

Global Consultation on the Female Condom

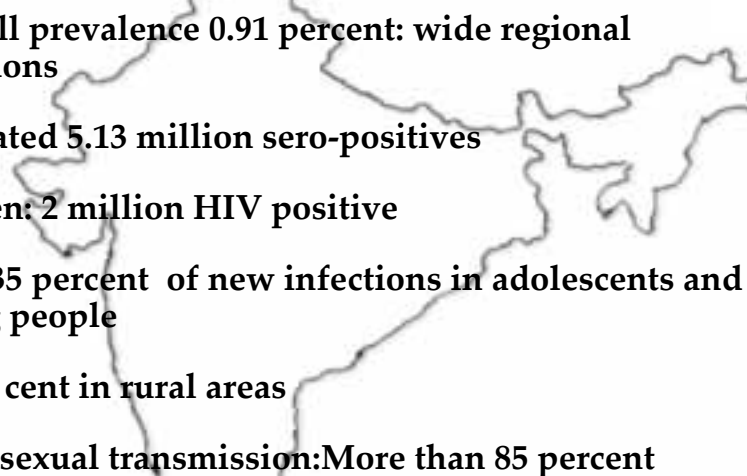
INDIAN EXPERIENCES

*Radisson Plaza Lord Baltimore,
September 26-29, 2005*

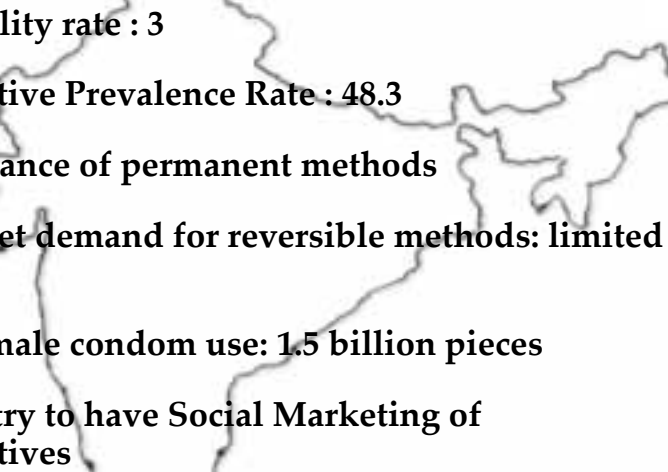
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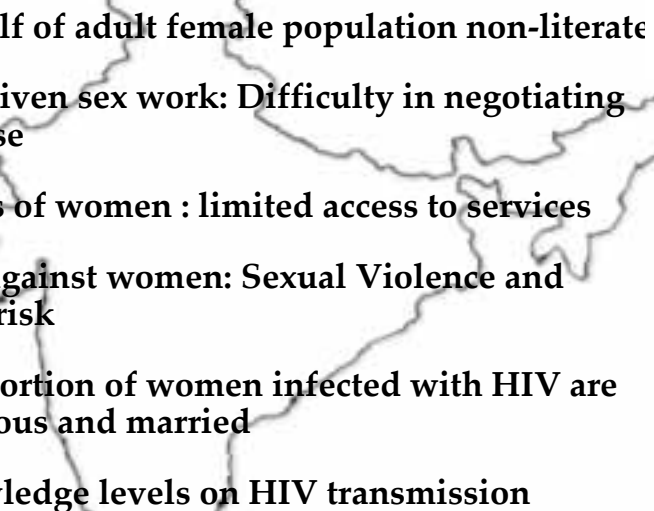
India Scenario : HIV/AIDS

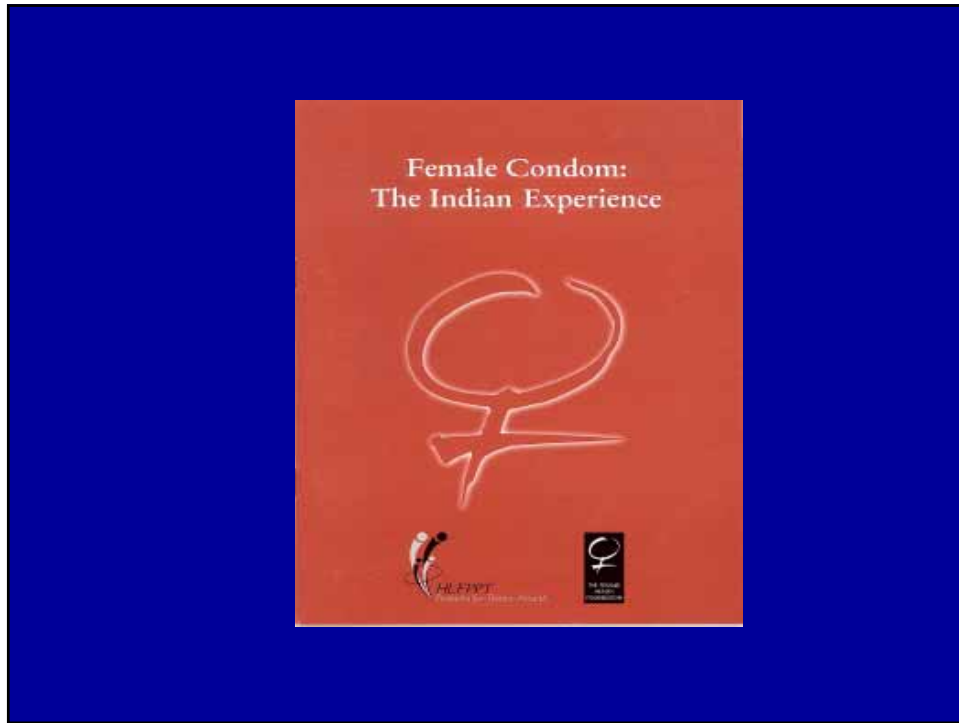
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- Overall prevalence 0.91 percent: wide regional variations
 - Estimated 5.13 million sero-positives
 - Women: 2 million HIV positive
 - Over 35 percent of new infections in adolescents and young people
 - 60 per cent in rural areas
 - Hetro sexual transmission: More than 85 percent

India Scenario : Fertility

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- ☀ **Total Fertility rate : 3**
 - ☀ **Contraceptive Prevalence Rate : 48.3**
 - ☀ **Pre dominance of permanent methods**
 - ☀ **High unmet demand for reversible methods: limited choice**
 - ☀ **Stagnant male condom use: 1.5 billion pieces**
 - ☀ **First country to have Social Marketing of Contraceptives**

Socio-Economic Vulnerability

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- ☀ **Nearby half of adult female population non-literate**
 - ☀ **Poverty driven sex work: Difficulty in negotiating condom use**
 - ☀ **Low status of women : limited access to services**
 - ☀ **Violence against women: Sexual Violence and increased risk**
 - ☀ **High proportion of women infected with HIV are monogamous and married**
 - ☀ **Low knowledge levels on HIV transmission**



Multi Centric Studies: 2003-2004

Objectives

- ☀ Identify the target group & their perceptions on FC
- ☀ Identify the barriers and enabling factors
- ☀ FC and communication between partners about sexuality and risk-reduction.
- ☀ Purchasing habits with respect to willingness and ability to pay and preferred source

Sample Size

Eligible married couples – 75

CSWs and clients – 125

MSM's/Partners – 50

Total sample in 3 states

$250 * 3 = 750$

Monitored use and consistent programming over three months with 28 NGOs.



Key Observations

☀ Consistency of use

- Use of FC increased consistently over weeks
- As a contingency measure

☀ Ability to Negotiate

- Discussions with partners increased
- Could use with drunk clients
- Lubrication was liked by both

Key Observations.....

☀ Perceptions

- Effective, reliable and strong
- Initial problems in insertion
- Large size, slippery
- Time and privacy



“ But when he wants to use a male condom only, we will ask him to wear that only. For us either of this is the same.

We need protection. That’s all”

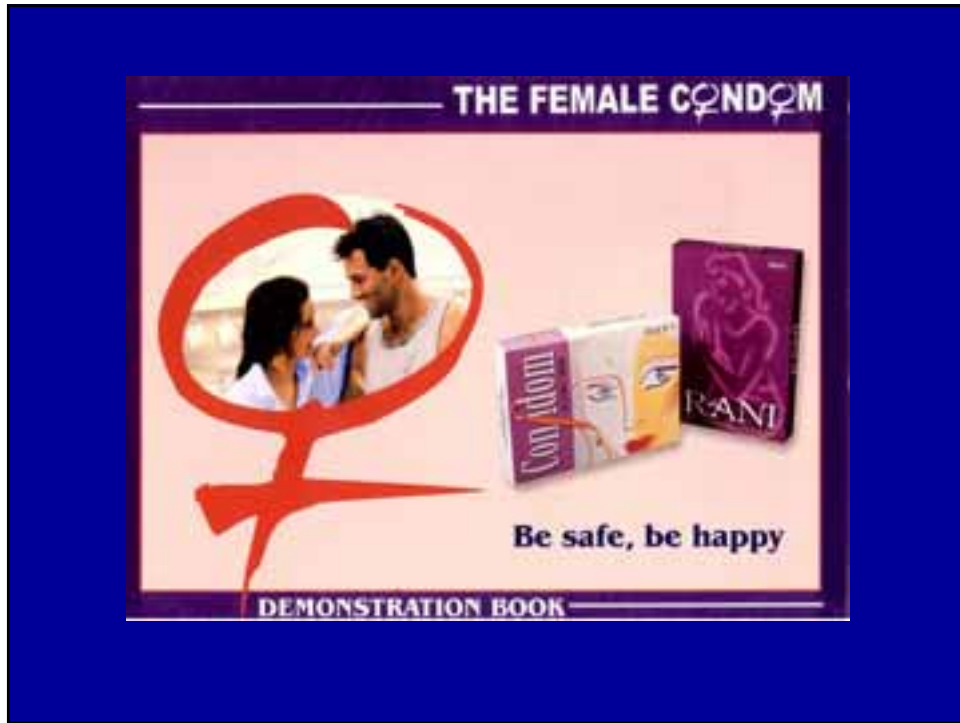


Social Marketing: Sex workers in Mumbai

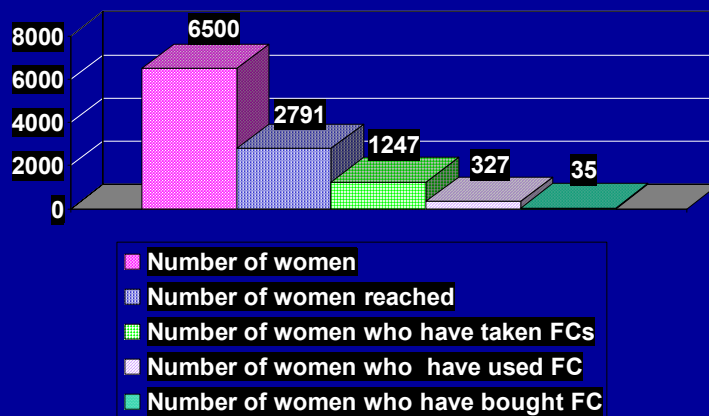
- ☀ Project Aadmi - helped to better understand the relationship between the woman in prostitution and her aadmi (husband)**
- ☀ Marketing plan for Female Condom (FC), Brand Logo, Packaging**
- ☀ Research based communication material**

Field Implementation : Key Processes

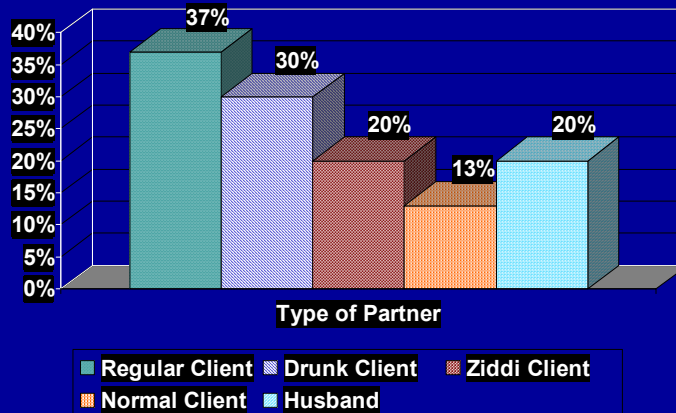
- ☀ Seeta-Geeta material – Benefits of use, motivational.**
- ☀ FC demonstration – demonstration of correct FC usage, by women**
- ☀ Each woman given 5 free sample FCs.**
- ☀ Follow-up – each women who took FC is tracked, experiences recorded.**



Off take of services



FC used with types of partners



Likes and Dislikes: Synthesis of findings

☀ Likes

- Protection
- Good for stubborn clients
- Pleasure and confidential

☀ Dislikes

- Difficulty in insertion
- Fear of foreign body
- Partner objection

Commercial Marketing :

- ☀ Preliminary studies conducted
- ☀ Massive communication campaign is under process
- ☀ Unsubsidized test marketing in metros initially
- ☀ Starts this month

Plans for Inclusion in GOI supported Social marketing

- ☀ Social Marketing Programme for contraceptives in place. Nearly 40 percent of male condoms go through CSM
- ☀ GOI agreed to include FC in Social Marketing programme in High prevalence states initially
- ☀ HLL (Hindustan Latex Limited – A- GOI subsidiary) to supply FCs to SMOs at no loss-no profit basis.

Key Messages:

Preparing Clients/Community

- Formative research inputs
- Strategic communication
- Enhance product visibility
- Credible sources of communication
- Need to work with men

Key Messages:

Supply Side Interventions

- Investing in skill building of providers
- Ensuring easy access/availability
- Focus on both vulnerable groups and EC
- Streamline supplies – free and SM

Key Messages:

- ☀ Address Policy level issues:
 - Targeted Social Marketing
 - Product Pricing
 - Integral component of Condom Programming

References:

- ☀ Female Condom: Indian experience- HLPPT and The Female Health Foundation
- ☀ Why the Female Condom? PSI report
- ☀ Personal Communications with HLL

THANK YOU