

# The Great American Condom Campaign:

## *A Washington Perspective*

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National Coalition of STD Directors  
2006 Annual Meeting  
October 13, 2006  
San Diego, CA

*Be Great.*



## Mission

To reduce the spread of HIV/AIDS and other sexually transmitted infections by engaging and educating Americans about critical public and personal health issues related to condom use in the United States and abroad.

## Objectives

1. Engage Americans about condom use through fora, dialogues, and other programmatic activities.
2. Educate Americans about increasingly prevalent health threats related to HIV/AIDS and other sexually transmitted infections.
3. Reduce the spread of HIV/AIDS and other sexually transmitted infections.

# Overview



**Who we  
are**

We are “pushers” – distributors -- of condoms.  
...Nothing more, nothing less.

**Who we  
are not**

We are not policy wonks, we are not activists.  
We do not want to be. We do not need to be.

**Very  
simply**

Identify and create new condom distribution  
mechanisms for key demographics that are  
disproportionately affected by rising STI levels

***Very simply***



## Global Condom Gap

Material discrepancy between need of condoms to effectively support reproductive health programs abroad and actual availability of product. Some estimates put this shortfall at around 8 billion every year.

## Domestic Condom Gap

The difference between *perceived* need of protection and *actual* behavior.

***In light of the domestic STI reality, the focus and awareness of global HIV/AIDS, and donor fatigue -- we've become victims to our own success. New models must be explored.***

# ***Global vs. Domestic Gaps***



- **SafeSites**
  - *Peer-to-peer*
- **“How would you give away 5,000,000 condoms?”**
  - Documentary
- **Condom Clubs:**
  - Local/National Dialogues
- **Political Tools**
  - Website, signage

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***How we do it***



*It's a matter of  
national security!*

*Wear a*

**CONDOM**

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[www.condomcampaign.org](http://www.condomcampaign.org)

Paid for by The Great American Condom Campaign