

FINDING THE PERFECT FIT : CONDOM USE AT A TIPPING POINT

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Issues:

For one in four men, standard-sized condoms are either too tight or too loose. Correct condom fit decreases chance of breakage and discomfort and increases pleasure and long-term condom adherence.

Description:

We designed and produced the Ending HIV Condom Toolbox (Toolbox) containing 12 condoms in different sizes and materials, with various lubricants, printed resources and a masturbation sleeve. The Toolbox is free to GBM (gay and bisexual men) and trans people aged 16-20.

To accompany this, we developed the Ending HIV Condom Masturbation Trainer (CMT). The CMT is an interactive, pick-a-path experience, using a model who masturbates with the viewer. Starting with a standard 56mm condom viewers click buttons like “It feels too tight” or “I want to try something thinner” the next video is triggered, until the best fit condom is identified. Viewers can then have this condom mailed to them for free.

Lessons learned:

Over six months, 500 units were distributed. The Toolbox improved condom knowledge, access and confidence among GBM and trans people. Of users that completed the feedback survey, 42% learnt different sizes of condoms were available and 59% learnt condoms were available at low cost (prescription). For 44%, a condom size outside of the standard range was the right fit. Almost all users (98%) felt more confident using condoms after the Toolbox experience.

Next steps:

We are rolling out 5,000-10,000 improved Toolboxes on 1 October 2019 for GBM and trans men under 25. This innovation may be translatable to young heterosexual men.