



The Growing Movement for Female Condoms: Products and Perspectives from the Field

September 5, 2013

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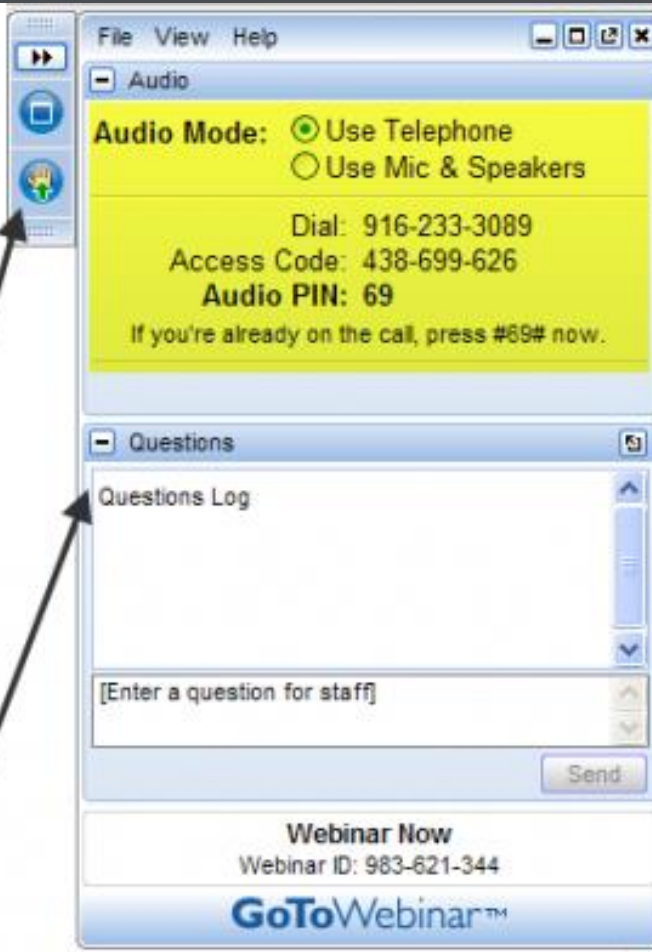
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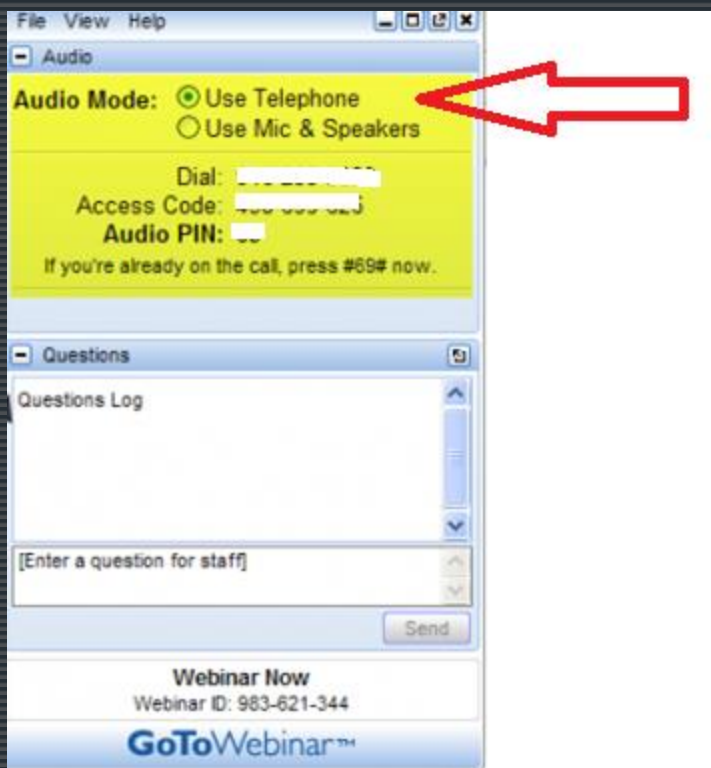
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The Growing Movement for Female Condoms: Products and Perspectives from the Field

Presenters

- Jessica Terlikowski, AIDS Foundation of Chicago
- Kim Whipkey, PATH
- Sarah Gaudreau, DC Female Condom Initiative
- Jacque McCright, San Francisco Department of Health

What we are going to cover

- The case for female condoms
- Female condom product landscape
- U.S. female condom programs
- Elements of effective programs
- The growing movement for female condoms
- How to be a female condom advocate
- Q & A



Renewed energy & interest in condoms

- CDC prioritization of condom distribution
- Gates recent RFP for “Next Generation Condom”
- Several female condom products on the market today, and additional products in development
- Promotion of FC2 for receptive partners of all genders
- Folding silicone male condom in clinical trials
- First receptive anal intercourse condom in acceptability trials



Kim Whipkey

PATH

- The case for female condoms
- Female condom product landscape



The case for female condoms

- Women and men need more options
- Acceptable and effective protection
- Empowerment
- Pleasure



The case for female condoms

■ More options

- Necessary to meet people's varied needs & situations over the lifespan
- Offers flexibility in who wears a condom
- Complements anti-retroviral-based HIV prevention and long-acting reversible contraception
- Options limited for receptive vaginal & anal sex partners
- Many women can't/don't want to use hormonal contraception
- Latex-free FCs offer people with latex allergy another option
- Pre-lubricated FCs offer post-menopausal women a solution to vaginal dryness



The case for female condoms

- Acceptable and effective protection
 - Acceptable among diverse groups of women and men. (UNDP/UNFPA/WHO/World Bank, 1997)
 - Only tool available today designed to offer woman-initiated dual protection from pregnancy and STIs/HIV.
 - Effectiveness of preventing pregnancy & STIs comparable to male condoms. (Bounds et al. 1992, Farr et al. 1994; Trussell 1998; Soper et al. 1993, Fontanet et al. 1998 Feldblum et al. 2002, French et al. 2003.)
 - Catalyst for increased levels of protected sex acts when promoted and distributed alongside male condoms. (Barbosa et al. 2007; Hoke et al. 2007; Choi et al. 2008).
 - Cost-effective public health intervention in certain scenarios, such as compared to costs of HIV treatment. (Marseille et al. 2001; Dowdy et al. 2006; Holtgrave et al. 2012).



The case for female condoms

- Empowerment

- Receptive partners of all genders need array of tools to take active role in their own health
- Women need tools to help control if/when they have children
- Some women able to negotiate safer sex with the female condom when male condom use is not possible (Hatzell et al. 2003)



The case for female condoms

■ Pleasure

- A source of pleasure for users (Dias et al. 2006).
- Heat transmitting material, wider size, and looser fit create a more natural feel
- Ring(s) increase(s) stimulation
- Not erection reliant
- Can enhance intimacy
- Serve as sex toy in foreplay
- Maintain spontaneity



Female condom products

- FC2
- Cupid
- Woman's Condom
- Phoenurse
- VA w.o.w
- Panty condom



Most distributed female condom: FC2®

FC2 ® female condom

Manufacturer

Female Health Company

Design features

- Nitrile sheath
- Inner ring for insertion/retention in vagina
- Pre-lubricated with silicone

Regulatory approvals

- CE Mark
- WHO prequalification for public sector purchase
- USFDA approval

Distribution

- Registered/distributed in 138 countries, including the United States



Photo credit: Female Health Company

New products on market: Cupid™

Cupid™ Condom

Manufacturer

Cupid Ltd, India

Design features

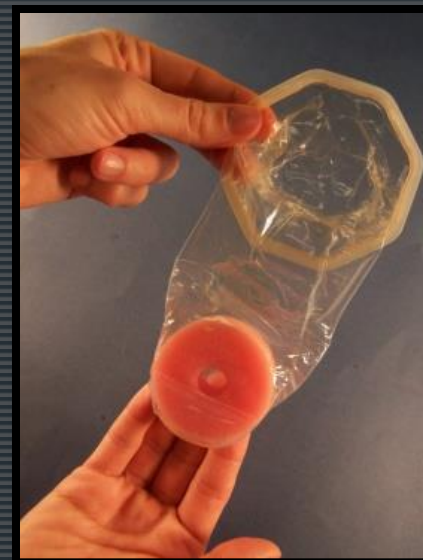
- Latex sheath, comes in natural and pink colors
- Sponge for insertion/retention in vagina
- Pre-lubricated with silicone

Regulatory approvals

- CE Mark
- WHO prequalification for public sector purchase
- Approved by India Drug Control Authority & Brazil regulatory authority (ANVISA)

Distribution

Small-scale distribution in India, Brazil, Indonesia, South Africa, Mozambique.



New products on market: Woman's Condom

Woman's Condom

Manufacturer

Shanghai Dahua Medical Apparatus Company
--Developed by PATH through user-centered process.

Design features

- Polyurethane pouch
- Dissolving capsule for insertion; foam shapes for stability
- Un-lubricated & co-packaged w/ sachet of water-based lubricant

Regulatory approvals

- CE Mark
- Shanghai Food and Drug Administration approval
- South Africa SABS certification mark
- Under review for WHO prequalification.

Distribution

Available in limited distribution channels in China as O'Lavie™.



Photo credits, from top: PATH/Glenn Austin & Bang Strategic Brand Design.

New products on market: Phoenurse

Phoenurse

Manufacturer

Tianjin Kangdunbao Co.

Design features

- Polyurethane pouch, dumbbell shaped
- Inner ring for insertion/retention in vagina; comes with auxiliary insertion tool.
- Pre-lubricated with silicone

Regulatory approvals

- Tianjin Food and Drug Administration approval
- Under review for WHO prequalification

Distribution

Limited distribution in China and Brazil



Other products with limited availability:

Panty condom

Panty Condom

Manufacturer

Innova Quality S.A.S., Colombia

Design features

- Distinct design; panty holds the condom in place during sex—same function as outer ring
- Condom sheath made of polyethylene; new sheath must be used each time.
- Pre-lubricated with white vaseline

Regulatory approvals

- CE marking in 2003
- Under review for WHO prequalification

Distribution

Private sector distribution in Colombia



Photo credit: Innova Quality S.A.S.

Other products with limited availability: VA w.o.w.

VA w.o.w. / Reddy

Manufacturer

Medtech Ltd, India

Design features

- Latex sheath with triangular outer frame
- Sponge for insertion/retention in vagina
- Pre-lubricated with silicone oil

Regulatory approvals

- CE Mark (reportedly expired)
- Approved by India Drug Control Authority & Brazil regulatory authority (ANVISA)
- Under review for WHO prequalification

Distribution

Manufacturing is currently suspended.



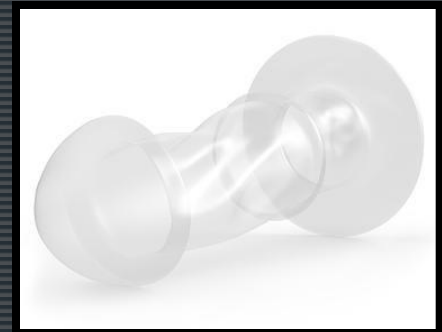
Photo credit: Medtech Ltd

Vaginal & anal condoms in development

Product	Design	Status
HLL female condom - HLL Lifecare Ltd, India	• Latex version of FC2	• In clinical trials
Origami™ female condom - Strata Design, US	• Silicone pouch, designed to be reusable	• In clinical trials
Origami™ anal condom	• Silicone pouch, designed specifically for anal use	• In clinical trials
Snap Sensations female panty condom - Silk Parasol Corporation, US	• Cotton panty with disposable latex condom	• In clinical trials
Cupid2 - Cupid Ltd, India	• Identical to Cupid™ but is slightly shorter with a smaller sponge.	• In clinical trials



Origami female condom



Origami anal condom

Female condoms gaining momentum

- Proliferation of female condom designs signals growing interest in this form of protection.
- Global distribution more than quadrupled from 13.5 million units in 2005 to 61.6 million units in 2012.
- New female condom programming and advocacy initiatives:
 - 2005: UNFPA Global Female Condom Initiative
 - 2006: Prevention Now! Campaign (CHANGE)
 - 2008: Universal Access to Female Condoms Joint Programme
 - 2011: U.S. National Female Condom Coalition

**PREVENTION
NOW.NET**
We Can't Wait to Fight AIDS

UAFC 
joint programme

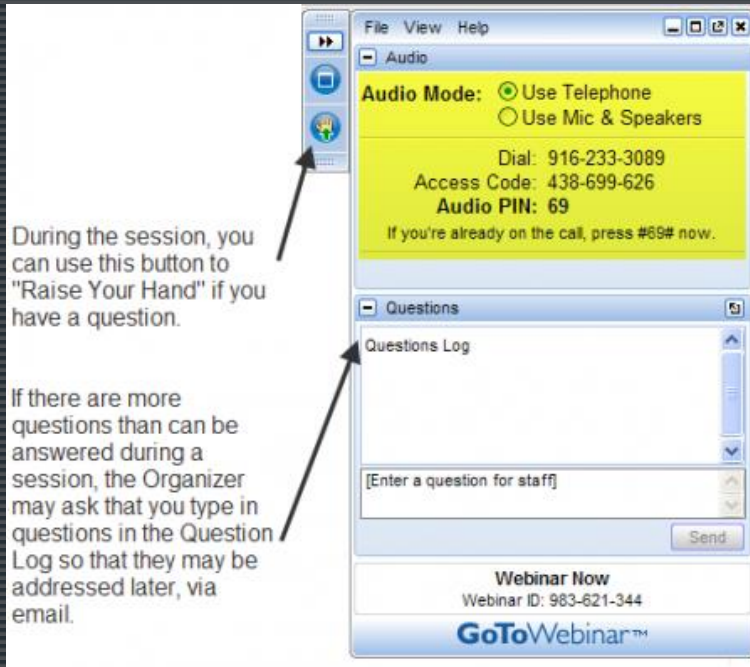
 **NATIONAL
FEMALE CONDOM
COALITION**

Female condoms gaining momentum (cont.)

- Female condoms included in a number of recent high-level policy documents and initiatives:
 - USAID issue brief
 - PEPFAR Blueprint: Creating an AIDS-Free Generation
 - UNAIDS Strategic Investment Framework
 - UN Commission on Life Saving Commodities for Women and Children
- Female condom programs taking off in the United States!



Housekeeping



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Sarah Gaudreau

DC Female Condom Initiative

- Lessons learned
- Elements of effective programs

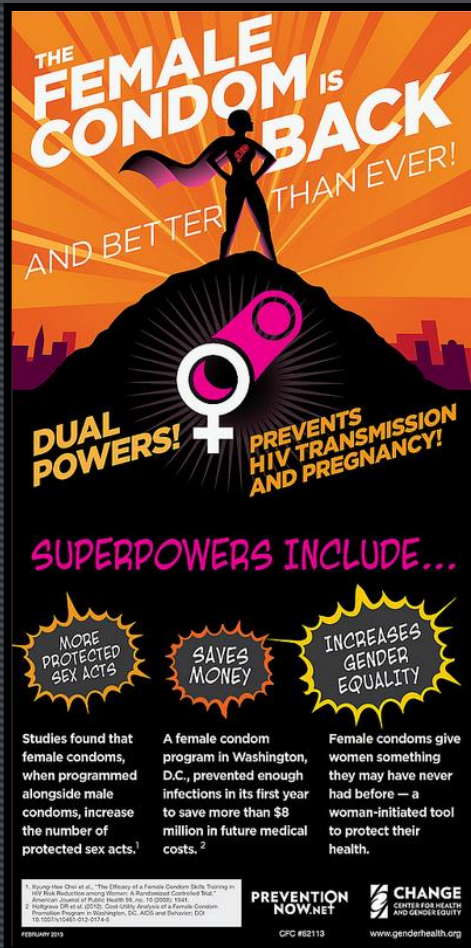


Lessons from FC1



- FC1 acceptance and uptake in U.S. was minimal
- Limited support by HIV, STI, & family planning due to many factors:
 - Cost
 - No large scale marketing
 - Lack of engagement and education
 - Product unfamiliarity and consequently product discomfort
 - Negative biases
- Together these factors resulted in woefully limited product awareness among both providers and potential users

Learning from FC1 lessons



- 2009 U.S. FDA FC2 review offered important opportunity
- Advocates capitalized on moment to re-launch female condoms
 - Reintroduced in positive way that injected new energy and enthusiasm critical to a successful rollout
 - Raised visibility of process and product among should-be supporters
 - Garnered support from local, national, and international organizations
- AIDS Foundation of Chicago, Center for Health and Gender Equity, National Women's Health Network, and Female Health Company led efforts
- Laid groundwork for U.S. jurisdictional advocacy and programming

Seeking strategies to increase uptake

- New York State Department of Health and Columbia University developed and evaluated impact of minimal vs. enhanced structural interventions to promote FCs
- Worked with CBO directors on FC policies/protocols
- Made FCs available for free to agencies
- Trained providers to address FC misconceptions, address provider biases, & build skills
- Provided technical assistance to agencies and providers



What we learned from NYS

- Provider education is an essential piece of successful FC programming
- Study demonstrated that enhanced intervention—agency action plans, free FCs, provider trainings—increased client intent to use FCs
- Clients' intent to use FCs significantly associated with counselor's FC knowledge, attitudes, & self-efficacy
- Improved providers' attitudes & knowledge
- Inspired and informed development of other U.S. programs



Growing movement of U.S. FC programs

1998

- NYC began citywide FC training, education, and distribution program

2006

- NYS launched 4 year study to examine the impact of a statewide structural intervention to increase FC promotion

2009

- FDA approved FC2

2010

- Chicago Female Condom Campaign
- DC's Doin' It

2011

- San Francisco Get Turned On To It
- Houston FC2-4uTexas
- Atlanta

2012

- Los Angeles

FC program commonalities

- Research informed program development
- Skills & capacity building for providers
- Collect community input for materials
- Promote FCs for vaginal & anal sex*
- Cultural competency with diverse groups--women, transpeople, gay men, MSM, youth, sex workers, drug users, seniors, PLWHA
- Program feedback loop
- Partnerships with businesses, CBOs, and health departments
 - Public FC availability in diverse settings
 - Social media and social marketing



*A note about FCs and anal sex

- Nearly all of the U.S. programs promote FCs as a risk reduction strategy for people who engage in receptive anal sex
- FC2 is **NOT** FDA approved for anal sex (neither are MCs)
- Inconclusive safety and NO efficacy data on FCs for anal sex
- FCs can open a dialogue about anal sex
- NFCC advocates for investment in safety and efficacy evaluation of anal use of existing FCs



FC2 covers from Fenway

Social marketing

FC2 and You: Where to Get Yours

The NYC Condom Availability Program promotes condom use to help prevent the spread of HIV and other sexually transmitted infections and to help prevent unplanned pregnancy. The program provides free male and FC2 condoms for distribution throughout New York City, in all kinds of venues, ranging from hospitals to bars/clubs.

To find FC2 condoms near you:

- Visit nyc.gov/condoms (click 'where')
- Call 311
- Download the NYC Condom Finder smartphone application.

New York City residents and visitors to New York City can use their smartphones to find nearby condom distribution locations. To download the NYC Condom Finder application, search for 'NYC Condom' in the app market or app store on your respective Android, Apple, Blackberry and/or Windows mobile phone.

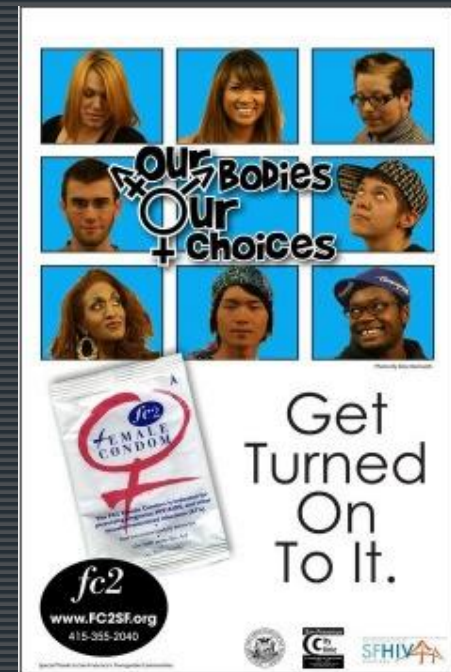
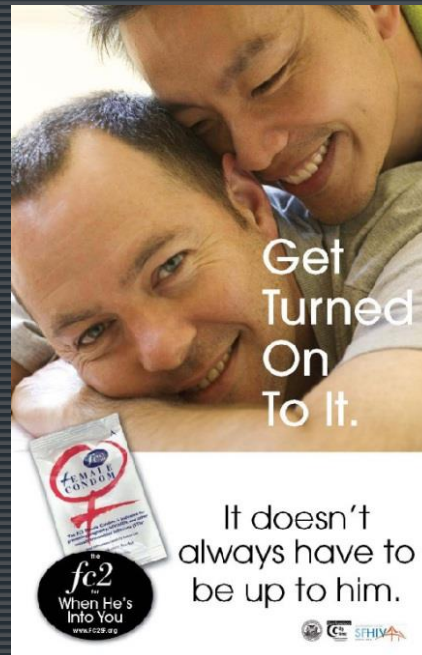
To request FC2s for your agency/business, call 311 or email femalecondom@health.nyc.gov

For more information on the FC2:

- nyc.gov/condoms: New York City's condom site
- femalehealth.com: The FC2 manufacturer's site
- fc2sf.com: San Francisco's FC2 site
- ringonit.org: Chicago's FC2 site
- dcdoinit.com: Washington DC's FC2 site

Produced by the New York City Department of Health and Mental Hygiene, Bureau of HIV/AIDS Prevention and Control

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Training feedback

"When I came in I didn't know much about female condoms. Now, I can explain...to other women how to use them and if they have questions, I would be able to answer them."

--Provider, NYC

"..We need you to come back and train all our medical providers. I don't think many of them know about [the FC2]."

--Clinic Administrator, DC

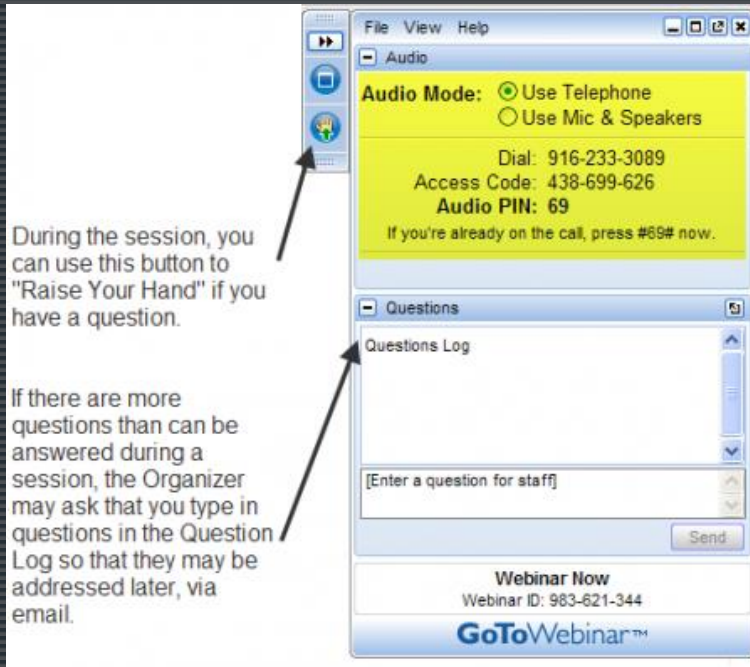
"Girl, I like to wear mine when I'm ridin' the bus. 'Specially the G6. There's lots of bumps in the road."

--Senior woman FC training participant, DC

"...The women were not comfortable talking about...a female condom. BUT after they obtained all the information and facts about why it is important and fun to use the FC2, after the presentation ALL the women wanted to try it!!! Some of them have come back to ask for more..."

--Provider, Chicago

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Jacque McCright

San Francisco Dept of Public Health

- Snapshots of U.S. FC programs



New York City

- Led by NYC Department of Health
- First comprehensive FC education, training, and distribution program in U.S.
- Over **800** programs have participated in FC1/FC2 distribution since 1998
- Partner with over 3,500 traditional venues (CBOs, hospitals, social service agencies) and non-traditional venues (nail and hair salons and barber shops) to distribute safer sex materials
- Educate consumers and train providers
- Target priority populations, focusing on NYC's epidemiology
- Innovative use of social media to engage NYers- Facebook page, NYC Condom Finder, mobile enabled website



Chicago

- Broad-based coalition led by AFC
- *Put a Ring on It*
- Increase FC awareness and access among HIV-impacted communities through provider trainings, direct consumer education, media, & diverse advocacy strategies
 - Trained more than 400 providers from 125 agencies on FC promotion
 - 366 venues now distribute FCs –an increase of 4.5x's since 2010
 - Advocacy training
- Institutionalized FC programming and promotion through
 - Chicago DPH Community Condom Project (113,500 FCs in 2013)
 - Chicago FC Campaign Training Corps
 - Chicago Female Condom Campaign participation in job descriptions
 - Chicago Public Schools (on the horizon)

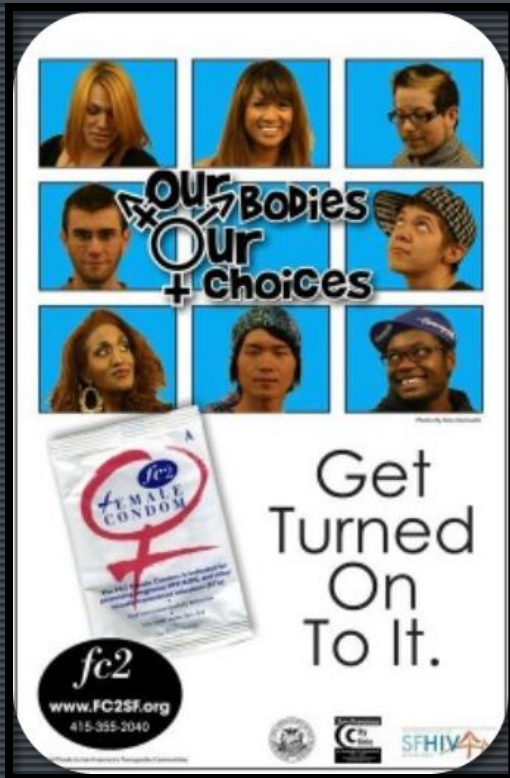


Washington, D.C.

- First public/private partnership to promote FC education, awareness, and utilization
- Secured significant private funding
 - 1M+ from MAC AIDS over 4 years
- Mass transit marketing, radio ads, Facebook and Twitter
- Trained over 80,000 consumers and 1,500 providers and distributed 500,000 FCs in the first 3 years
- Hopkins economic analysis showed program prevented 22 HIV infections, saving \$8 million in future medical costs in first year
- Assisting with recruitment for Phase 1 of NIH funded study on effectiveness of computer-based FC training module



San Francisco



- Led by SFDPH
 - Gay, bi-, MSM, trans, and youth CBOs, drug stores, clubs, sex shops, and universities
 - Distributed 100,400 FCs
- Campaign includes:
 - Provider & consumer training (online and in person)
 - Multi-lingual media, mass transit advertising, radio, posters, and palm cards
 - Social Media including PSAs for MSM & Youth
 - Increased FC2 availability citywide

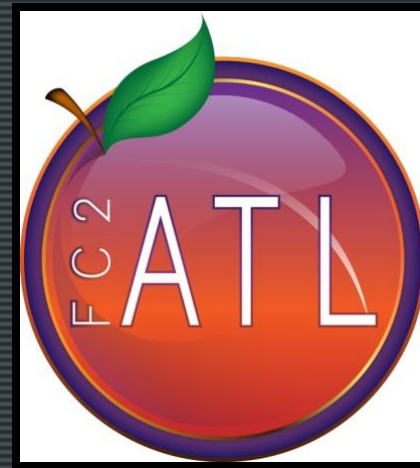
Houston

- Campaign led by Planned Parenthood Gulfcoast and AIDS Foundation Houston
- Expanded FC access to include 19 venues throughout Houston
- Participating in FC texting program
- Dedicated half-time staff for trainings, outreach, and media



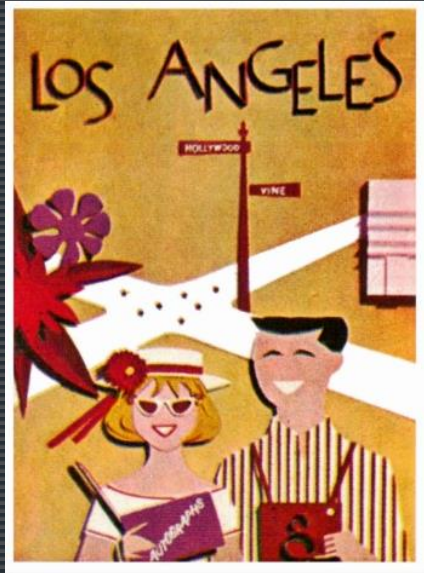
Atlanta

- *Keeping Yourself Safe and Sexy*
- Community-led campaign
- Integrating FC education and distribution efforts into all prevention efforts
- Increasing awareness of pharmacy availability at Walgreens
- Participating in texting program
- Training providers



**Looking ing for FC2s
near you?**
Text "findFC2" to 877877,
type in your location and find
FC2s in your neighborhood!

Los Angeles



- The Universal Condom Workgroup Los Angeles
 - “L.A. is Loving It”
- Partnership between CBOs, Los Angeles Department of Public Health, UCLA, LAUSD, & Walgreens
- Focused on training and increasing awareness
- Offer FC Boot Camp for providers and clinicians
- Leveraging San Francisco’s experience and expertise to build own program

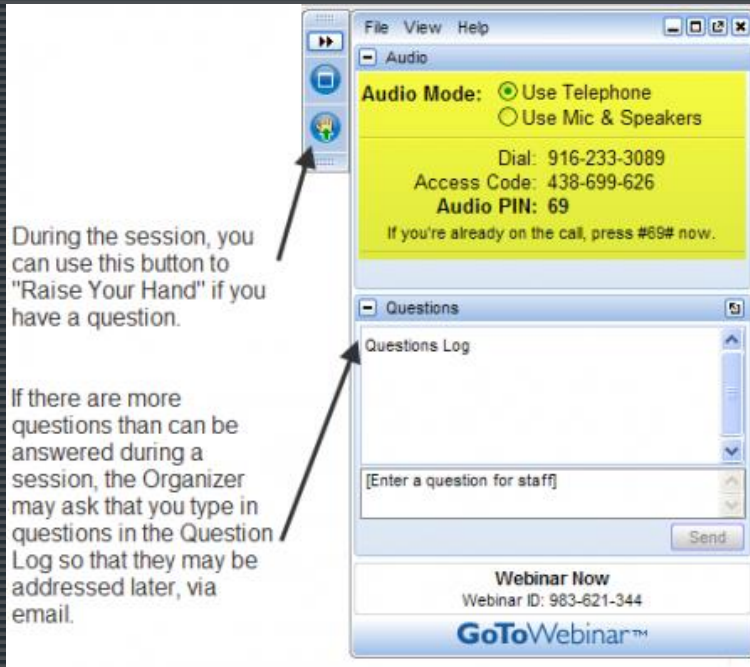
Principles of effective condom distribution

CD Program Principles	Do FC programs meet CDC's principles?
Provide condoms free of charge	ATL, Chicago, DC, NYC, SF, Houston, LA
Conduct wide-scale distribution	Chicago, DC, NYC, SF
Implement social marketing efforts to promote condom use (by increasing awareness of condom benefits and normalizing condom use within communities)	ATL (through community and City partnerships), Chicago, DC, NYC (including social media), SF (including social media), Houston, LA
Conduct both promotion and distribution activities at the individual, organizational, and community levels.	ATL, Chicago, DC, NYC, SF, LA, Houston (through community partners)

Principles of effective condom distribution

CD Program Principles	Do FC programs meet CDC's principles?
Target populations at risk/venue frequented by high-risk individuals	ATL, Chicago, DC, Houston, NYC, SF
Supplement CD program with more intense risk reduction interventions or other prevention health services.	ATL (through community and City partnerships), Chicago (through community partners, DC, Houston (through community partnerships), NYC (through community and City partnerships), SF (through new launched website and online training ability)
Establish organized support for condom distribution and promotion activities in traditional and non-traditional venues.	ATL, Chicago, DC, NYC (through commercial venues and sex parties), SF (through community, City partnerships, commercial sex venues, sex parties, and adult film studios)
Conduct community-wide mobilization efforts to support and encourage condom use.	Chicago, DC, NYC, SF, LA

Housekeeping



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Jessica Terlikowski

AIDS Foundation of Chicago

- Building a U.S. movement for female condoms
- How you can be an FC advocate



NFCC: engendering collaboration and building a movement

- Prior to 2011, FC programs launched/operated in isolation
- Enable exchange of successes, challenges, strategies, resources
- Facilitate peer programmatic support and technical assistance to address common challenges
- Develop and implement coordinated strategies to increase FC awareness, access, and use
- Build FC support among HIV, sexual health and reproductive justice, public health, gay men's health, and others



Outcomes of collaboration



- 2011 National Female Condom Coalition founded
- Increased community buy-in among diverse U.S. stakeholders
- Greater FC visibility via social/traditional media & conferences
- FC availability at Walgreens at reduced cost \$5.99-\$7.99
- Leveraging resources for materials, training, and website
- Significant presence at AIDS2012 through posters, panels, & media
- Local, national, global collaborations
 - Experience exchange between global south & north FC programs
 - Global Female Condom Day

NFCC focus

- Increase decision makers, funders, and allies' awareness, understanding, and support of FC programming
- Standardize data collection across jurisdictions
- Collaborate with FC researchers to determine best risk reduction messaging for FCs for anal use
- Advance new receptive partner product development
- Bring existing FC products to market
- Support existing & new FC programs through TA and tools
- Host Global Female Condom Day (September 16)



Why NFCC's work matters

- Enables cross program TA that was non-existent prior to NFCC
- Leverages limited resources
- Development and implementation of U.S. FC advocacy and programmatic agenda
- Prepares way for new prevention technologies, including biomedical
- Bolsters advocacy efforts for global FC access
- Facilitates dialogue between FC researchers and advocates
- Lack of tools & messages for all genders who engage in receptive sex—vaginal & anal



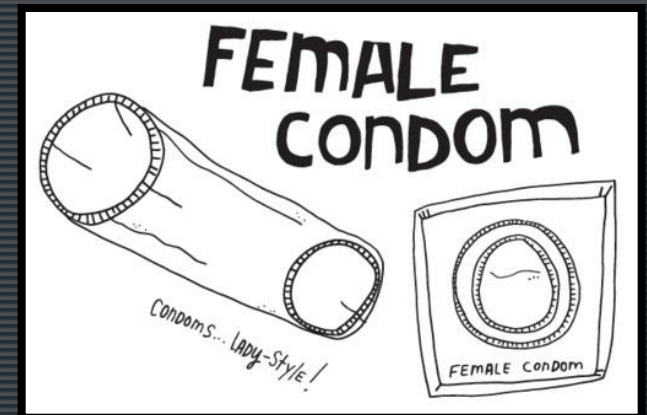
Advocate for female condoms

- Talk about FCs!
- Make FCs a part of your organization's prevention and programmatic advocacy agenda
- Ensure FCs are visible and accessible at local agencies and health departments—**FCs should be everywhere MCs are**
- Hold an FC training at your organization
- Institutionalize FC programming in your jurisdiction—we can help!
- Be a part of Global Female Condom Day



Global Female Condom Day

- Dedicated day of action to increase public awareness, understanding, and support for FCs
- Demonstrates demand and raises visibility of FCs
- Advocacy and education are critical to build awareness and support for FCs
- Thousands of individuals and nearly 200 organizations from 40 countries participated last year
- Take the pledge to be a part of the 2nd annual Global Female Condom Day at www.nationalFCcoalition.org/GFCD



What to do for Global FC Day

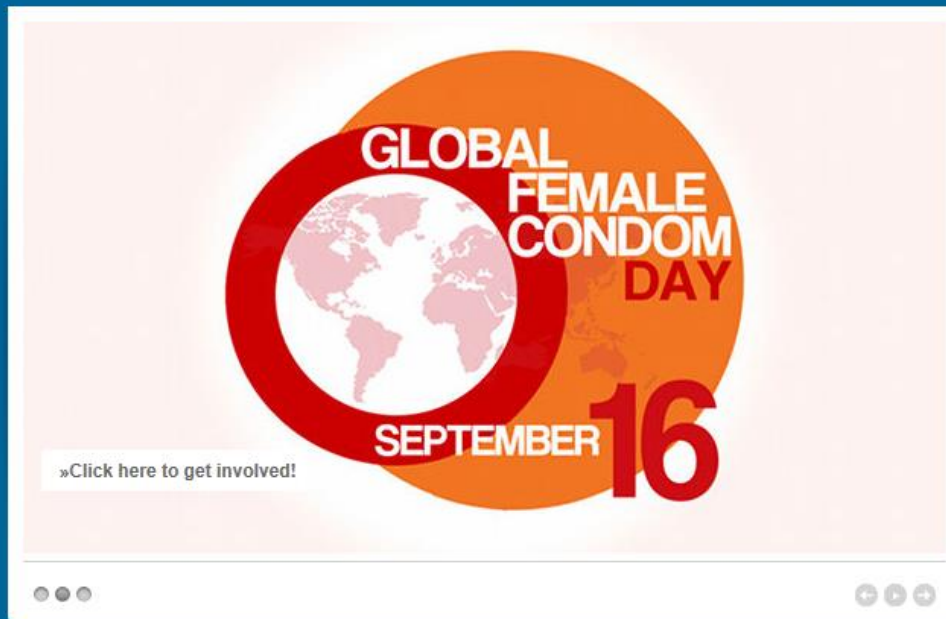
- Visit www.nationalFCcoalition.org/GFCD for tools and ideas including:
 - Community education
 - Spreading the word through social media networks with blogs, Facebook posts, and tweets
 - Advocacy for greater FC access at public venues
 - Making short videos with a pro-FC message



The NFCC is here to help!

- Make FC and programming and advocacy tools available to other jurisdictions
- Offer trainings and technical assistance around effective FC programming and advocacy
- Facilitate trainings on successful FC promotion practices
- Follow us on Facebook and Twitter
- www.nationalFCcoalition.org
 - Connect with U.S. programs
 - Sign up for newsletter
 - Download tools and materials
 - Learn about field of FCs
 - contact@nationalfcccoalition.org





Female condoms are
POWERFUL TOOLS
for prevention and pleasure.

They
EMPOWER and
PROTECT.

Women and men
NEED
female condoms.

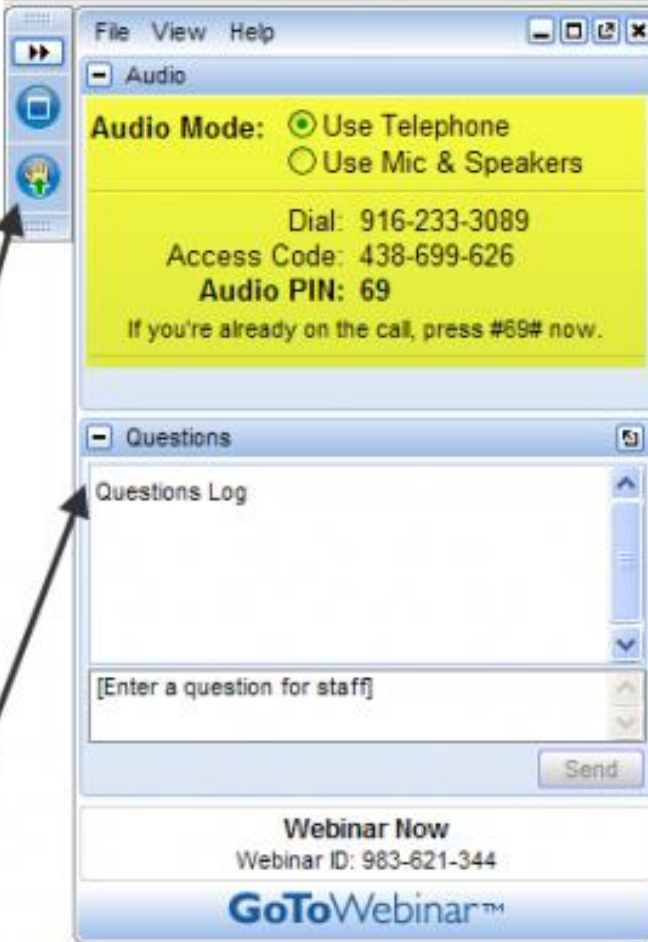
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Q & A

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Thank you!



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- Kim Whipkey
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