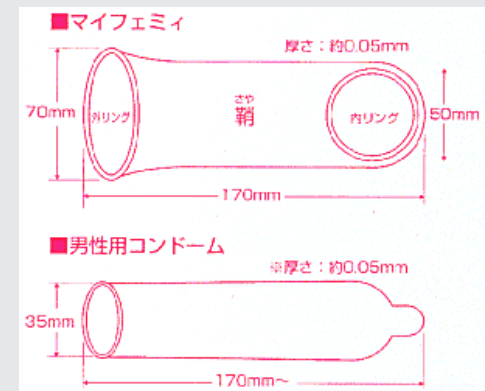


Rolling Out the Female Condom

Any Lessons Learned for Rectal Microbicides?

Mitchell Warren
Creating Desire
May 13-14, 2014



Why have sex?

- “Research suggests that the pursuit of pleasure is one of the primary reasons that people have sex. According to a recent study among heterosexual men in Mombasa, Kenya, for example:

‘ . . .most people who engage in sex (particularly those who purchase sex) are not thinking about disease, they are thinking about enjoying themselves.’¹”

Creating Desire...

...but for what?

- for sex
- for trial participation
- for products in current & near-term trials
- for new products to be developed
- for existing products



Products and Protection

- Our focus is not – or at least should not be – on the products
- Our collective goal is to have more options for women and men to protect additional sex acts to prevent new infections
- Products don't protect sex acts; people do!
- The technology is the means to the end



New method introduction

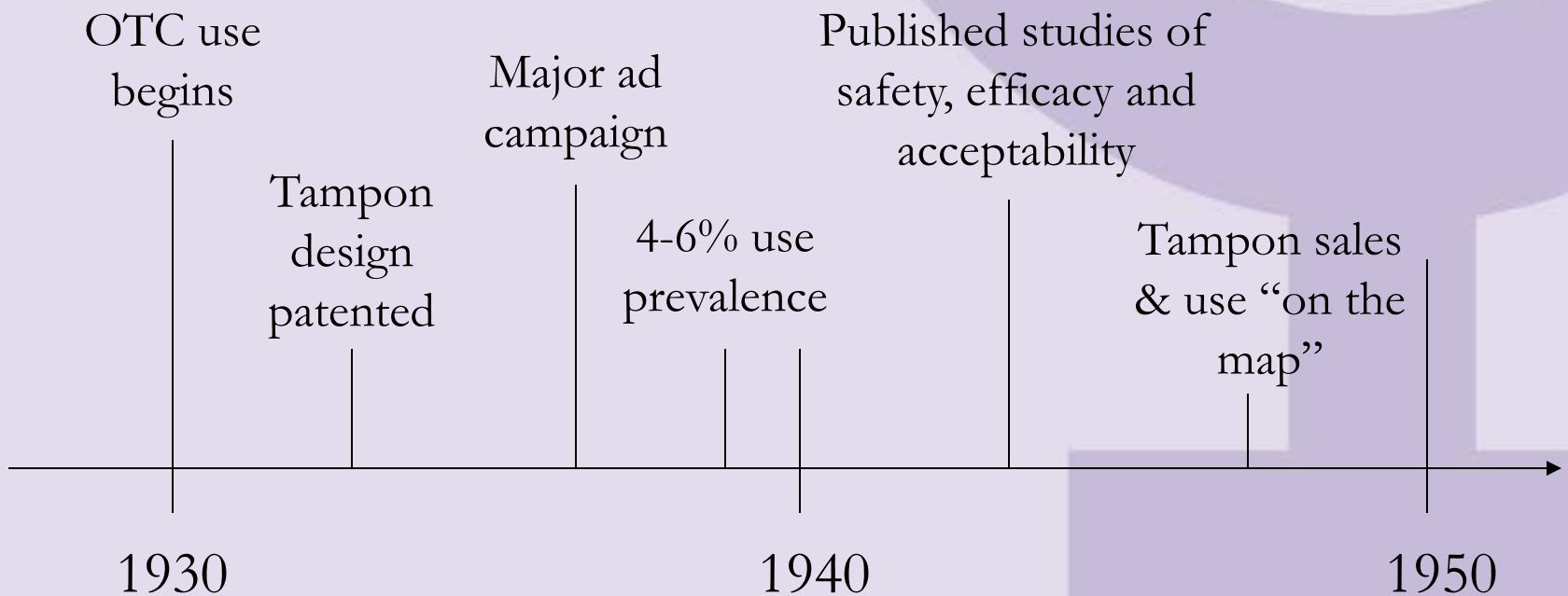
Historically, introducing new technologies has been hampered by:

- Provider bias
- Limited data
- Doubts about potential market size and actual use
- Limited infrastructure for distribution & promotion
- Limited resources for – or investment in – training, communication and outreach

These issues are not unique to any one product

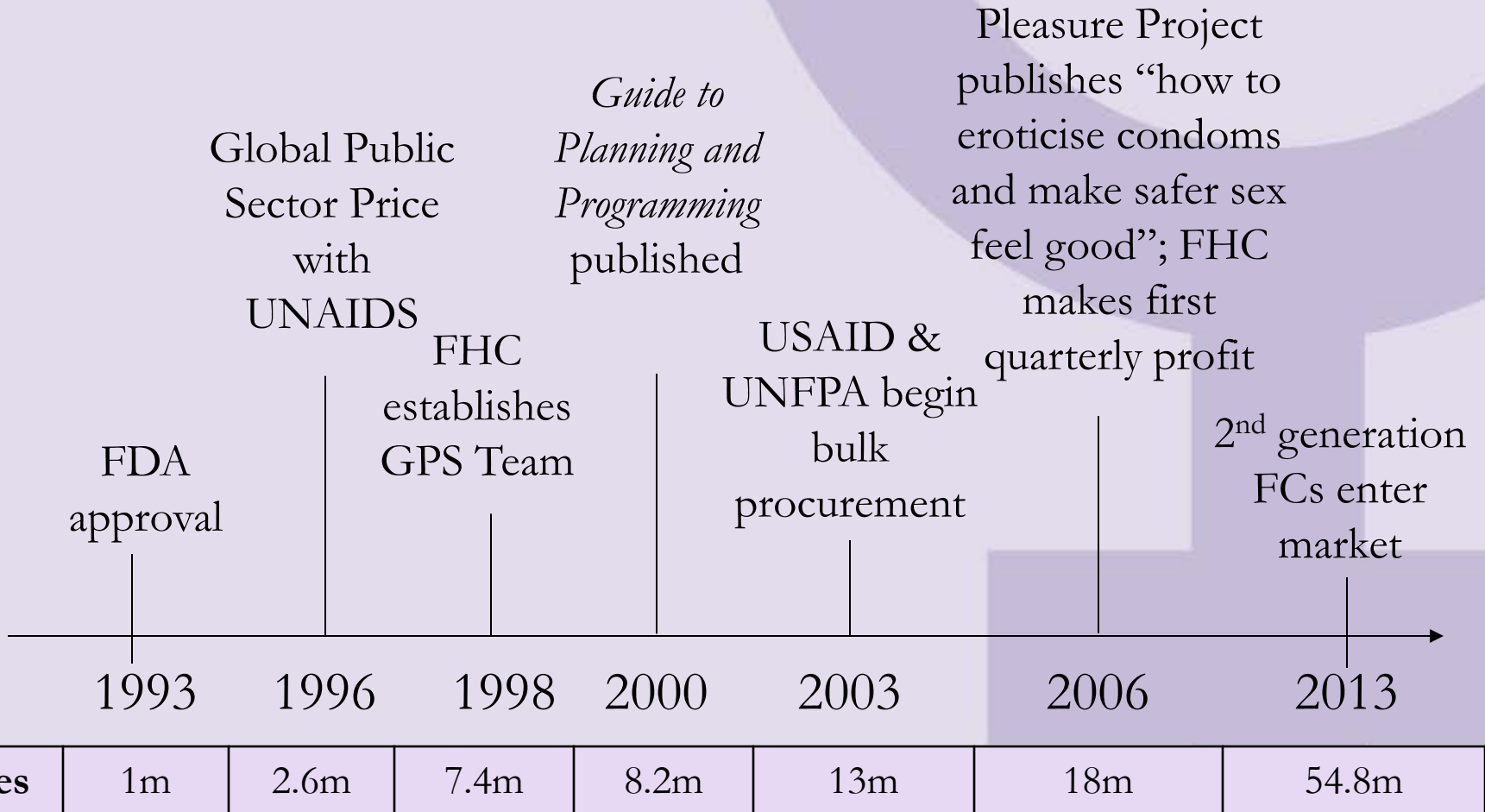


The Tampon in America





The FC internationally



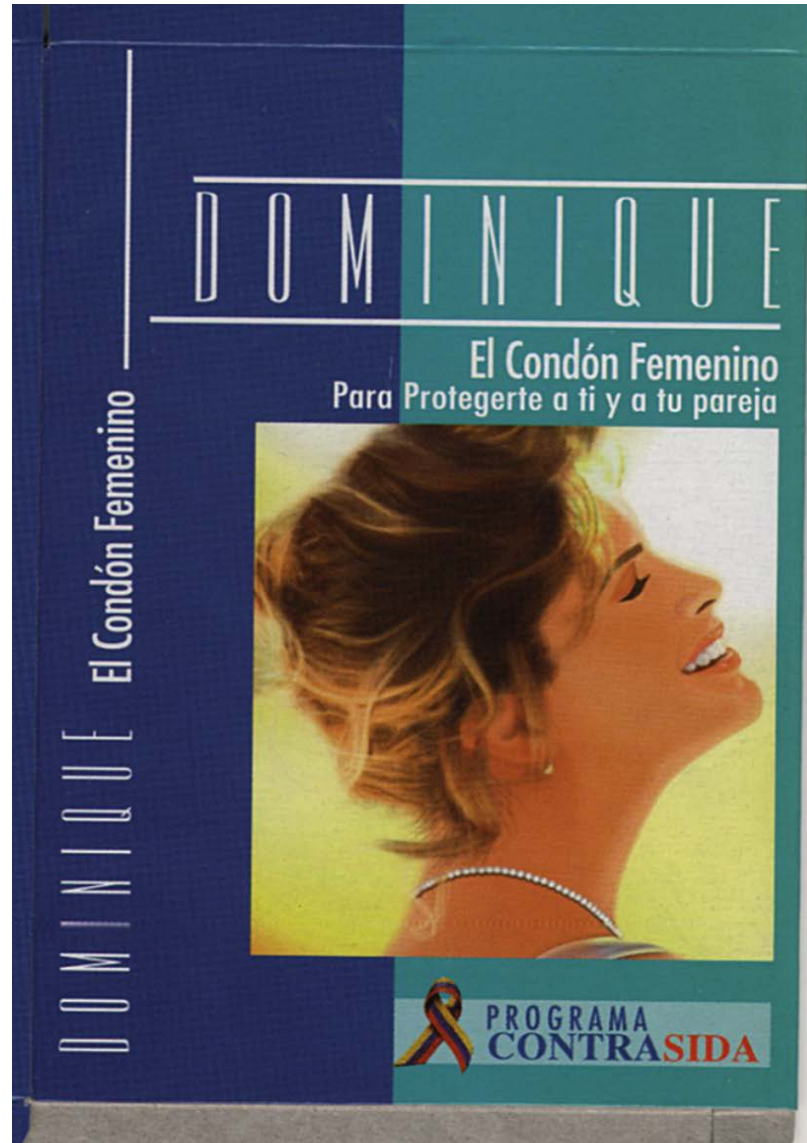
The 5 Ps of Marketing

- Product
- Price
- Place
- Promotion
- ...and Pleasure, of course

Product



Product



Product

REALITY®
CONDON FEMENINO ♀

2 Bs.



Una nueva elección

REALITY® ha sido diseñado para que la mujer lo use durante las relaciones sexuales.

Los condones pueden ayudar a evitar un embarazo y a prevenir las Enfermedades de Transmisión Sexual, incluyendo la infección con el VIH que causa el SIDA.

Para una protección efectiva úselo cada vez que tenga relaciones sexuales

↑
LLEVESE UNO

CONDON
FEMENINO ♀



REALITY®
CONDON FEMENINO



Una nueva elección

LOVERS+
IT'S PLAYTIME



3 INNER CONDOMS

LOVERS+
IT'S PLAYTIME

**MAXIMUM
PLEASURE
AWAITS.**

INNER CONDOM

LOVERS+
IT'S PLAYTIME

**MAXIMUM
PLEASURE
AWAITS.**

INNER CONDOM

What's in a Name

Femidoms AND GAY MEN

Adding the Female Condom to the Public Health Agenda on Prevention of HIV and Other Sexually Transmitted Infections Among Men and Women During Anal Intercourse

Legal barriers to conducting public health research on

Elizabeth A. Kelvin, PhD, MPH, Raymond A. Smith, PhD, Joanne E. Mantell, PhD, MSPH, and Zena A. Stein, MA, MBCh

Anal use of the female condom: does uncertainty justify provider inaction?

Joanne E. Mantell^{a*}, Elizabeth A. Kelvin^a, Theresa M. Exner^a, Susie Hoffman^{a,b}, Sarah Needham^c and Zena A. Stein^{a,d}

Gross, M., Buchbinder, S.P., Holte, S., Celum, C.L., Koblin, B.A., & Douglas, J.M., Jr. (1999). Use of reality “female condoms” for anal sex by US men who have sex with men. HIVNET vaccine preparedness study protocol team. *American Journal of Public Health*, 89(11), 1739–1741.

Place



Place



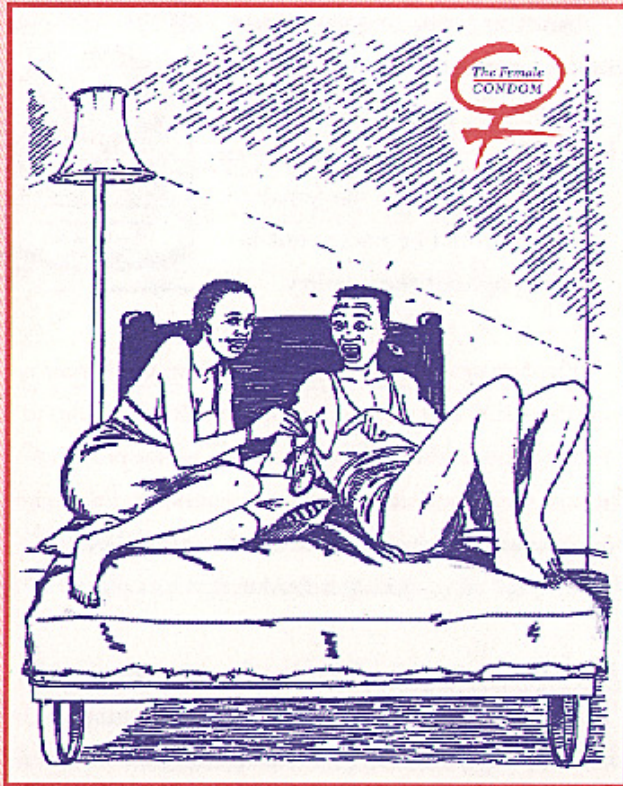
Place



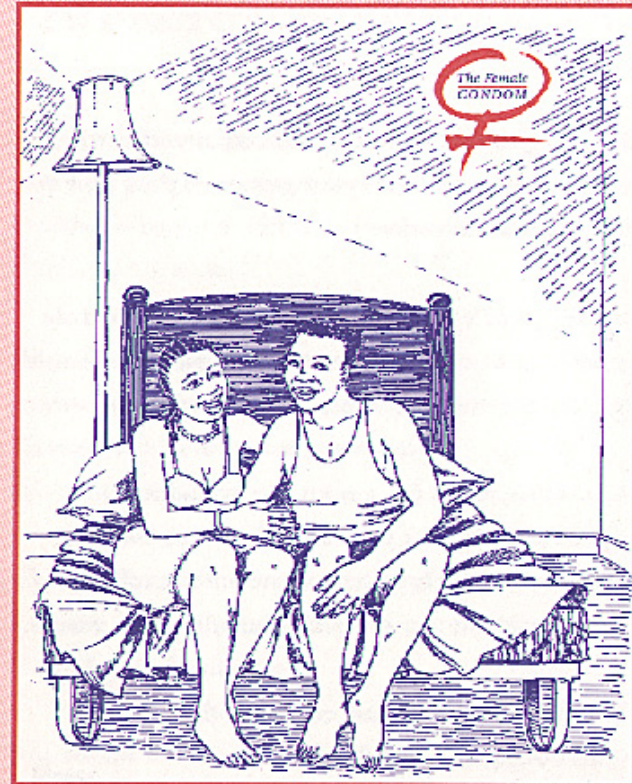
Place



Promotion

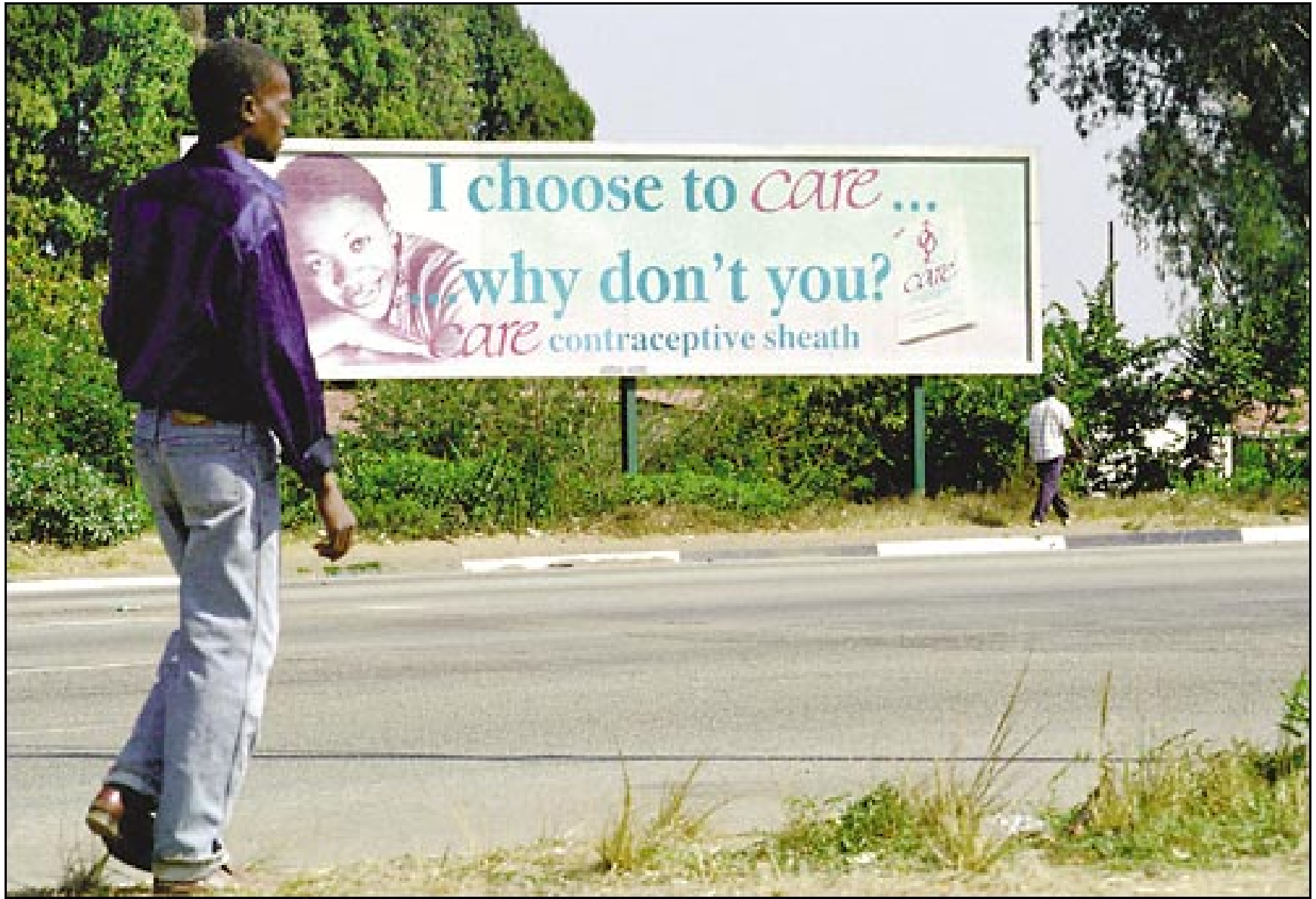


SOCIETY FOR FAMILY HEALTH
Female Condom Research Project

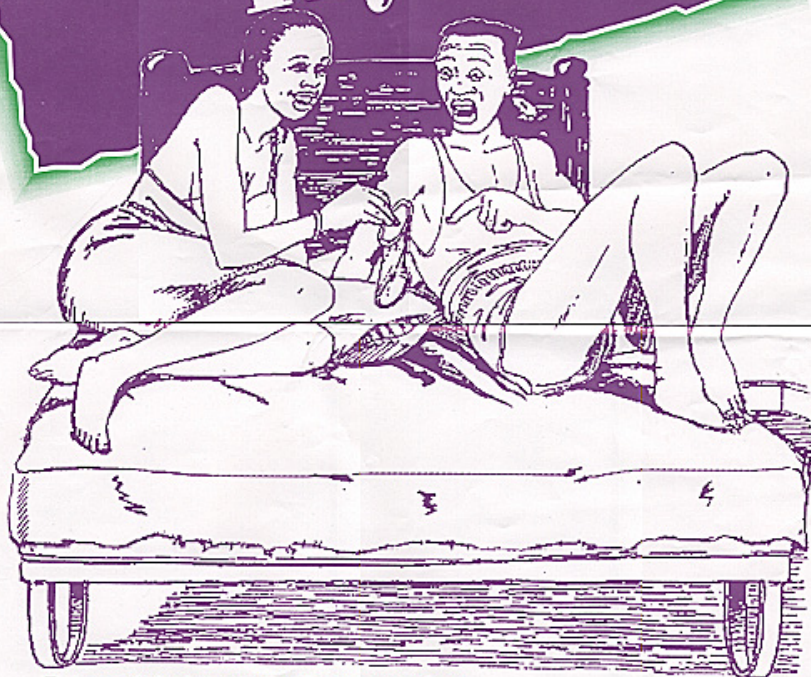


PARTNER ADVICE CARD
Female Condom Research Project

Promotion



**It's No Big Deal.
Try It!**



- ❑ A new choice in protection for women and men.
- ❑ A barrier method that prevents HIV/AIDS, STDs and unintended pregnancy.
- ❑ Made of strong, thin plastic that keeps the pleasure in lovemaking.

For more information ask your nurse or doctor.



The Female Condom
Available Here

Do you *Care*™?

Care FEMALE CONDOM NOW AVAILABLE IN ZAMBIA

Care is a high quality, imported condom used for protection against sexually transmitted diseases, including HIV and unwanted pregnancy.

DO YOU *Care*?

We know you do, so pick a free brochure at your local Pharmacy, Night Club or Hair Salon.

For more information write to
Care Questions
SOCIETY FOR FAMILY HEALTH
P.O. Box 50770, Lusaka

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SOCIETY FOR FAMILY HEALTH

Promotion



Each year in Toronto, 20,000 of
us will have an unplanned pregnancy
and 5,000 of us will get a sexually
transmitted disease, including
HIV. It's time we took
control. Give your
vagina a
choice.



Ask about the female condom and help reduce the risk.
AIDS & Sexual Health InfoLine: 1 800 668 2437



Promotion

*Each year in Toronto, 20,000 of
us will have an unplanned pregnancy
and 5,000 of us will get a sexually
transmitted disease, including
HIV. It's time we took
control. Give your
vagina a
choice.*



Pleasure

Promoting protection and pleasure: amplifying the effectiveness of barriers against sexually transmitted infections and pregnancy

Anne Philpott, Wendy Knerr, Dermot Maher **Lancet 2006; 368:**

- Since pursuit of pleasure is one of main reasons that people have sex, this factor must be addressed when motivating people to participate in safer sexual behaviour.
- Increasing evidence shows importance of a combination of pleasure-based and safer sex messages.

Global Mapping of Pleasure

- Start with a realistic attitude about why people have sex
- Get tips and advice from the target audience
- Get comfortable talking about sex and pleasure
- Keep your focus on pleasure and sex rather than disease
- Eliminate messages and attitudes that promote shame or fear about sex, sexual preference or pleasure



The future of sex: can the female condom catch on second time around?

Once mocked as having the erotic appeal of a jellyfish, the female condom is being reinvented as the next big thing in protective sex. In the first article from new digital publication Mosaic, Emily Anthes takes an in-depth investigation to see what chance it has of catching on this time around. <http://www.bbc.com/future/story/20140304-the-future-of-safe-sex>



© Giles Revell

The future of sex?

<http://mosaicscience.com/story/future-sex>

Once derided as being like a plastic bag with the erotic appeal of a jellyfish, the female condom is being reinvented as the next big thing in safe sex. Emily Anthes investigates.



Key lessons from the FC

- The science is easy...
- ...compared to getting the product distributed, accepted and used
- Need \neq use
- Demand \neq use
- Access \neq use
- “Consistent” condom use is the ultimate, but not all people need to (or will) use any one product all the time to have impact



Key lessons from the FC

- It's not the product, it's the programme!
- A vaccine – or a microbicide, or a female condom, or oral PrEP – that sits on the shelf is useless (*adapted from Jonas Salk*)
- Acceptability changes over time – for an individual user and for communities, providers, societies and cultures
- One person's product advantages, are another person's disadvantages – different strokes for different folks



What we need now

- Trained providers who
 - address provider potential bias
 - encourage “practice makes perfect”
 - do not over-complicate product use
 - incorporate anatomy, sexuality, pleasure, communication & negotiation
- Potential users with knowledge (& comfort) of their bodies
- Network to deliver product and – more importantly – message, outreach, support, training
- Work with the products we have, to prepare for the products we’re developing



Final thoughts

“The story of the tampon demonstrates that a method does not have to be adopted by all users immediately to play an important role, and that even initially controversial methods can become widely accepted as mainstream. The early history of the tampon sheds perspective, and hope, on where we stand with the female condom. While much-needed work is under way to develop microbicides, we should take advantage of the fact that the female condom is already available and promote it to those in need now.”

Latka, Journal of Urban Health, 2001



Final thoughts

- I don't want to see an article in 20xx comparing tampons, FCs, oral PrEP and vaginal and rectal microbicides...

Interested for more?

- *Promoting protection and pleasure: amplifying the effectiveness of barriers against sexually transmitted infections and pregnancy*, A Philpott, W Knerr, D Maher, *Lancet*, 2006; 368
- *Pleasure and Prevention: When Good Sex Is Safer Sex*, A Philpott, W Knerr, V Boydell, *Reproductive Health Matters*, 2006;14(28):23–31
- The Global Mapping of Pleasure, The Pleasure Project, www.thepleasureproject.org
- *Expanding Safer Sex Options: Introducing the Female Condom into National Programmes*, M Warren & A Philpott, *Reproductive Health Matters*, 2003;11(21):1–10
- *Female-initiated barrier methods for the prevention of STI/HIV: where are we now? Where should we go?* M Latka, *Journal of Urban Health*, 2001;78:571–80.