- Deal with person's fear, shyness
- Listen to silence, do not interrupt silence
- Display empathy

Draft agenda for meeting with night club manager

- Informal introduction
- PSI concern for the women's health and healthy environment
- Permission to talk to some women that same night
- Information on what happened to PSI donated condoms

Draft agenda for meeting with Sex Workers as informants in FGD or one on one

- Introduction of PD team
- Ice breaker: small talk on transportation, leaving the club, 2 or 3 karaoke songs ?,
- Explanation of purpose of meeting: "We are here today to discuss your health problems and find solutions to some of them from among the women who come here".
- What about your work?, what about last night?, what about your health? (discussion on discharges, fears... etc)
- Present a condom and ask:
Have you seen this or a similar one before?
- Distribute condoms around and prompt a discussion about condom usage
Have you used condom before?, how often?
How should it be used? (Pretend you don't know and ask for one girl to show you how- fun role play among women), why?
Access: Where can you get them? From whom in the club?
Purpose of using condoms: Why use condoms?
Problems: What problems have you had with condoms (access, purchase, customer's reluctance, difficult to negotiate, specific problem to night club, etc...)
Prevalence of use Do you have customers who demand condoms?
Do you have customers who bring and use condoms properly?
What is the situation with regular customers?
Observations of reaction with condoms manipulation
- Introduction of PD concept:
"WE can see that there are a lot of problems regarding using condoms and many reasons why condoms usage is difficult to negotiate with client. Do you know of any girl who consistently manage to have her clients use a condom? If we can talk to such a person **we can learn** what she says and does to have this very good practice to prevent diseases and AIDS, and **can help protect other women's health.**
We can learn from our sisters ways to solve some of our problems like how to convince men to use condoms and teach other sisters how to do it!".
- Identification of PD/finding solutions
"Have any of you successfully convinced a man to use a condom?". "Tell us about it?"
"Do you know other women?", "How to meet her/them? "Whom should we talk to?"

Draft Reporting format for meeting with SW and Key Informants at Night Clubs

Date: _____ **Location:** _____ **PD team:** _____

1. Information on participants: how many per session, profile (age, appearance, interest, types of clients? etc..)

2. Feedback on process

- Setting
- Time
- Atmosphere
- Participation of SW (talkative, withdrawn, shy, very lively) Why?
- Interest in topic: moderate, very interested, bored, etc.. Why?
- Observations on use of condoms:

Lessons Learned/ Tips for next time:

3. Information : Exploring usage of condoms at night club

- Frequency/prevalence of usage at club, by participants
- Problems women have
- Whom can they buy from
- Some solutions
- Trends concerning sex workers (age, education, socio-economic profile)

4. Outcome of visit/screening

- Identification of PD individuals? In the group itself?
- Planned next steps, next visit?
- New expressions or slang learned
- Quotes from participants
- Participants' story?

8 POINTS TO COVER DURING A PD SEX WORKER INTERVIEW FOR ADVOCACY ON CONSISTENT CONDOM USE

1. PERSONAL HISTORY AND EXPERIENCE OF THE PRACTICE(S).

Account of the PD personal history regarding the issue at hand. Consistent use of condoms with customers, with boyfriend.

Can explain what HIV/AIDS is. Knowledge of danger of unprotected sex (HIV/AIDS & STDs).

“Have you heard of AIDS?”, “What is it?” “how can one catch this disease?”

2. SPECIFIC FACTORS WHICH ENABLE THE PD TO PRACTICE THIS UNUSUAL BEHAVIOR

Including events leading to turning point (pivotal role of individuals, pimp, groups, IEC materials, media, religion, etc.), easy access to condoms, to money to purchase condoms

3. ACTIONS TO OVERCOME PROBLEMS ENGENDERED BY UNUSUAL BEHAVIOR.

Ways the PD person is able to deal with and overcome conflict with clients, other decision makers. Using condoms as part of foreplay, etc.

“If your pimp not to have sex without condom, what happens when you come back without the money because the client refused?”.

4. SPECIFIC DEMONSTRABLY SUCCESSFUL (CONVINCING) WORDS, ARGUMENTS AND METAPHORES USED BY THE PD PERSON.

“I have a disease already, so it is no more problem for me. I am only asking for the sake of you”. CSW 17/2/00

6. IDEAS FOR ACTIONS TO PROMOTE THE USE OF CONDOM CONSISTENTLY BY SW

Ideas and suggestions for dealing with the issue at hand. Example:

“Give training in condom usage to the CSW” CSW

7. THE PD POTENTIAL INVOLVEMENT REGARDING THE ISSUE AND DESIRED BEHAVIOR I.E. BECOMING PEER EDUCATOR.

What the PD person thinks she/he can do or willingness to get involved to help promote the desired behavior she/he displays to other SWs.

8. IDENTIFICATION OF OTHER PD PERSONS

Willingness of the PD persons to lead the interview team to other Positive Deviants.

7 POINTS TO COVER DURING A PD SEX WORKER INTERVIEW FOR ADVOCACY ON CONSISTENT CONDOM USE

1.PERSONAL HISTORY

- Age, family situation, family size
- Education
- Marital status
- How the person entered the sex trade
- How long in sex trade, working at this club
- Type of clients, number per week or months

2. USAGE OF CONDOMS

- How long the person has used condoms
- Why does this person use condoms
- Determinant of behavior change when applicable
- Where or how did the person learn about condoms
- Access to condoms
- Frequency of use with different partners, including boyfriends
- pivotal role of pimp, groups, IEC materials, media, religion, etc.),
- easy access to condoms, to money to purchase condoms

3. DIFFICULTIES ENCOUNTERED IN USING CONDOMS

- Access to condoms
- Carrying condoms
- Difficulty with clients: who, in what situations

4. SOLUTIONS FOUND BY INDIVIDUAL TO OVERCOME DIFFICULTIES

- Negotiating skills
- Specific demonstrably successful (convincing) words, arguments and metaphors used by the pd person.
- Ways the PD person is able to deal with and overcome conflict with clients, other decision makers like using condoms as part of foreplay, etc.

5. IDEAS FOR ACTIONS TO PROMOTE THE USE OF CONDOM Ideas and suggestions for dealing with the issue at hand.

Example: "Give training in condom usage to the CSW" CSW –17/2/00

6. THE PD POTENTIAL INVOLVEMENT REGARDING THE ISSUE I.E. BECOMING PEER EDUCATOR.

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