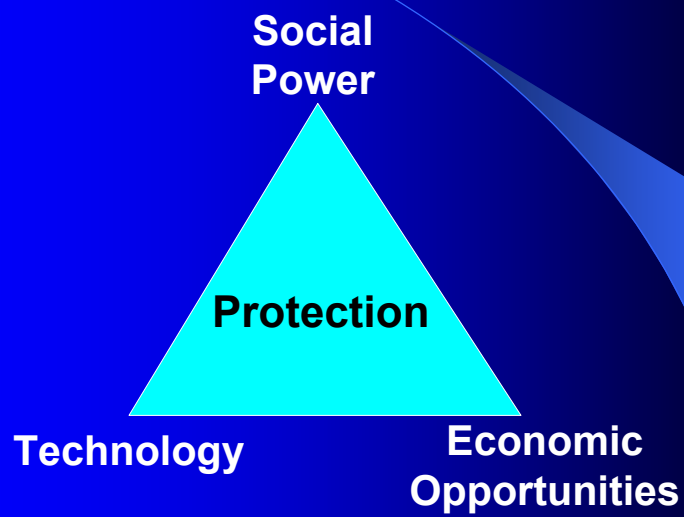


A New Wave of Female Condom Programming

Finding the Mix that Works

Martha Brady, Population Council
Sept. 26-29, 2005

Girls' and Women's Protection Strategies



On the technology side, we must be.....

- Creative in positioning products, mindful of market segmentation
- Careful about what we call them
- Willing to experiment with newly-emerging services
- Prepared for future technologies; improve and refine delivery systems and models
- Committed to R&D on Microbicides, Barriers, Vaccines, etc



On the social, economic side we must.....

- Change the discourse; reframe male-female communication
- Recognize power asymmetry
- Model and pilot test approaches to engage men; where does male self-interest lie?
- Identify ways to develop women's economic assets



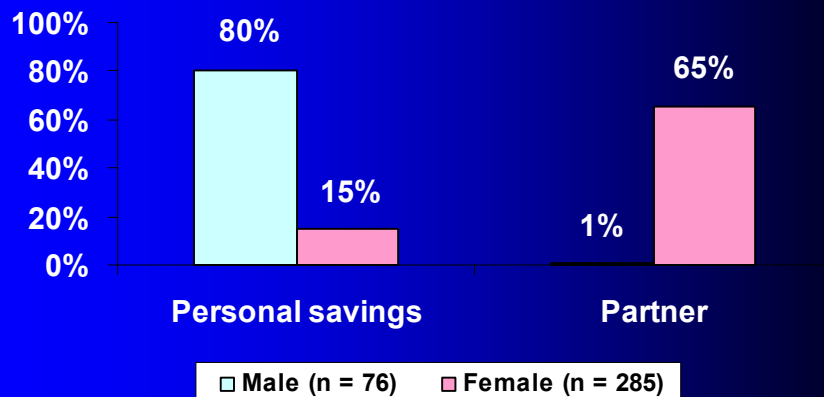
Who holds the Purchasing Power on Protection?

Donors
Governments
NGOs
Men
Women?

* Need to view girls'/women's economic assets as part of primary prevention!



Source of money for HIV testing



Source: McCauley et al. 2004

Outline of Presentation

- Explore potential programmatic synergies
- Highlight key issues and/or populations not yet adequately addressed
- Consider new types of service provider and delivery platforms
- Identify gaps, areas for future work



Where does the Female Condom Fit in the Mix?

- PMTCT programmes
- VCT services
- ARV roll-out
- FP (dual protection)
- ANC
 - In what settings, should FC integration be encouraged?



Female Condom as Integral Part of Prevention, Care, Treatment Approaches

- Care product among discordant couples
- HIV+ Women
- Part of comprehensive ANC



Higher HIV prevalence among married young women

	Married	Unmarried	% Higher
Kisumu, Kenya	32.9%	22.3%	47.5%
Ndola, Zambia	27.3%	16.5%	65.5%

Source: Glynn 2001. Data from multi-center study, girls aged 15-19
as presented by Clark, 2003.

Married girls have more frequent sex, are less likely to use condoms, and are more likely to have HIV+ partners

HIV Risk factors among sexually active girls aged 15 to 19 in Kisumu, Kenya

	Unmarried, sexually active	Married
Had sex in the last week	10.9	64.4
Use condoms often/always	19.5	3.5
HIV prevalence among men with adolescent partners	12.3	31.1

Source: Clark 2004

**Marriage Matters:
Making Marriage Safe by.....**

- Drawing on marriage, tradition, and attachment to family to communicate about protection against HIV
- Experimenting with VCT prior to, or around marriage
- Making the first year of marriage a “safety” period (condom during 1st year, delay childbearing)



Cooking Pots and Condoms: Preparing The Wedding Trousseau

- Use marriage fetes/ritual as educational opportunity for discussion of RH needs, technologies, and services.
- During marital preparations, encourage transparency between families' exchanges of gifts and goods



Recognize Adolescent Diversity and Pockets of Risk

- Girls living outside the protective structures of family and school
- Poor girls under pressure to exchange sex for gifts, money, shelter
- Married girls – the neglected majority
- Sexually active unmarried



Beneficiary-Driven Approach for Adolescents

- Tap existing ASRH program
- Identify alternative delivery platforms – (savings clubs, literacy, sports, cooperatives, etc)
- Move beyond clinic walls – bring product/info to girls at risk



Combine livelihoods and HIV-related education, products and services as part of primary prevention strategy!



Women's Solidarity Groups: A New Service Provider for Female-Initiated Products

Deepening our Understanding, Filling Knowledge Gaps

- Map women/girls' health-seeking behavior with service availability
- Review, critique and define specific integration opportunities
- Differentiate protection needs and possible market segments
- Listen to community conversations

What We Can Do Now? Experiment and Evaluate

- Integrate female condom into post-test risk-reduction counseling
- Position female condom as HIV “Care” product among discordant couples in selected settings
- Bolster dual protection efforts, possibly including messages about “safeguarding future fertility”



What We Can Do Now? Experiment and Evaluate

- Expand “hierarchical message” approach to new settings
- Identify and train broader net of “providers”
- Test new social platforms for delivery for adolescents at risk



The Female Condom: Where Gender, Technology, and Sexuality Meet

Female condom can *begin* the discussion about sex and power. But, it can't end there.

Changing the power balance between men and women is essential for real and sustained change.



Power and Protection Every Girl and Woman's Right



Thank You



In many PEPFAR countries, the majority of girls' unprotected sex is within context of marriage

Country	Percent married among sexually active girls aged 15-19	Percent married among girls who had unprotected sex last week aged 15-19
Ethiopia	94	98
Haiti	52	83
Kenya	36	72
Mozambique	67	82
Nigeria	61	89
Rwanda	51	97
South Africa	7	13
Tanzania	50	77
Uganda	80	96
Zambia	44	82

Source: Bruce and Clark 2003