

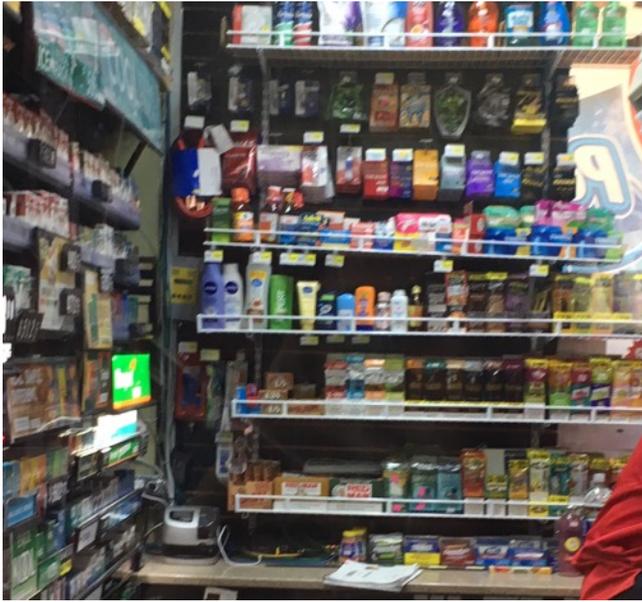
WHERE THE RUBBER MEETS THE ROAD

WORKING TOWARDS INNOVATIVE AND EFFECTIVE CONDOM PROGRAMS

Megan McCool-Myers PhD, MPH
Jane Fonda Center for Adolescent Reproductive Health
Emory University School of Medicine, Atlanta GA



November 14, 2018 | STD Engage

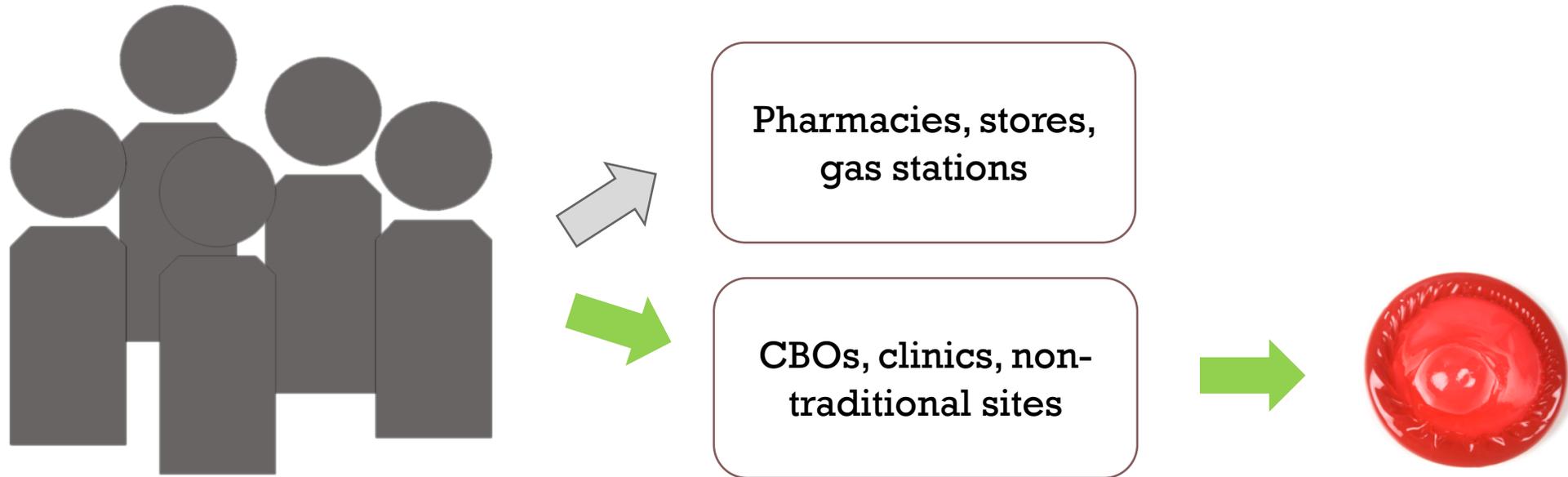


BACKGROUND

- Explored condoms in the **public health sector**: interviewed 10 condom distribution programs throughout the US
- Explored condoms in the **commercial sector**: condom secret shopper study in downtown Atlanta
 - Barriers: 80% of stores
 - Hidden: 25% of stores
 - 56% of stores had only one brand of condoms



BACKGROUND



Condom distribution programs have a tremendous potential to fill a gap for individuals who need condoms

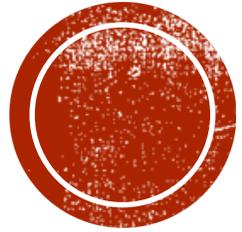


OBJECTIVE

Identify successful strategies and innovative ideas for advancing condom availability / distribution programs

1. Condom novelties
2. Cost-effective marketing strategies
3. Logistics
4. New access points and innovative partnerships





CONDOM NOVELTIES



CONDOM VARIETY | POLL

Which condoms do you offer at your CBO / health organization? Mark all that apply.

- Trojan
- LifeStyles
- One
- Durex
- Kimono
- Trustex
- Crown
- FC2
- Sustain
- Lola
- Lelo Hex
- Beyond Seven



SUSTAIN & LOLA CONDOMS

- Sustainable products for women: pads, tampons, underwear and (male) condoms
- 3 sizes (Sustain), 1 size (Lola)



What's new?

- Specifically targeting female customers
- Fair-trade, no child labor, free of harmful chemicals, vegan (no component is animal-derived)
- Matching lube and wipes
- Female CEOs



COME AND PLAY PACK
Get All 3, Save 15%



LELO

- Sex toys and sexual health supplies like condoms
- 2 sizes: standard and XL
- Condom marketing specifically targets men

What's new?

- Hex condom: “A network of interconnected hexagonal cells combines thinness with strength for a more sensitive experience.”
- Said to transfer heat better, feel thinner
- Paper wrapper, not foil. Less slippery and sturdier, but can be difficult to open, based on reviews

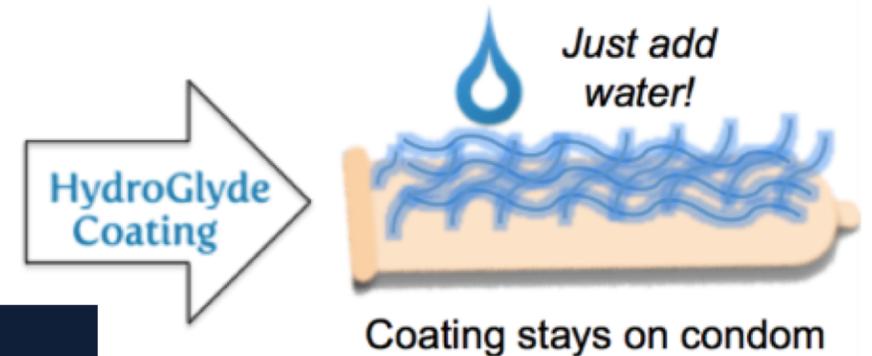


HYDROGLYDE COATINGS

- Spin-off from Boston University, novel condom technology
- Research funded by Bill and Melinda Gates Foundation

What's new?

- Self-lubricating, becomes slippery when it comes into contact with moisture -- for example, bodily fluids



Self-lubricating condoms might make people actually want to use them

The hope is to encourage people to use condoms to prevent STDs such as HIV.

Two years till market launch



APPLY IT!

Condoms are boring, outdated. There's nothing new out there.

- Condom companies are innovating all the time
- See if you can add some of these new condoms to your selection

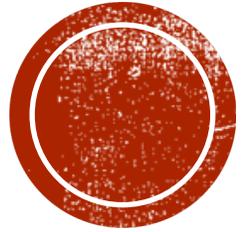
Condom companies only focus on men's needs.

- Young female CEOs are making male condoms with women in mind
- Empower women to explore their sexuality

Nothing fits him.

- Finding the right condom fit takes time and money
- Offer pre-made variety packs to clients





COST-EFFECTIVE MARKETING STRATEGIES

COST-EFFECTIVE MARKETING STRATEGIES

CHALLENGES:

- Primary focus of marketing budgets is on PrEP and testing
- Leaves little money for condom social marketing campaigns

SOLUTIONS:

- Partner with universities/colleges for your social marketing campaign
- Use social media



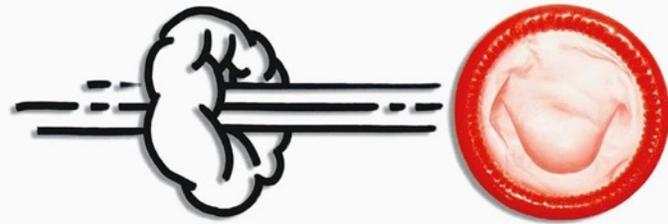
PARTNER WITH UNIVERSITIES / COLLEGES

- Federal Center for Health Education (BZgA) in Germany (equivalent with CDC) asked university/college arts programs to create a condom campaign for condom promotion and HIV prevention
- Part of their semester project
- Social marketing campaign would be used throughout Germany



GERMAN CONDOM CAMPAIGNS

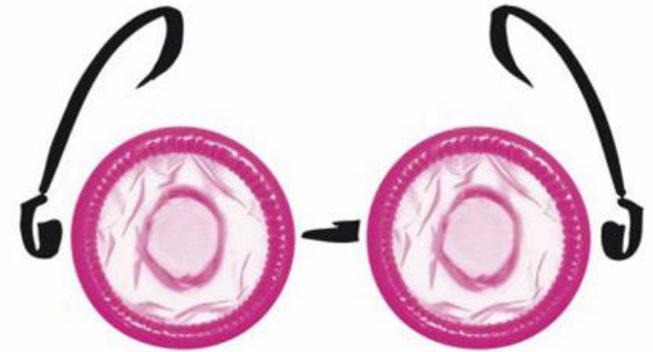
Quickie.



GIB AIDS
KEINE
CHANCE

ma

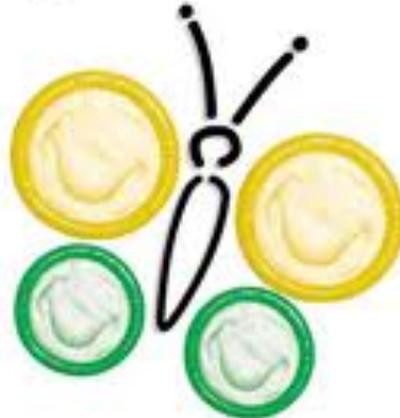
Für Verliebte.



GIB AIDS
KEINE
CHANCE

mach's mit.
machsmit.de

Frühlingsgefühle



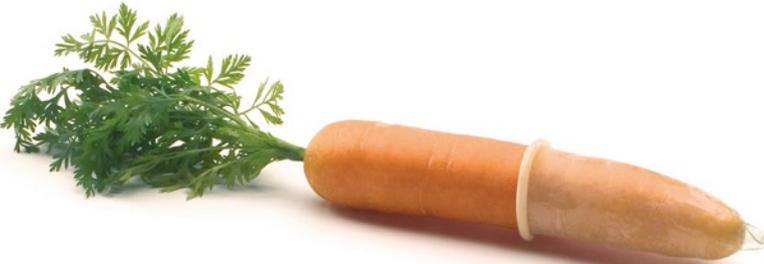
GIB AIDS
KEINE
CHANCE

mach's mit.



GERMAN CONDOM CAMPAIGNS

Gegen Kurzsichtigkeit!



GIB AIDS KEINE CHANCE

mach's mit

Reiseproviant!

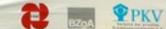


GIB AIDS KEINE CHANCE

mach's mit
www.gib-aids-keine-chance.de
Telefonberatung: 01805-555-444

Ich packe meinen Koffer und nehme mit ... Kondome – denn die bekommt man nicht an jedem Urlaubsort und wenn, dann möglicherweise in schlechter Qualität. HIV hingegen ist heute weltweit verbreitet. Denken Sie deshalb bereits bei Ihrer Reiseplanung an Kondome – man kann ja nie wissen ...

Unter www.gib-aids-keine-chance.de



GERMAN CONDOM CAMPAIGNS



frei lieben
 Aids riskieren

GIB AIDS KEINE CHANCE
 24 Prozent der Deutschen hatten bereits Sex in der Natur. Und nur 18 Prozent beschränken sich nach eigenen Angaben auf Sex im Bett. Aber nahezu alle haben das notwendige Wissen, um sich vor HIV und Aids zu schützen. Denn beim ungeschützten Sex besteht Ansteckungsgefahr, unabhängig davon, wo er stattfindet.



Fantasien ausleben
 Aids riskieren

GIB AIDS KEINE CHANCE
 Über ein Drittel der Menschen in Deutschland fühlt sich heutzutage über sexuell übertragbare Krankheiten (STI) besorgt. Brennen und Schmerzen beim Wasserlassen und Ausfluss können Anzeichen solcher Infektionen sein und sollten von einem Arzt behandelt werden.



Kontakte knüpfen
 Aids riskieren

GIB AIDS KEINE CHANCE
 Mehr als die Hälfte (50 Prozent) der Menschen in Deutschland, die sexuellen Sex mit Unbekannten haben, schützen sich immer mit Kondomen. Das heißt auch, dass die anderen sich nicht immer schützen. Ein Risiko, das niemand eingehen sollte, da eine HIV-Infektion nach wie vor nicht heilbar ist.

Kondome schützen nicht nur vor HIV, sondern sie verringern auch das Risiko einer Ansteckung mit anderen sexuell übertragbaren Krankheiten.
mach's mit.
www.machsmit.de
 Eine Aktion der Bundeszentrale für gesundheitliche Aufklärung (BZgA), mit Unterstützung des Bundesministeriums für Familienangelegenheiten & N und gefördert durch die Bundesregierung Deutschland.
 Telefonberatung: 0221 892031

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rangehen
 Aids riskieren

GIB AIDS KEINE CHANCE
 Rund ein Fünftel aller Menschen in Deutschland hat sich bereits einer STI ausgesetzt, dass er oder sie sich mit HIV infiziert haben könnte. Nur ein HIV-Test bringt Gewissheit. Beratung dazu wird anonym und kostenlos in Aids-Beratungsstellen und Gesundheitsämtern angeboten.

Kondome schützen nicht nur vor einer HIV-Infektion, sondern auch vor Sorgen wegen eines möglichen positiven Testergebnisses.
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www.machsmit.de
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USE SOCIAL MEDIA

- Facebook, Instagram, Snapchat, Twitter, Website
- Reach different populations
- Increased competition, more affordable prices for advertising
- Hear more about this in “From Ads to Action: Promoting Healthier Behaviors through Social Media, Marketing, and Tracking”
 - Thursday, Nov. 15 in the International Ballroom, 2:15-3:30pm



APPLY IT!

We can't afford a social marketing campaign.

- CDC says that an effective condom distribution program *includes* a social marketing campaign
- Reach out to local universities / colleges

We don't have budget for advertising.

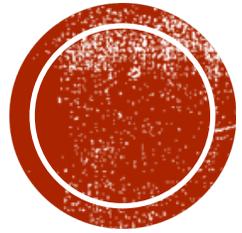
- Social media is free, set caps on advertising
- A little goes a long way (ex. Texas Wears Condoms)
- Go to "From Ads to Action" session tomorrow

I don't get Snapchat.



- Be like Pop Pop!
- Ask a millennial!

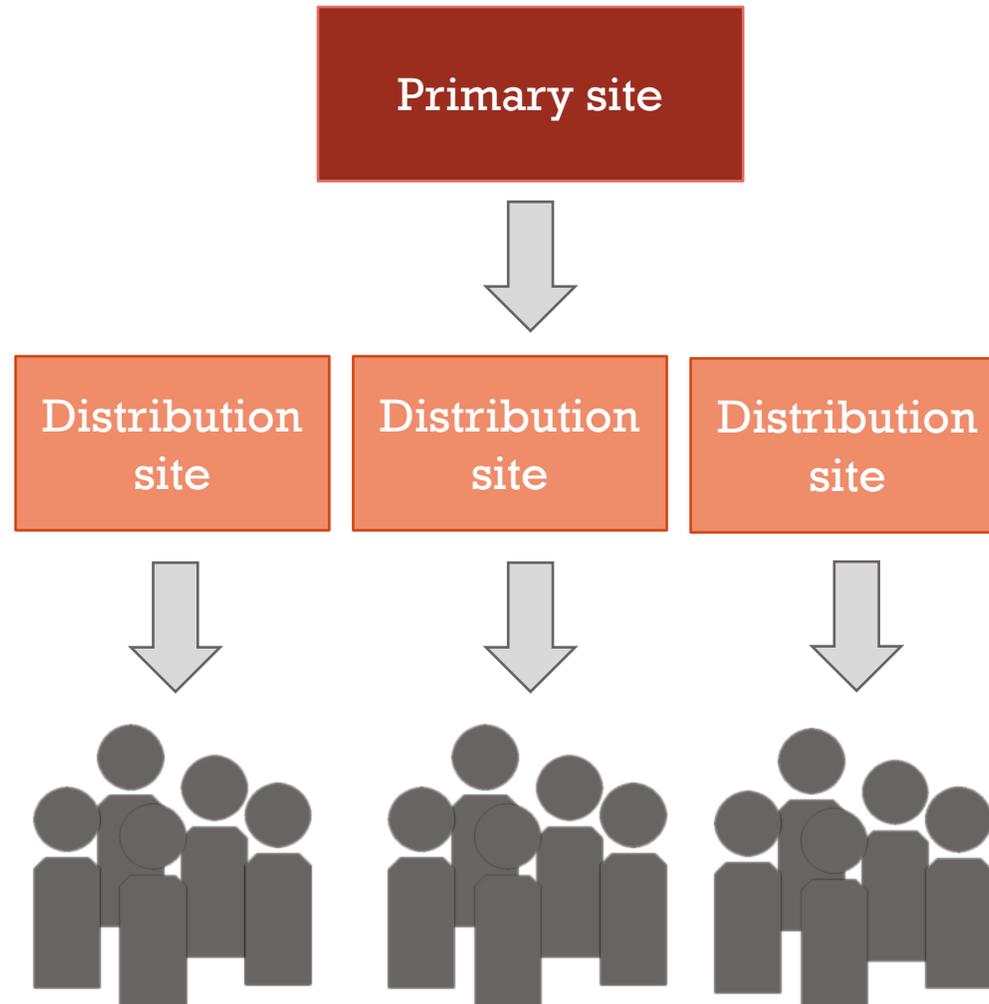




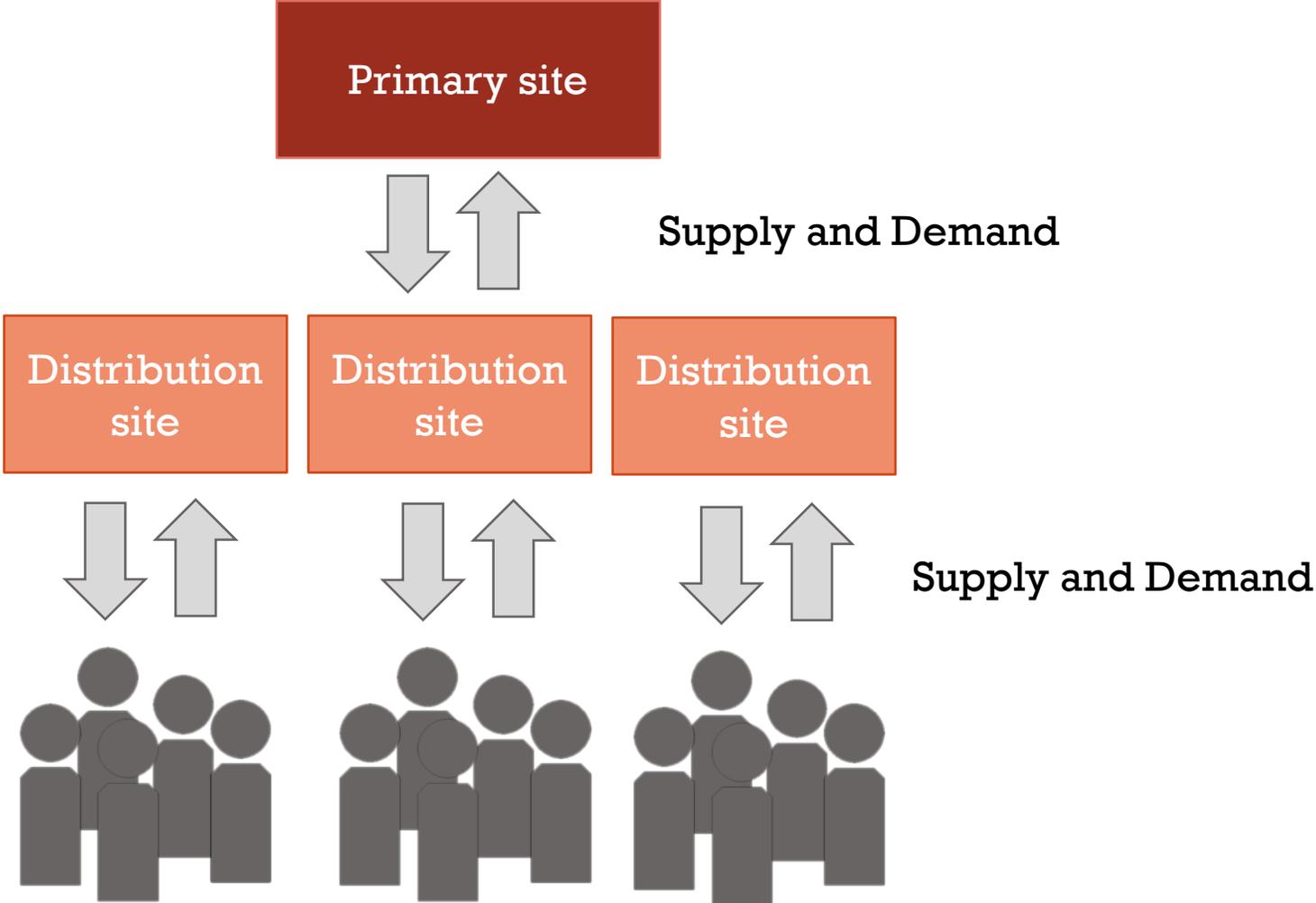
LOGISTICS

Getting condoms out the door

LOGISTICS



LOGISTICS



LOGISTICS

CHALLENGES:

- Getting condoms off the shelf
- Managing supply and demand

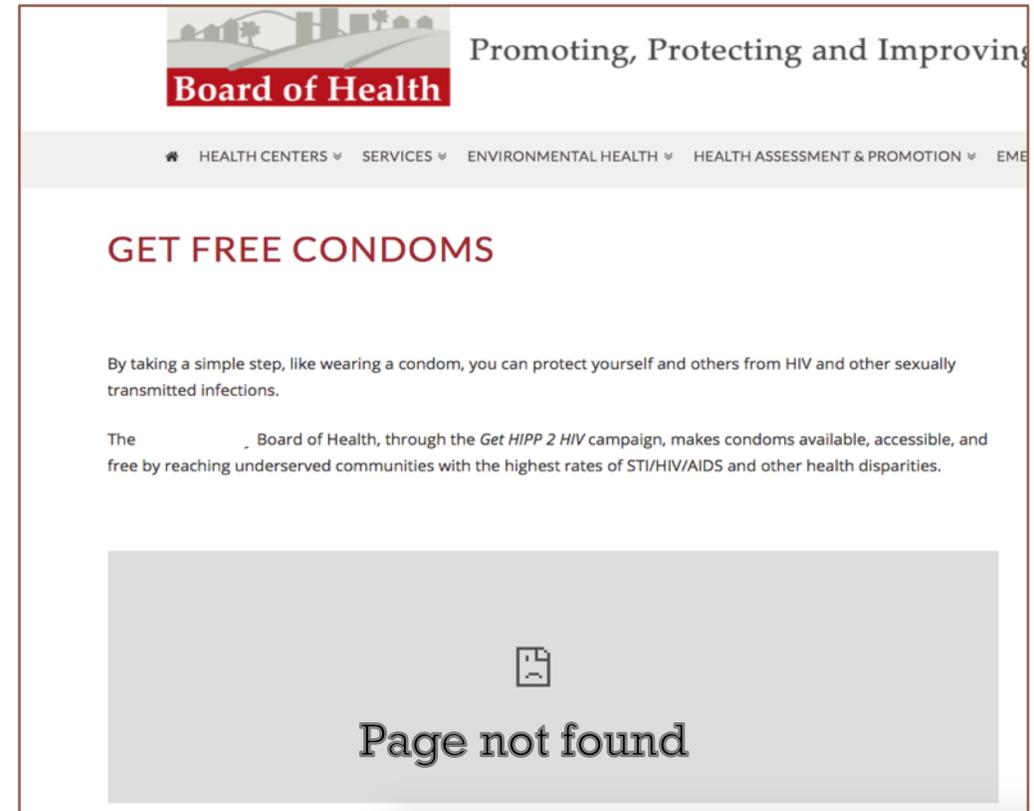
SOLUTIONS:

- Make a map
- Make it easy
- Make it sexy



MAKE A MAP

- Where can I get Mexican food in Orlando?
- **Only 4 of 10 condom distribution programs had functioning maps of distribution points**
- Facilitate the process of finding condoms
- Challenges for maintenance, some non-traditional sites don't wish to be posted
- Traditional sites should be marked / listed



The screenshot shows the top of a website for the Board of Health. The header includes the logo and the text "Promoting, Protecting and Improving". Below the header is a navigation menu with items like "HEALTH CENTERS", "SERVICES", "ENVIRONMENTAL HEALTH", and "HEALTH ASSESSMENT & PROMOTION". The main content area features a red heading "GET FREE CONDOMS" followed by a paragraph of text. At the bottom, a large grey box contains a broken image icon and the text "Page not found".



MY MAPS BY GOOGLE: EXAMPLE DC

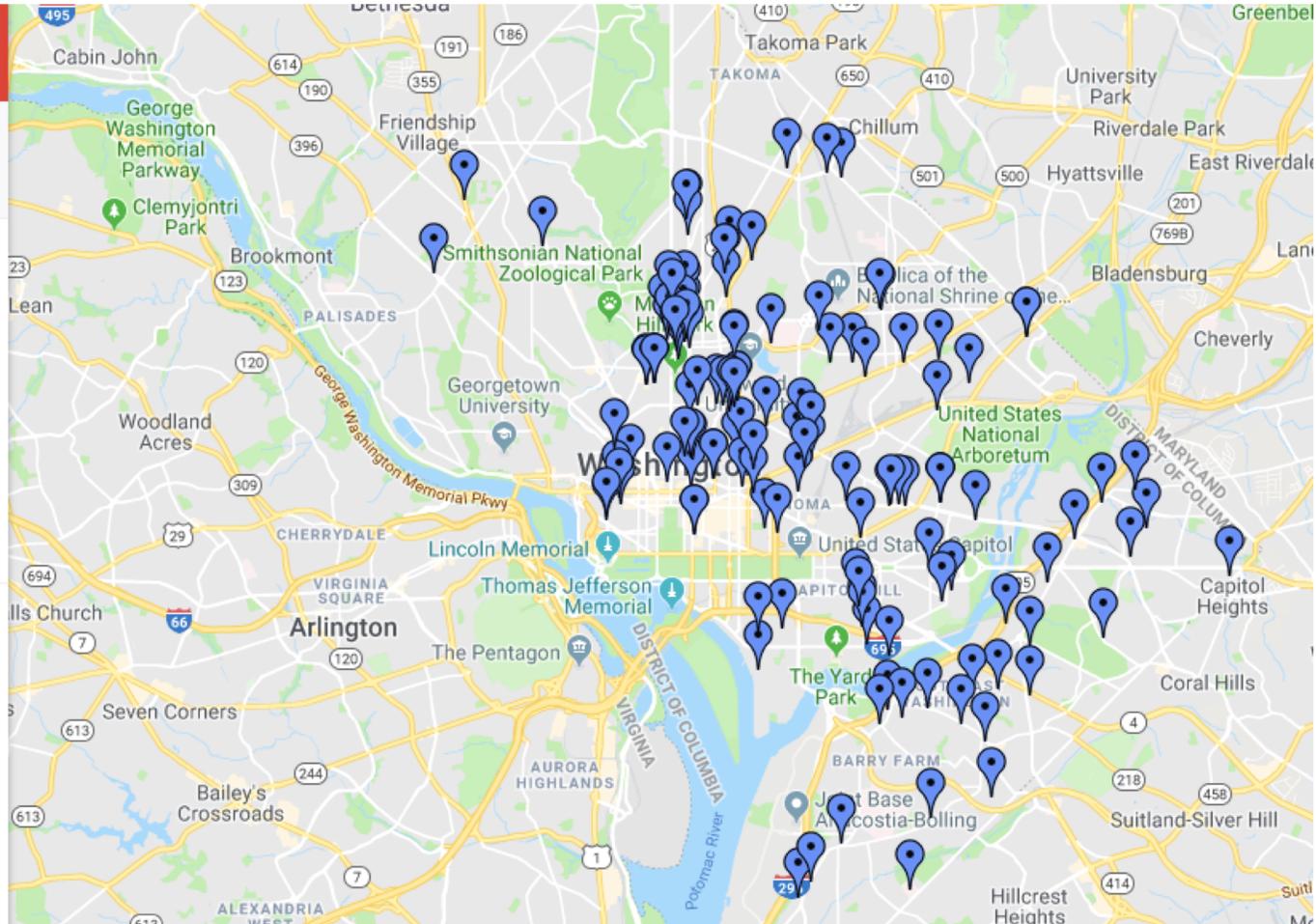
☰ Free Condom Distributi... 🔍 ⋮

94,826 views

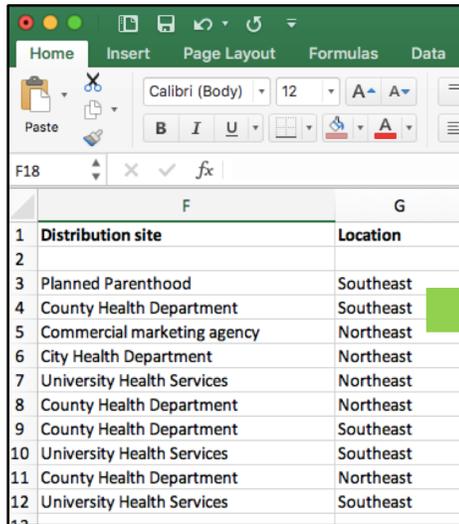
SHARE

☑ Untitled layer

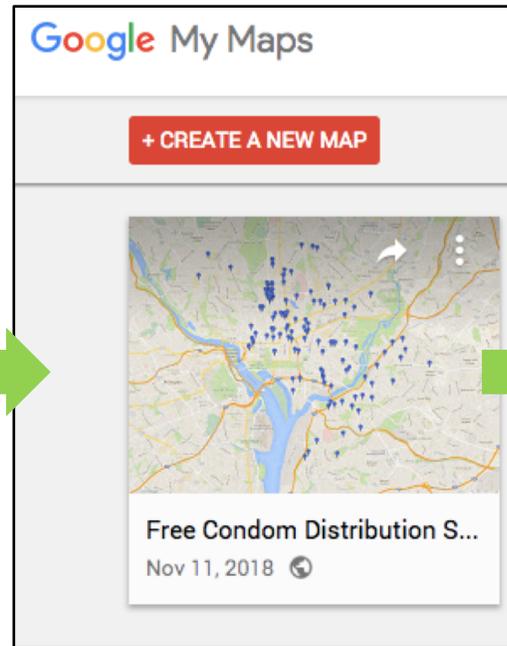
- ▼ 📍 4NXC
- 📍 Advisory Neighborhood Commission
- 📍 Advocates for Youth
- 📍 Alex's Unisex Styling Salon
- ... 136 more



CREATE YOUR OWN MAP



	F	G
1	Distribution site	Location
2		
3	Planned Parenthood	Southeast
4	County Health Department	Southeast
5	Commercial marketing agency	Northeast
6	City Health Department	Northeast
7	University Health Services	Northeast
8	County Health Department	Northeast
9	County Health Department	Southeast
10	University Health Services	Southeast
11	County Health Department	Northeast
12	University Health Services	Southeast



Embed this map

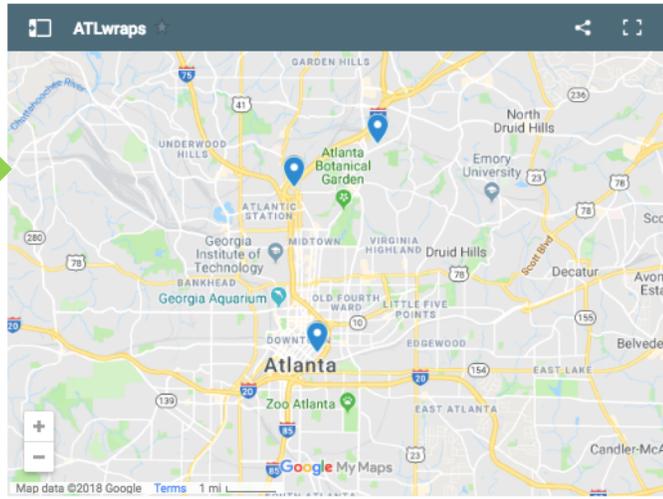
To embed this map in your own website, copy the following HTML and paste it in the source code for your page:

```
<iframe src="https://www.google.com/maps/d/embed?mid=1tm41VKmKUya5txh7NAeXilbpap3bqEsM" width="640" height="480"></iframe>
```

CANCEL OK

Pick up condoms

Go pick up free brand-name condoms from any of these locations in ATL.



ATLwraps

Map data ©2018 Google



MAKE IT EASY

- Hair salon wants to sign up to become a distributor or a current distribution site needs to order more condoms
- **The DOH requires new / current distributors to print out form then fax it**
- Use online order forms that can be converted to Excel forms
 - Survey Monkey (\$36/month), integrated survey form if offered by your website provider, etc.
 - Faster, convenient, less error prone
 - Monitor changes in orders through Excel



Data gathered can be used to populate your map



MAKE IT SEXY

- “We can create maps, we can make processes easier, but we can’t get the end user to take the condoms.”
- **Which condom do you want?**
- Think about the presentation of your supplies!



MAKE IT SEXY



Just-in-case compact
\$11.00/each
Radius condom case
\$3-5/each



Little black
jewelry box
\$0.49/each



Colored
organza bags
\$0.20/each



APPLY IT!



Make a map!

- Even if you can't map all the sites, make sure you have the traditional sites included
- Apps require an additional step – consider Google Maps



Make it easy!

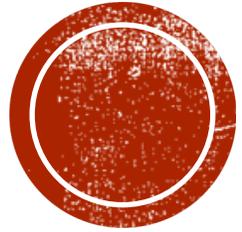
- Gathering information online is easier for your sites, and it allows you to gather additional insights that are useful for evaluation



Make it sexy!

- If these were chocolates, would you eat them?

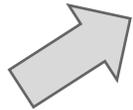
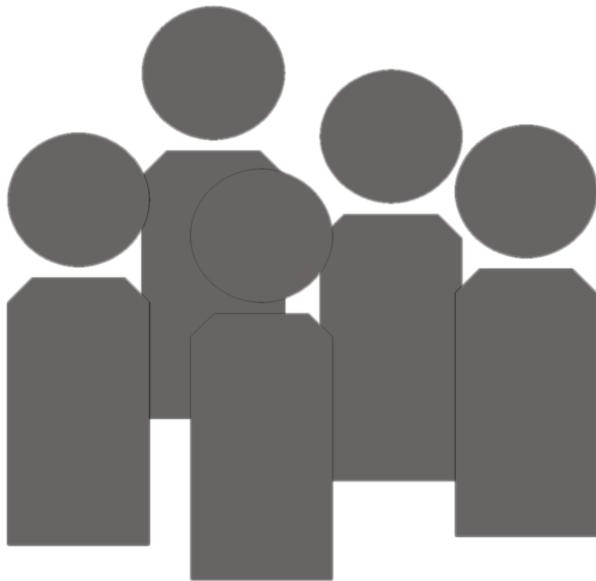




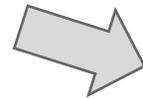
NEW ACCESS POINTS AND INNOVATIVE PARTNERSHIPS



TRADITIONAL ACCESS POINTS



Pharmacies, stores,
gas stations



CBOs, clinics, non-
traditional sites

To access condoms:

Figure out where the site is

Get there (transportation)

Find them in the site

Decide which one you want (if there is a selection)

Overcome embarrassment

- Run into someone you know?
- Have to ask personnel?

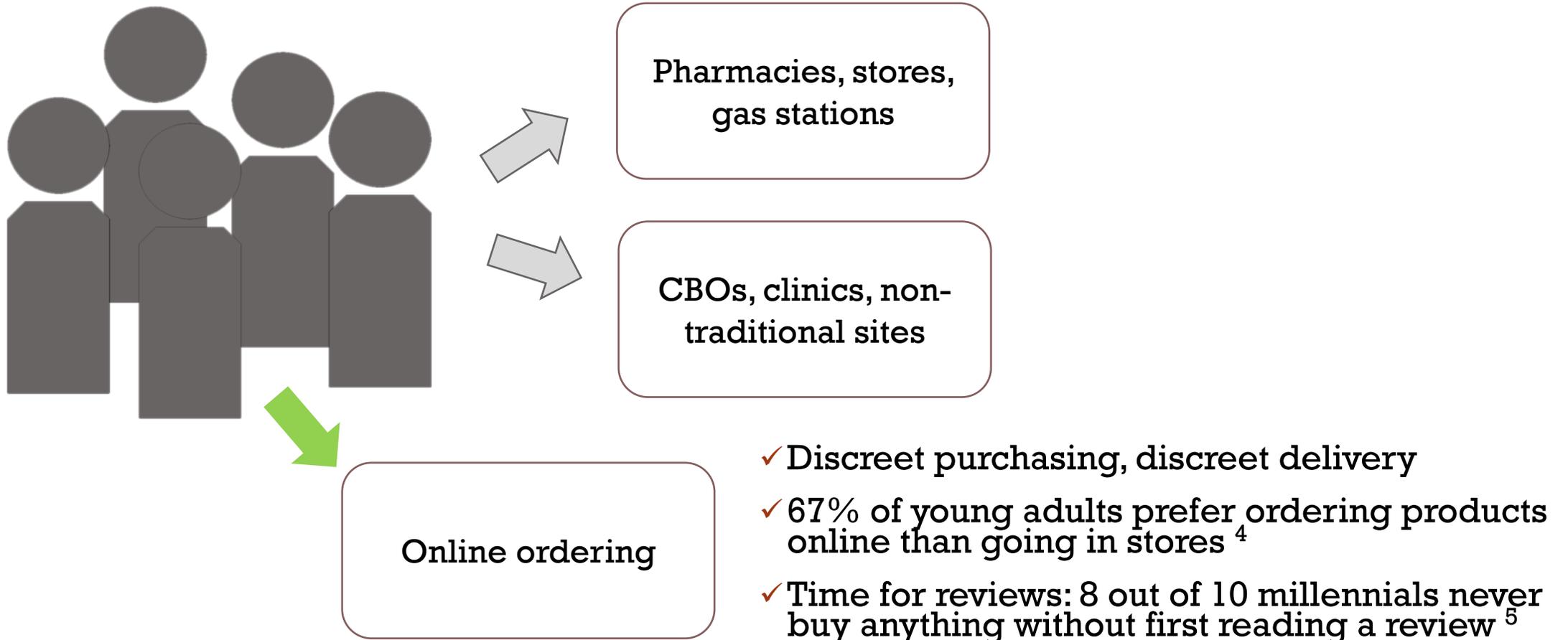
Adolescents and young adults, who are at the greatest risk for STIs and unplanned pregnancy,^{1,2} also experience the greatest discomfort when acquiring condoms.³

Acquiring condoms from stores is more embarrassing than actually using condoms.³

¹ 2017 CDC STD Surveillance, ² Teen Pregnancy, Guttmacher Institute, 2018, ³ Moore et al, 2008.



NEW ACCESS POINTS



⁴Wallace, T. 19 E-Commerce Trends for 2018, ⁵ Hall, A. Market research by BOXT, 2018.



TEXAS WEARS CONDOMS

30K
orders
750K
condoms
per yr



LifeStyles Ultra Sensitive

\$0.00

[READ MORE](#)



Trustex Ribbed & Studded

\$0.00

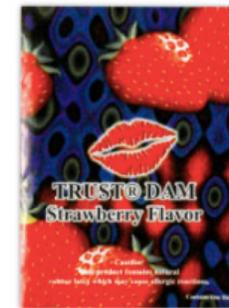
[READ MORE](#)



ID Glide "Natural Feel"

\$0.00

[ADD TO CART](#)



Dental Dam

\$0.00

[ADD TO CART](#)



THE CONDOM FAIRY (BOSTON UNIV.)

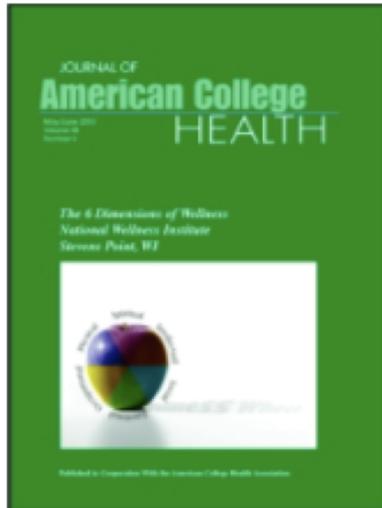


3K
orders
16K
condoms
per yr

Photo credit: Jereybeary @ Instagram



SHOUT OUT TO THE CONDOM FAIRY



The Condom Fairy program: A novel mail-order service for condoms and sexual health supplies

Scott M. Butler, PhD, MPH^a, Katharine Mooney, MPH, CHES^b, and Katy Janousek, MS, CHES^c

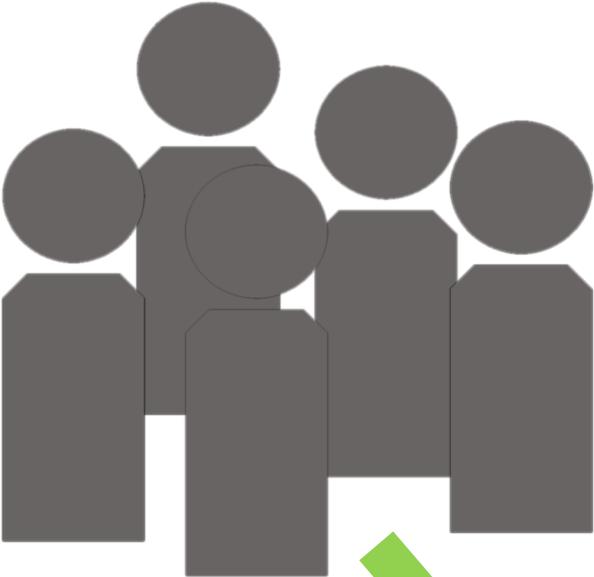
^aSchool of Health and Human Performance, Professor of Public Health, Georgia College, Milledgeville, GA, USA ^bWellness and Prevention Services, Wellness and Prevention, Boston University, Boston, MA, USA; ^cUniversity Health Center, The University of Georgia, Athens, GA, USA

- 91% of students say it's easier to practice safer sex because of the program ⁶
- 66% of students say they make more responsible decisions because of the program
- 63% of students practice safer sex more often because of the program
- 28% of students said that the Condom Fairy motivated them to go get tested

⁶ Butler, S, Mooney K, Janousek K., 2018. N=733 college students at Boston University



INNOVATIVE PARTNERSHIPS



Pharmacies, stores,
gas stations



CBOs, clinics, non-
traditional sites



Uber / Lyft

- ✓ Brazos County, Texas
- ✓ College students were asking drivers for condoms
- ✓ Partnership developed with BOH and Uber



APPLY IT!

I'm not sure how to do online distribution.

- Stand up if you offer online condom distribution
- Next presentation: KnoWyo.org

Our department of health doesn't have the capacity to do online distribution.

- Explore academic partnerships, focused on STD/HIV prevention (ex. JFC, GA DPH, AID Atlanta)
- Find a partner to help you with the evaluation – don't miss that opportunity!

I'm not sure how to expand our distribution partnerships.

- Condom Fairy and Uber were driven by student demand (bottom up)
- Listen to the requests of the community, then engage!



SUMMARY

Identified successful strategies and innovative ideas for advancing condom availability / distribution programs

1. Condom novelties: new condom technology, female-friendly male condoms, creating variety packs
2. Cost-effective marketing strategies: partner with universities/colleges, engage in social media (be like Pop Pop!)
3. Logistics: make a map, make it easy, make it sexy!
4. New access points and innovative partnerships: consider launching online distribution, listen to community for cues on novel partnerships



THANK YOU!

Looking forward to our discussion!

