

Step 5: Determine Activities and Interventions

Suggested approaches and activities and illustrative examples are presented here as appropriate choices for communicating to primary and influencing audiences about female condoms. These suggestions are a starting point and close collaboration with communication and creative professionals can help ensure that design and execution are innovative and compelling.

Illustrative activities for a demand generation program on female condoms are tabulated below based on five key intervention strategies:

1. Integrating female condom promotion into existing services and programs such as:
 - Clinic-based services such as family planning, RMNCH, prevention of mother-to-child transmission of HIV, HIV counseling and testing, voluntary medical male circumcision, and STI treatment.
 - Community-based health services and health education programs.
 - Community mobilization initiatives, particularly those focusing on women's empowerment and gender/relationship norms, youth/adolescent friendly services, and support services for individuals and families affected by HIV.
 - Life skills programs, particularly those teaching communication and negotiation skills to women and girls.
 - Outreach programs targeting female sex workers and their clients, and including sex work organizations and networks.
 - Formal and informal workplace programs targeting, e.g., food, agriculture and mining industries, brothels, and uniformed services.
 - Social marketing programs and public sector condom distribution networks.
2. Creating awareness and acceptance of female condoms among all audiences via:
 - Inter-personal communications.
 - Community mobilization, including entertainment-education.
 - Mass media promotion, including entertainment-education.
 - Media engagement and mass media reporting.
 - Social media and websites.
3. Leveraging the private sector, via

- Traditional private sector condom outlets, e.g. pharmacies, clinics
- ‘Non traditional’ private sector condom outlets, e.g. bars
- Outlets frequented by target female condom users, e.g. hair salons
- Training for staff of private sector outlets

For a guide to PPPs in demand generation, see “The Guide to Public-Private Partnerships in Increasing the Demand for RMNCH Commodities: The P for Partnership” (<http://sbccimplementationkits.org/demandrmnch/public-private-partnerships/>)

4. Creating momentum and capacity by training nurses, lay counselors, pharmacists and community health workers

- Pre-service training
- In-service training
- Medical detailing

5. Building stakeholder support through targeted advocacy and participation including:

- Sensitization meetings, presentations, workshops and conferences.
- Participation in technical working groups, e.g. on HIV/AIDS, family planning, RMNCH, gender and women’s empowerment.
- Participation in health sector policy, strategy and operational planning forums.

Example activities in each of these five intervention domains are presented below.

5.1 INTEGRATING FEMALE CONDOM PROMOTION WITH EXISTING SERVICES AND PROGRAMS		
Illustrative Channel Mix	Target Audiences	Purpose

<p>Clinic-based services: RMNCH, and HIV testing / care / treatment / support services</p>	<p>Women in relationships</p>	<ul style="list-style-type: none"> • Give users a choice of male condoms and female condoms to increase overall condom uptake. • Expand contraceptive choice to include both male and female condoms. • Co-locate promotion with product distribution to facilitate trial, repeat use and regular use. • Promote female condoms at scale through public sector health facilities. • Use primary healthcare settings to reinforce positioning of female condom for dual protection and de-emphasize disease prevention.
<p>Community-based health and support services and health education programs E.g. RMNCH and HIV/AIDS interventions, and support groups for people living with HIV (PLWH)</p>	<p>Single women Male partners</p>	<ul style="list-style-type: none"> • Reach women and their partners together via counseling services (e.g. couples testing for HIV) and facilitate discussion of fertility preferences. • Promote female condoms for STI/HIV prevention through one-on-one counseling, as part of HIV services, and through PLWH networks. • Give women and couples the chance to handle female condoms, receive education, practice insertion on pelvic models, and ask questions to trained providers. • Through routine follow-up sessions, support new users to overcome any difficulties they are experiencing. • Provide negotiation skills training to reinforce competency with product itself. • Ensure continuity of support to help new users through difficult trial periods and motivate ongoing use.
<p>Outreach programs targeting key populations at risk</p>	<p>Female sex workers</p>	<ul style="list-style-type: none"> • Recognize stigma that prevents female sex workers accessing female condoms via mainstream channels. • Integrate commodity distribution with female condom skills and safe sex negotiation skills training. • Ensure continuity of support during critical trial period for a coitus dependent audience.
<p>Community mobilization initiatives, particularly those focusing on women’s empowerment and gender / relationship norms E.g. community consultations, interactive theater, videos that stimulate dialogue</p>	<p>Women in relationships Single women</p>	<ul style="list-style-type: none"> • Address harmful social, gender and relationship norms, and cultivate healthier norms. • Engage communities, families and couples in dialogue on gender, including gender roles, women’s health, and HIV transmission. • Promote discussion of fertility preferences between couples as a healthy relationship norm. • Foster social change that increases women’s ability to negotiate safe sex. • Integrate female condom skills training with life skills programs.

<p>Life skills programs, particularly those teaching relationship / communication / negotiation skills to women or couples</p> <p>E.g. Stepping Stones</p>	<p>Male partners</p>	
<p>Social marketing programs and public sector male condom distribution networks</p>		<ul style="list-style-type: none"> • Give users a choice of male and female condoms to increase overall uptake. • Reinforce female condom positioning as a complement / alternative to the male condom. • Utilize existing sales and interpersonal communication skillsets of condom distribution agents.

5.2 CREATING AWARENESS AND ACCEPTABILITY

Illustrative Channel Mix	Target Audiences	Purpose
<p>Inter-personal communications</p> <p>Female condom-specific IPC activities</p> <p>E.g. one-on-one or small group activities on university campuses, at workplaces, churches, youth groups</p>	<p>Women in relationships</p>	<ul style="list-style-type: none"> • Give women and couples the chance to handle female condoms, receive instructions, practice insertion on pelvic models and discuss questions / difficulties with trained outreach workers. • Provide negotiation skills training to reinforce users' competency with the product. • Ensure continuity of support to help new users through difficult trial periods and motivate ongoing use. • Direct audience to female condom distribution outlets.
<p>Community-based entertainment-education events, both health and non-health related</p> <p>E.g. Community events, health fairs, roadshows on college campuses, marketplace female condom demos</p>	<p>Single women</p> <p>Male partners</p>	<ul style="list-style-type: none"> • Reach large audiences at single events. • Use role models (either community or public figures) to support female condom initiatives. • Increase general awareness and social acceptance of female condoms, fostering a more enabling environment for women to initiate discussion of female condoms with male partners. • Direct audience to female condom distribution outlets.
<p>Mass media promotion</p>	<p>All</p>	<ul style="list-style-type: none"> • Create widespread awareness and acceptability within both primary and influencing audiences.

<p>Low-budget options:</p> <p>E.g. radio call-in shows, sponsored radio shows, product / message placement in media shows or reporting</p> <p>High-budget options:</p> <p>E.g. Multi-media campaigns using radio, television, print media, billboards, text messaging</p>		<ul style="list-style-type: none"> • Prepare the ground for other channels. • Publicize access points, campaigns and events. • Create positive perceptions based on product attributes.
<p>Media engagement and mass media reporting</p> <p>E.g. Media workshops, media training events, press releases, outreach to journalists; print, broadcast and online coverage</p>	<p>Journalists</p> <p>All target users</p>	<ul style="list-style-type: none"> • Generate media coverage to create awareness of female condoms. • Counter any existing negative perceptions of female condoms among journalists. • Create positive perceptions of female condoms among the media and their audiences. • Create conducive conditions for other demand generation activities by raising general awareness. • Create widespread awareness and acceptability within both primary and influencing audiences. • Publicize access points, campaigns and events.
<p>Social media and websites</p>	<p>All</p>	<ul style="list-style-type: none"> • Create widespread awareness and acceptability within both primary and influencing audiences. • Create positive perceptions based on product attributes. • Use role models to support female condom initiatives. • Publicize local events and female condom distribution points. • Allow audiences to select the content they receive, including detailed content. • Make training, programming and other tools more widely available at low cost. • Target younger and urban / peri-urban users.

5.3 LEVERAGING THE PRIVATE SECTOR

Illustrative Channel Mix	Target Audiences	Purpose
<p>Traditional condom outlets e.g.</p>	<p>Women in</p>	<ul style="list-style-type: none"> • Increase product / brand awareness and create positive associations (e.g. family planning,

<p>pharmacies, grocery stores</p>	<p>relationships</p> <p>Single women</p> <p>Male partners</p> <p>Female sex workers</p>	<p>sexual pleasure) through visible point of sale promotion.</p> <ul style="list-style-type: none"> • Promote alternative female condom products to those distributed through free channels to stimulate interest in the category as a whole. • Train pharmacy staff to demonstrate and promote female condoms.
<p>Private healthcare providers</p>	<p>Women in relationships</p>	<ul style="list-style-type: none"> • See above, clinic based services. • Target women / couples from higher socio-economic backgrounds.
<p>Non-traditional condom outlets (targeting general population audience segments)</p> <p>E.g. hair salons, barbers</p>	<p>Single women</p> <p>Male partners</p>	<ul style="list-style-type: none"> • Opportunity to promote female condoms in female-friendly settings where there is time for instruction, negotiation skills training and dialogue. • Option of free or for sale female condoms. • Point of sale promotion benefits category as a whole. • Male-friendly outlets such as barbers can be used to increase male awareness and acceptance.
<p>Non-traditional outlets (targeting key populations at risk)</p> <p>E.g. bars, nightclubs, brothels, hotels, motels, guest houses, late night stores, taxi/moto-taxi stands</p>	<p>Single women</p> <p>Male partners</p> <p>Female sex workers</p>	<ul style="list-style-type: none"> • Make female condoms available close to where high risk sex acts occur. • Complement outreach programs targeting female sex workers with venue-based promotion and distribution that reaches clients and high-risk women who are not sex workers but engage in casual and/or transactional sex.

5.4 TRAINING HEALTH PROVIDERS AND HEALTH EDUCATORS		
Illustrative Channel Mix	Target Audiences	Purpose
<p>Government and NGO training programs for nurses, lay counselors, community health workers, and health promoters.</p> <p>E.g. Policies, guidelines, curricula, manuals / materials, rollout planning, delivery, support and monitoring</p>	Health providers and health educators	<ul style="list-style-type: none"> • Ensure consistency of messaging. • Change / shape behavior and attitudes. • Equip audience with knowledge, skills and competencies to promote female condoms effectively. • Combat negative product perceptions. • Create enthusiasm and momentum for distribution and promotion, at scale and at grassroots level.

5.5 ENGAGING DECISION MAKERS		
Illustrative Channel Mix	Target Audiences	Purpose
<p>Sensitization meetings, presentations and workshops at all levels, i.e. national to community</p>	Stakeholders	<ul style="list-style-type: none"> • Target key focal points who can cascade information. • Sensitize leadership and key teams within target organizational units (e.g. of ministries of health). • Garner support for female condom programming. • Recruit champions.
<p>Participation in technical working groups on e.g. SBCC, HIV/AIDS, RMNCH, gender & women's empowerment</p>		<ul style="list-style-type: none"> • Ensure that female condoms are on the right agendas. • Garner support and recruit champions. • Draw on technical expertise of membership.
<p>Participation in health sector forums for policy, strategy and operational planning</p>		<ul style="list-style-type: none"> • Integrate female condom program strategy with national planning cycles. • Garner support and recruit champions.