

The Freedom Condom Project: A Health Promotion Project Combining Education and Condom Dissemination

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Background/Purpose:

Cost, embarrassment, stigma and poor sexual health knowledge continues to be a barrier to young people accessing condoms. The Freedom Condom project was established by Family Planning Australia to improve young people's access to free condoms and reproductive and sexual health education.

Approach:

The project initially adopted a partnership-based model to expand across New South Wales (NSW) with trained project partners providing young people with condoms directly and in-person education on safe sex and STIs. In 2023, an online ordering component was developed via the Freedom Condom website. A pilot started in Far West and Western NSW Local Health Districts (LHD) and now has expanded to all regional NSW LHDs and Nepean Blue Mountains LHD. Young people access the project by completing a short educational module, after which they receive free condoms by post. The project also utilises a social media campaign shaped by young people's feedback to further extend its reach and impact.

Outcomes/Impact:

The pilot in Far West and Western NSW LHDs exceeded expectations, with 403 online orders. The most recent expansion generated 706 orders – an 89% increase. Evaluation feedback shows young people called the project “a very stress free way to get the right stuff for safe sex,” 93% would recommend the Freedom Condom website to peers.

Innovation and Significance:

The Freedom Condom project demonstrates a significant innovation in youth sexual health promotion, evolving from a traditional face-to-face model to a digital driven approach. By integrating a short educational module, it equips young people with essential sexual health knowledge, supporting informed choices, while increasing accessibility, privacy and autonomy. This project exemplifies new directions for digital public health interventions targeting young people.

Disclosure of Interest Statement:

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