

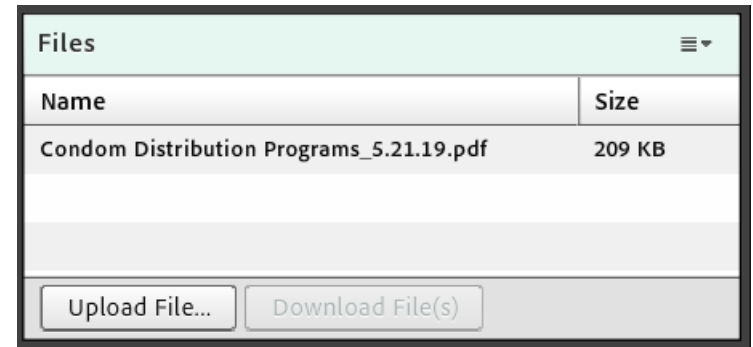
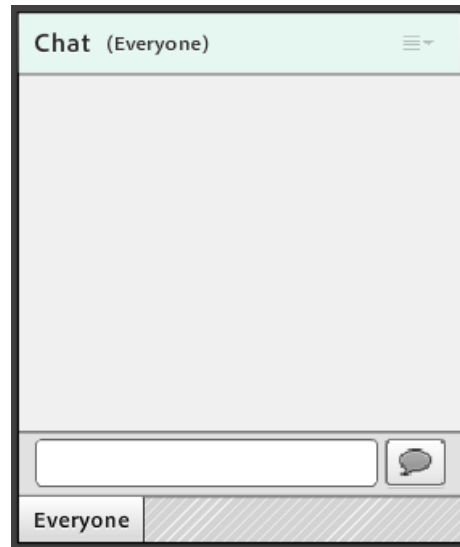


May 21, 2019



NCSD
National Coalition
of STD Directors

Logistics



Name	Size
Condom Distribution Programs_5.21.19.pdf	209 KB

Upload File... Download File(s)

Agenda

1. Megan McCool-Myers
 - “Implementing condom distribution programs in the United States: Qualitative insights from program planners”

2. Angela Vaughn, MPH
 - KnoWyo initiative

3. Q&A





Megan McCool-Myers, PhD, MPH

Assistant Professor

Jane Fonda Center for Adolescent Reproductive Health
at Emory University School of Medicine



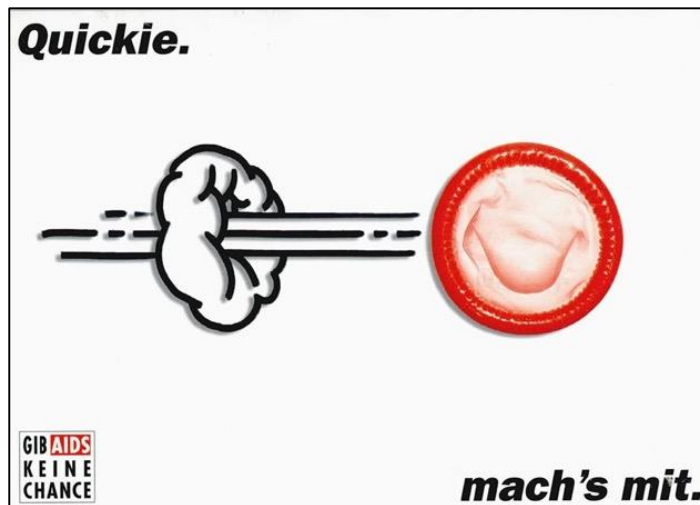
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Department of Gynecology
and Obstetrics

Insights on condom distribution programs in the US

Megan McCool-Myers, PhD, MPH
Assistant Professor, Jane Fonda Center for
Adolescent Reproductive Health
May 21, 2019 | Atlanta GA

Background



Background



Background

Record-High STD Rates in US; Atlanta, DeKalb Syphilis Rates Among Worst

New annual data shows state and local rates for chlamydia, gonorrhea and syphilis.

STIGMA ►

CDC: HIV Rates In Atlanta Now Officially An Epidemic

**ATLANTA HIV RATES ARE “LIKE THAT OF A
THIRD WORLD COUNTRY”**

Background

Sexual Health Outcomes: Georgia Youth Have High Rates of Pregnancy, HIV, and STIs

- Compared to the national average of 26.5 pregnancies per 1,000 young women ages 15-19, there were 30.5 per 1,000 young women in this age group in Georgia in 2013. [2]
- Georgia's teen pregnancy rate ranked 12th highest in the United States that year. [2]
 - The rate of HIV diagnoses among young people ages 13 to 24 in Georgia in 2013 was 100.8 per 100,000, which is more than double the national rate of 41.8 per 100,000 for this age group. [3,4]
 - Georgia has some of the highest rates of sexually transmitted infections among young people compared to the rest of the United States. Among young people ages 15-24 in 2014, Georgia ranked 8th in the nation for reported cases of chlamydia, with an infection rate of 2,502.4 cases per 100,000, ranked 8th in the nation for reported cases of gonorrhea, with an infection rate of 552.2 cases per 100,000, and ranked 2nd in the nation for reported cases of primary and secondary syphilis, with an infection rate of 24.3 per 100,000. [5]

Background



HIV/AIDS

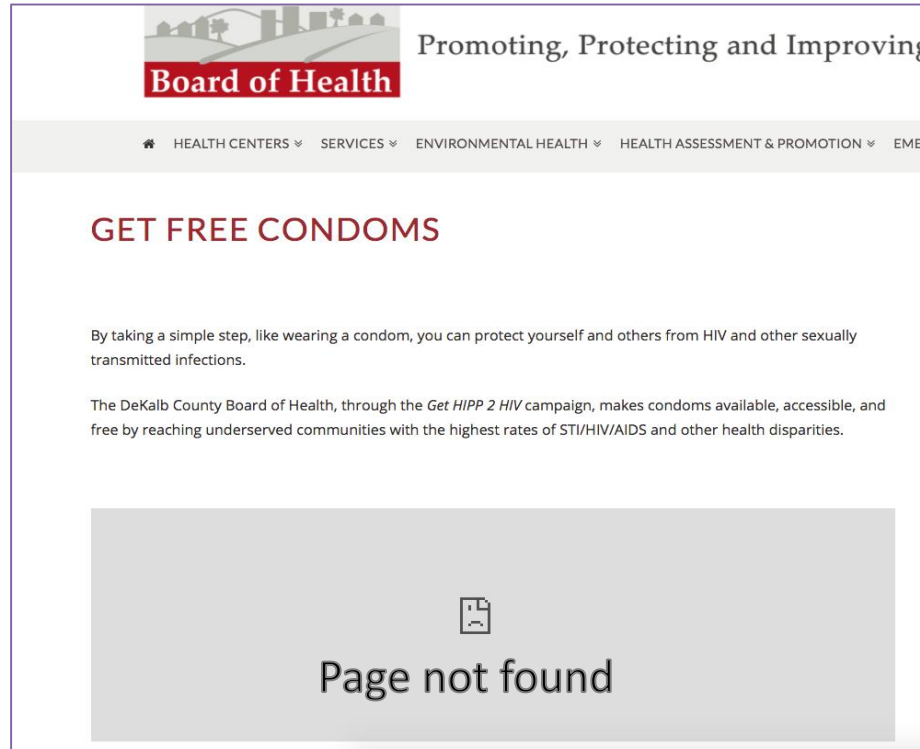
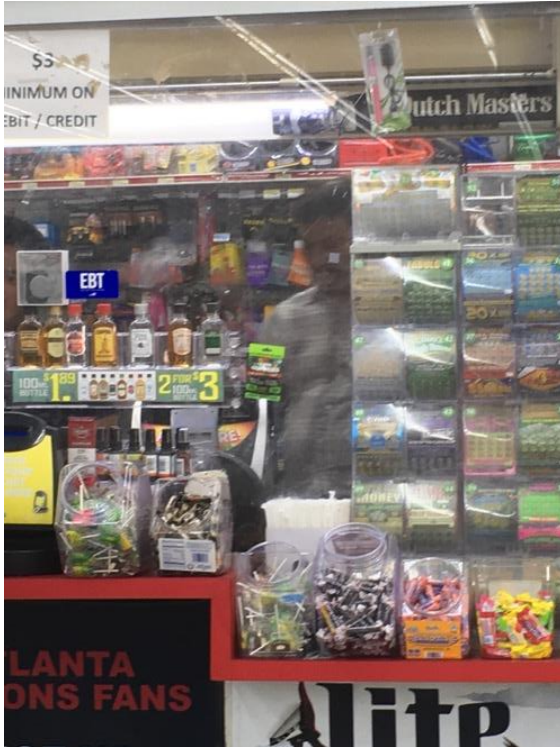


Reproductive health
Family planning



STI prevention

Background



To be truthful if I were not in HIV Public Health I would not see free condoms being dispensed either. Free condom distribution information is not being trickled down to the community like it should. I think we all know because we are in the field

ATL CBO

Background



Evaluation and Program Planning

Volume 74, June 2019, Pages 20-26



Implementing condom distribution programs in the United States: Qualitative insights from program planners

Megan McCool-Myers 

Purpose of study



The purpose of this qualitative study is to gather a variety of insights and experiences from planners across the US to inform effective implementation of condom distribution programs

Methods

- Purposive sampling to capture a variety of CDPs that provided site-based distribution, web-based distribution or other types of distribution
 - 17 CDPs were contacted up to two times; 10 were recruited (response rate 58.8%)
 - 14-question discussion guide with open-ended questions; conversations lasted 33 min on average
 - Performed over the phone by one interviewer using an iterative research approach
 - Short-hand notes from conversations were analyzed using Grounded Theory; core themes were identified and similar approaches to condom distribution were reported in an aggregated format
-

Results

Table 1
Characteristics of Condom Distribution Programs (CDP).

Program Characteristic	N (N = 10)
Geographic location	
Northeast	5
Southeast	3
Midwest	2
West	0
Targeted populations	
General	6
Young adult (20–24 years)	3
Adolescent (15–19 years)	1
Setting	
City/County	7
University campus	2
State	1

Results

Table 1

Characteristics of Condom Distribution Programs (CDP).

Program Characteristic	N (N = 10)
Type of institution planning/managing CDP	
County/City Department of Health	5
University health services	2
Commercial marketing agency	1
Non-profit organization	1
University hospital	1
Longevity of CDP	
Less than 5 years old	3
5–9 years old	6
10 years old or more	1
Distribution channel	
Site-based only	5
Web-based only	3
Site and web-based	1
Other: Uber	1

Results

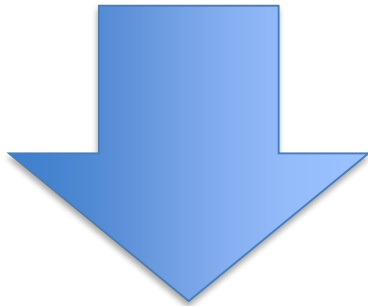
Five core themes emerged from the qualitative data:



- 1) identification of target population
- 2) distribution channels
- 3) type of condoms distributed
- 4) messaging/promotion
- 5) monitoring/evaluation

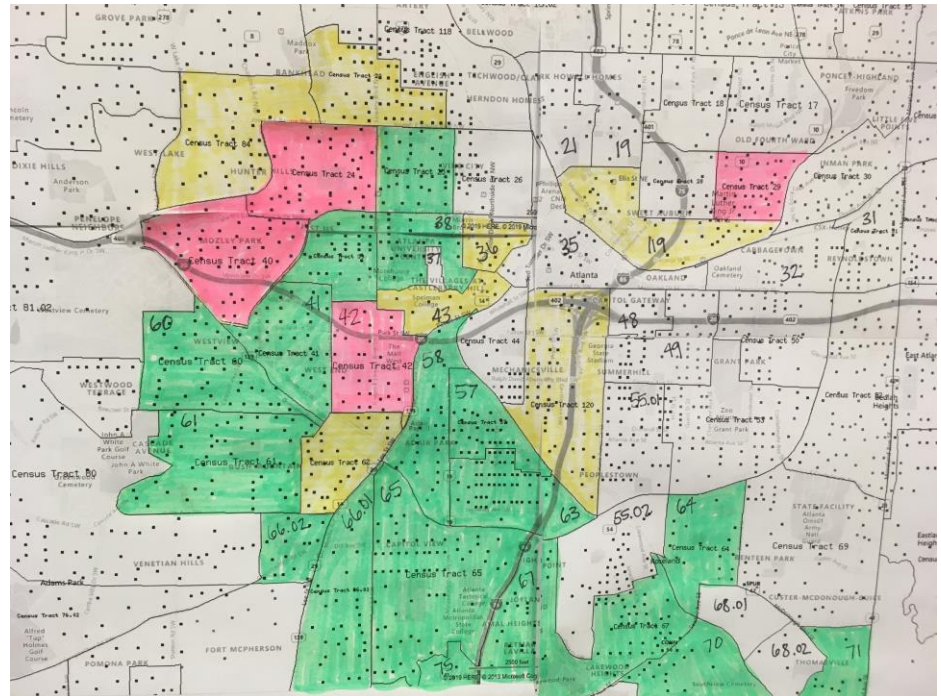
Results

1) Identification of target population



TOP DOWN

Used STI surveillance data from
public health depts
Geospatial mapping to identify
high risk areas



Results

1) Identification of target population

Students wanted more discreet
and more convenient condom
access → web-based, Uber drivers
BOTTOM UP

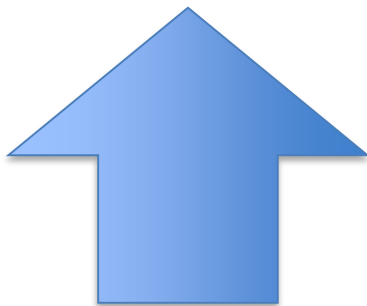
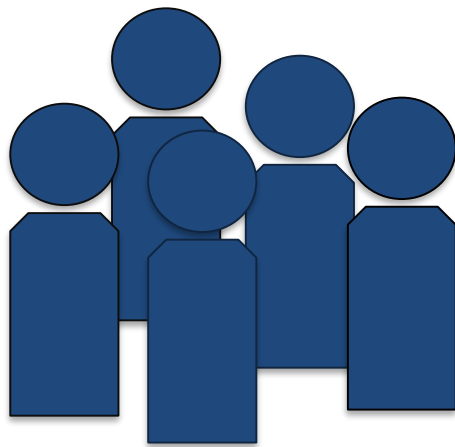


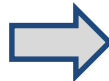
Photo credit: Jerrybeary @ Instagram

Results

2) Distribution channels



Site-based:
CBOs, DPH clinics,
non-traditional sites



Web-based:
Order condoms online

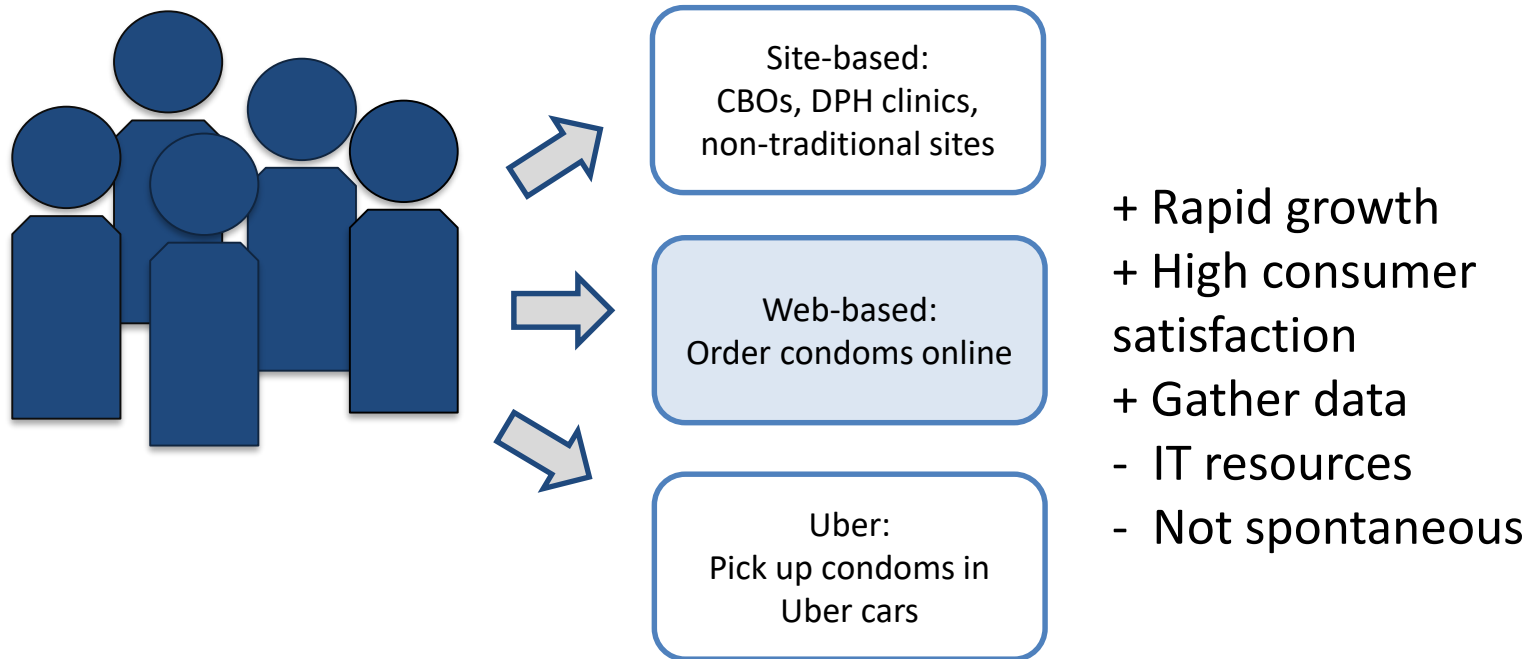


Uber:
Pick up condoms in
Uber cars

- + Conventional
- + Non-conventional
- + Growing numbers
- Restocking
- Monitoring

Results

2) Distribution channels



Results

3) Types of condoms distributed



- Variety, variety, variety!
- Total Access, Global Protection Corp.
- Difficulty accessing FC2 (see contact in Appendix)
- Create variety packs (site/web)
- To brand or not to brand

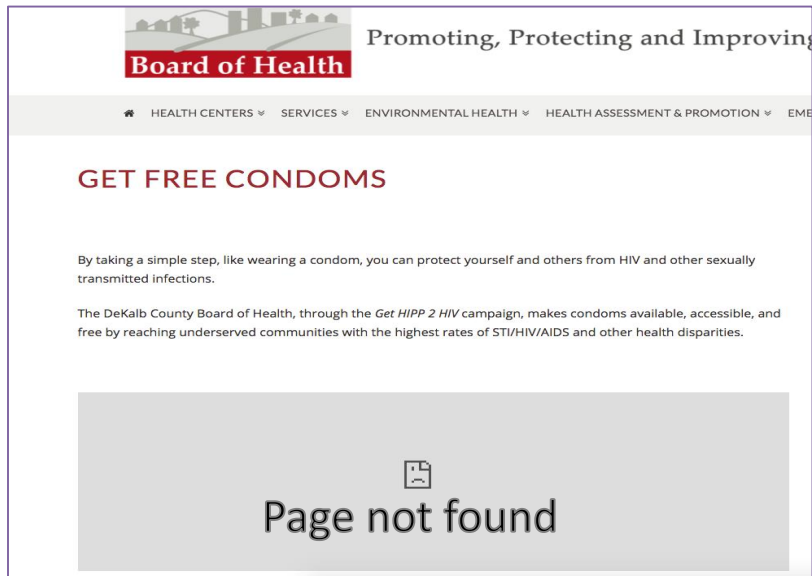
Condom brand has greater influence over condom acquisition than barriers and cost

Results



Results

4) Messaging and promotion

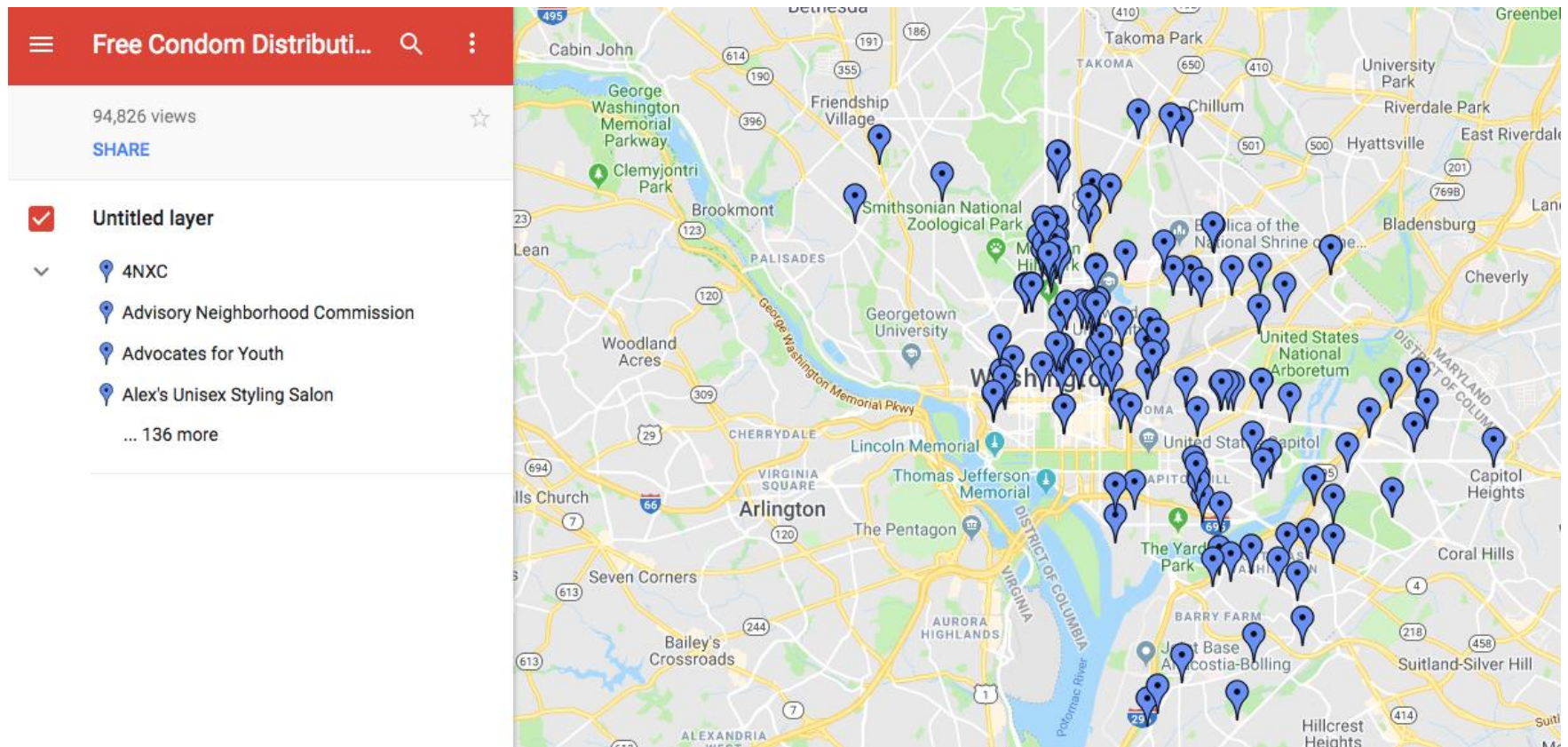


- 2 out of 6 site-based programs did not have maps or lists of sites, reasons were staffing, technical issues
- Many described limited budgets for promotion, marketing, messaging
- + Some put stickers in doors of stores that distributed condoms to indicate a safe space
- + Social media is a much cheaper and more effective method than print media, many leveraged this
- + Social media allows a program to measure its impact through clicks, likes, shares, and responses



Results

4) Messaging and promotion



Results

4) Messaging and promotion

We only use social media. And every time we put up a post or an ad (\$15), the orders explode.

Take Control Philly

We put a \$5 ad on Grindr and it literally broke our website.

Texas Wears Condoms

5) Monitoring and evaluation

How do you measure the effect of your condom distribution program?

- Number of condom distributed each year, number of conventional and non-conventional sites
 - Program awareness (\$\$\$)
 - Demographics, changes in sexual behavior (condom use), biological outcomes (decreases in STI cases/rates)
-



Texas Wears Condoms

- In 2017: 30,000 orders, 7.5M condoms
- After ordering, clients receive lengthy email survey (REDCap) with questions about sexual preferences, sexual behaviors, risk behaviors, testing, etc.
- Received 19,000 responses to their survey in 2017 (63%)
- **Rural reach** 20% of orders
- **Adolescent reach** 20% of orders
- **Discovery** of pockets of low HIV awareness + high risk behavior in TX → allowed DPH to focus on those areas in TX



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 ¹
- 66% of students say they make more responsible decisions because of the program
- 28% of students said that the Condom Fairy motivated them to go get tested

Discussion

Web-based distribution is the future

- ✓ Discreet purchasing and delivery, especially for 15-24 ¹
- ✓ 67% of young adults prefer ordering products online than going in stores ²
- ✓ Time for reviews: 8 out of 10 millennials never buy anything without first reading a review ³
- ✓ Ability to capture demographic data, behavioral data, programmatic data, user preferences for services ¹
- ✓ Ability to reach rural populations, adolescent populations, and high-risk populations ⁴

¹ Butler et al, 2018 ² Wallace, T. 19 E-Commerce Trends for 2018, ³ Hall, A. Market research by BOXT, 2018, ⁴ Texas Wears Condoms

Discussion

Condom distribution is more important than ever before



HIV/AIDS



Reproductive health
Family planning



STI prevention

- ✓ PrEP and LARC (long-acting reversible contraceptives) do not protect against STIs
 - ✓ Restrictions to sex education, funding of abstinence education, abortion restrictions
 - ✓ For 15-24 yr olds (highest risk), condoms offer dual protection without a doctor's appointment, insurance coverage and without breaking the bank
-



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Thank you to the programs that participated:

Boston University's Condom Fairy, University of Georgia's Condom Express, Washington DC's Rubber Revolution, Philadelphia's Take Control Philly, NYC Condom, Texas Wears Condoms, the Brazos County (TX) Health Department, Free Condoms Memphis, and the Allegheny County (PA) Health Department

Discover our condom initiatives, find out about condom crawls, get fun facts on sexual health @**freecondomsatlanta**

Megan McCool-Myers | megan.myers@emory.edu

FC2 Contact

Reach out for any questions:

Elizabeth Gotti

Public Sector Business Development Manager

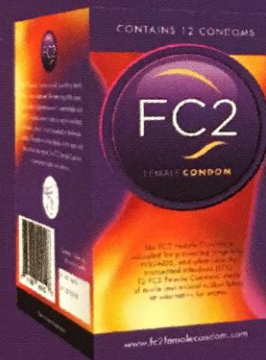
Mobile: 973-979-7905

Email: EGotti@verupharma.com

Headquarters

4400 Biscayne Blvd Suite 888

Miami, FL 33137-3212



#IWearTheCondom

www.fc2.us.com

Get Social @FC2USA

1. As reported by some users (both female and male). Open Access Journal of Contraception 2015;6: 125-142. <http://dx.doi.org/10.2147/OAJC.S55041>.
2. HeyDoctor is not available in every state. Check to see if HeyDoctor is available in yours.

Before using FC2, please read the product leaflet and complete product labeling information: www.fc2.us.com/labeling.



TEXAS WEARS CONDOMS

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TEXAS WEARS CONDOMS



LifeStyles Ultra Sensitive

\$0.00

[READ MORE](#)



Trustex Ribbed & Studded

\$0.00

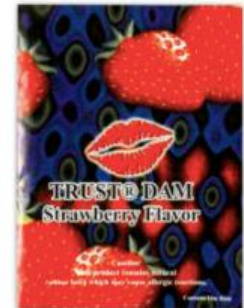
[READ MORE](#)



ID Glide "Natural Feel"

\$0.00

[ADD TO CART](#)



Dental Dam

\$0.00

[ADD TO CART](#)



[Home](#) / [Condoms](#) / [Large Condoms](#) / [LifeStyles KYNG](#)

LifeStyles KYNG

\$0.00

Condom Material

Latex

Type of Lubricant on Condom

Water Based

Condom Fit

Large

Condom Features

Longer, wider, and more head room

Condom Length

8 Inches

Condom Width at Base

2.2 Inches

Note: KYNG Condoms are extra wide and extra long with a flared head for extra comfort. Head room is 2.5 Inches.

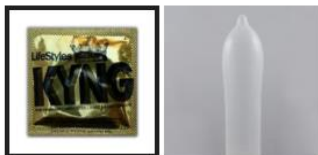
3784 in stock

Quantity

1

ADD TO CART

Categories: [Condoms](#), [Large Condoms](#)



- 25 condoms per order, individualizing is possible, variety or seasonal combos
- Name brand because they want individuals to know which brand in a store fits them

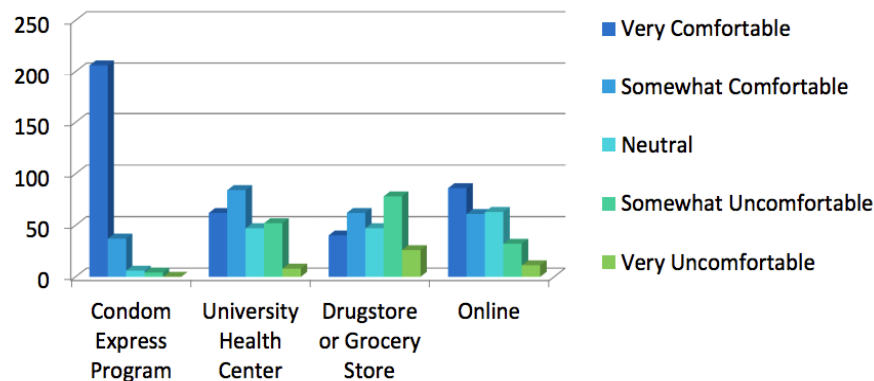
Condom Fairy Boston and Condom Express UGA

- Who: Katy Janousek, Athens and Katharine Mooney, Boston
- Confirmation survey at time of order
- 4 week follow-up survey to measure use of condoms
- Demographics, sexual behavior, HPV vaccine, intent to test, past testing, birth control use
- Ask about convenience and comfort of program

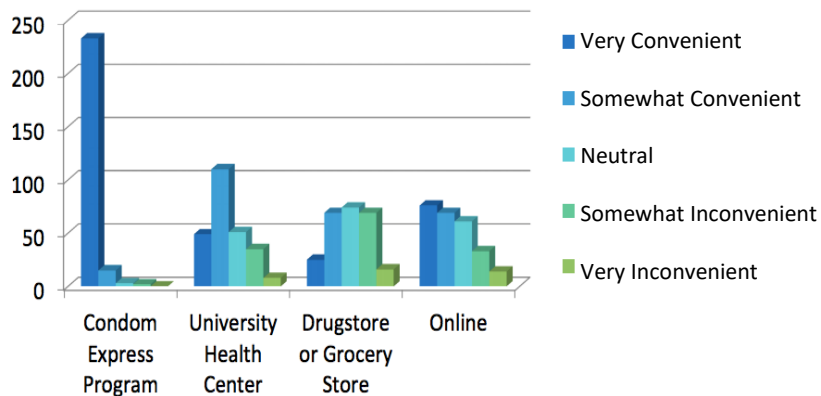


UGA

COMFORT OF OBTAINING SUPPLIES

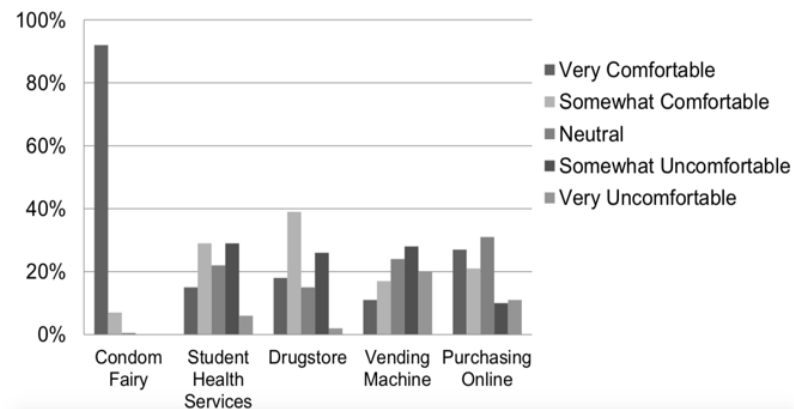


CONVENIENCE OF OBTAINING SUPPLIES

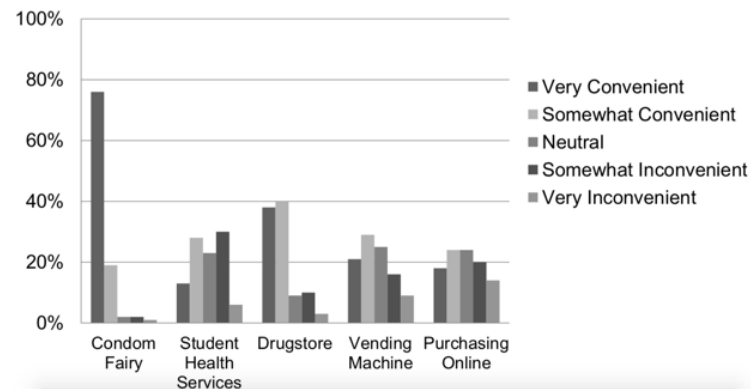


BOSTON

Comfort Obtaining Sexual Health Supplies



Convenience Obtaining Sexual Health Supplies





Angela Vaughn, MPH
Communicable Disease Prevention Program Manager
Wyoming Department of Health



Knowyo Campaign

Angela Vaughn, MPH

Wyoming Department of Health

Communicable Disease Prevention Program Manager

Knowyo Overview

Statewide Marketing Campaign

- Shows residents where they can get free condoms
- Allows residents to order free condoms
- Gives a comprehensive list of PHN offices in the state
 - We partner with all of these offices to provide low/no cost testing
- Targets people who engage in high risk behavior
- Educates residents about their risk
- Provides education on STDs





KNOWUP

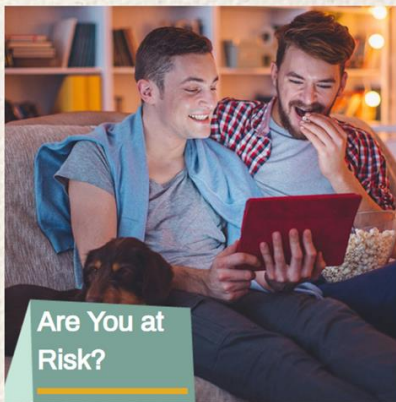
Get Tested

Get Free Condoms

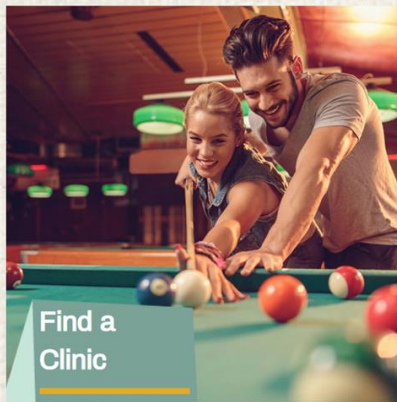
Home



STDs



Are You at Risk?



Find a Clinic



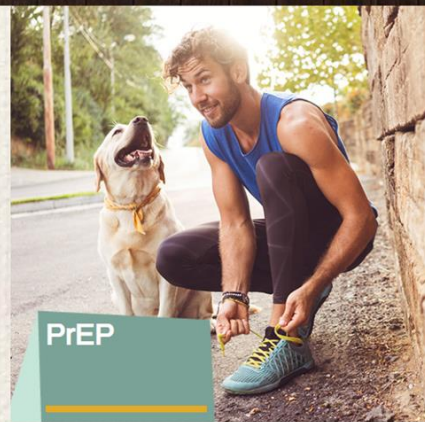
KNOWUP

Get Tested

Get Free Condoms



Get Free Condoms



PrEP

Free Condom Mailers

Anyone can order free condoms on the site

Simple google form

We send 10 condoms, 10 packets of personal lubricant, and a testing card in a discreet envelope

People can order up to four mailers per month

Sent out once per week by the program



Condom Mailers & Posters



Condom Dispenser Sites

Condom dispensers are another way to get free condoms in Wyoming

Knowyo has a free condom locator tool to show all sites

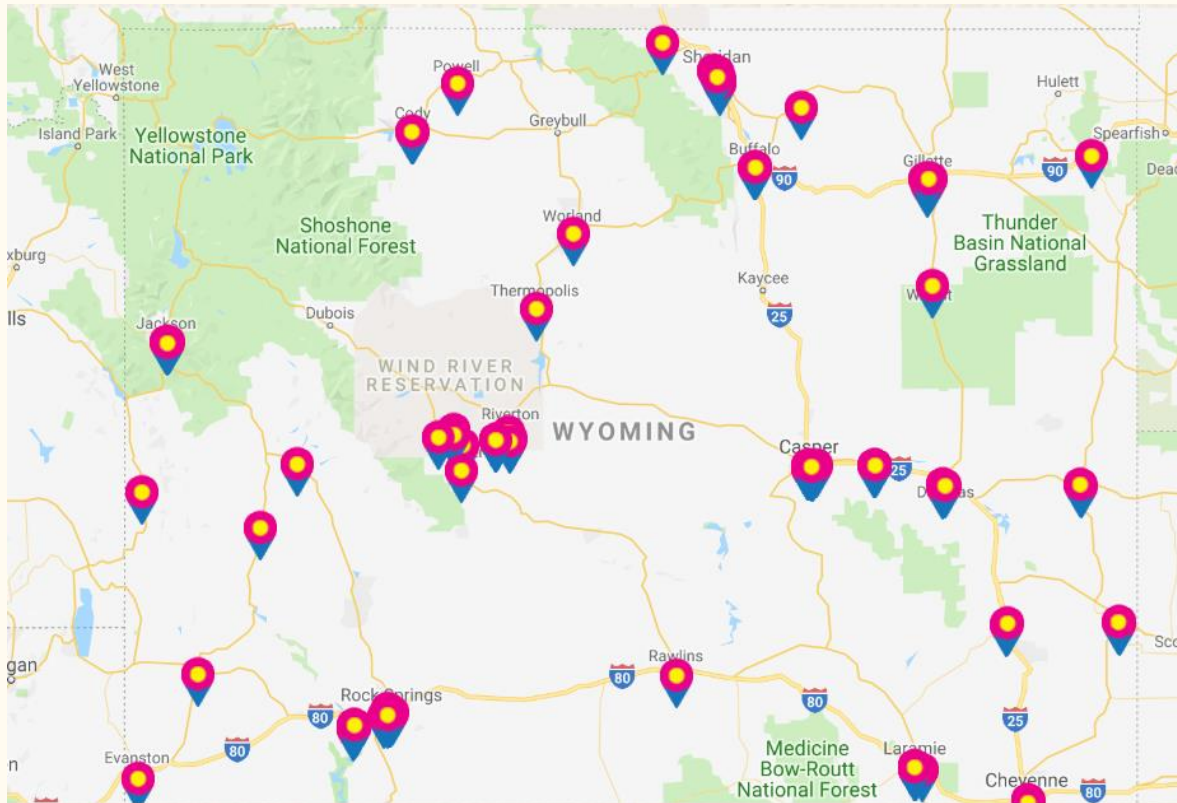
There is a list and a map on knowyo so they can find their closest dispenser location

There are 403 dispensers throughout the state

Cheyenne

Cheyenne Laramie County Family Planning
Cheyenne Laramie County Public Health
Cheyenne OB-GYN
Crown Bar
Drug Testing Center of Cheyenne
Keg 'n Kork Liquors and Lounge
Lamp Lounge
Peak Wellness
Scooters Bar and Package Liquor

How do people find them?



Condom Dispenser Recruitment

Dispensers rely heavily on our partnership with all PHN offices

Handouts for all potential sites that include:

- My information for ordering
- A disclaimer that tells them that they don't incur any cost
- The sizes of all dispensers that they can order
- Picture of the stand that we provide
- Our “free condom” stickers that go on the dispenser

Recruitment Target Sites

- Bars
- Tattoo Parlors
- College Campuses
- Drug Treatment Centers
- Alcohol Treatment Centers
- Homeless Shelters
- Fairgrounds
- Transitional Homes
- Truck Stops
- Camp Sites
- Casinos
- Schools (has to be approved by superintendent)
- Events



Upkeep of dispensers

PHN offices call dispenser sites on a regular basis

- Check in
- Make sure they know how to order condoms online
- Order condoms for sites that do not want to order online
- Deliver condoms as needed

Sites can also order condoms online

Sites can order new dispensers to replace damaged ones

Data

Tracking

All done by our office admin

Dispensers throughout the state increased to **403** in 2018 vs **102** in 2015

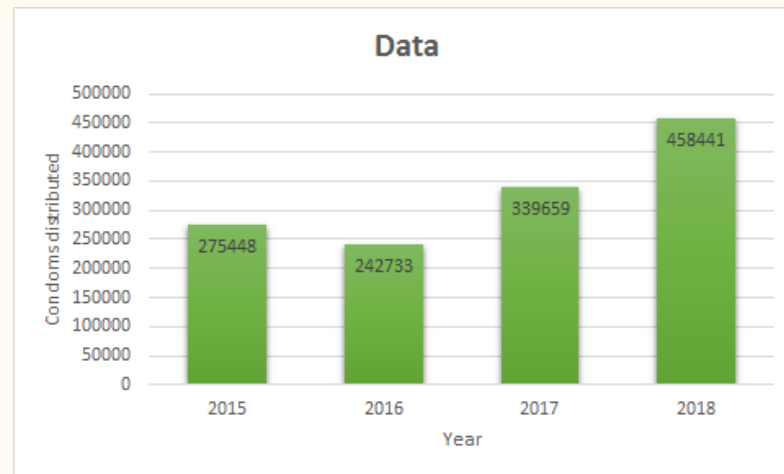
Distribution data from the last 4 years

2018 - 458,441 (36,332 in mailers)

2017 - 339,659 (9,050 in mailers)

2016 - 242,733 (2,950 in mailers)

2015 - 275,448 (no data)



Challenges

Events

CFD is the biggest event challenge

Never consistent with distribution

Damage to dispensers

Have to have an open communication with each site

Resistance to dispensers

All met with education about dispensers and offering of free condom posters

Successes

Significantly increased our number of dispensers and condoms overall throughout the state

Strengthened our partnerships with PHN

Increased knowledge more about our distribution services

Multiple dispensers in all counties

Ability to reach people with barriers to obtaining condoms with condom mailers

Thank you!

Knowyo

Questions?



Additional questions?

Megan McCool-Myers

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Leandra Lacy

llacy@ncsddc.org