

Size matters: promoting choice to increase engagement with condom promotion

Cary James – HIV Prevention England/ THT



Public Health
England

Condoms

Prevented 80,000 infections amongst MSM from 2000-2010.

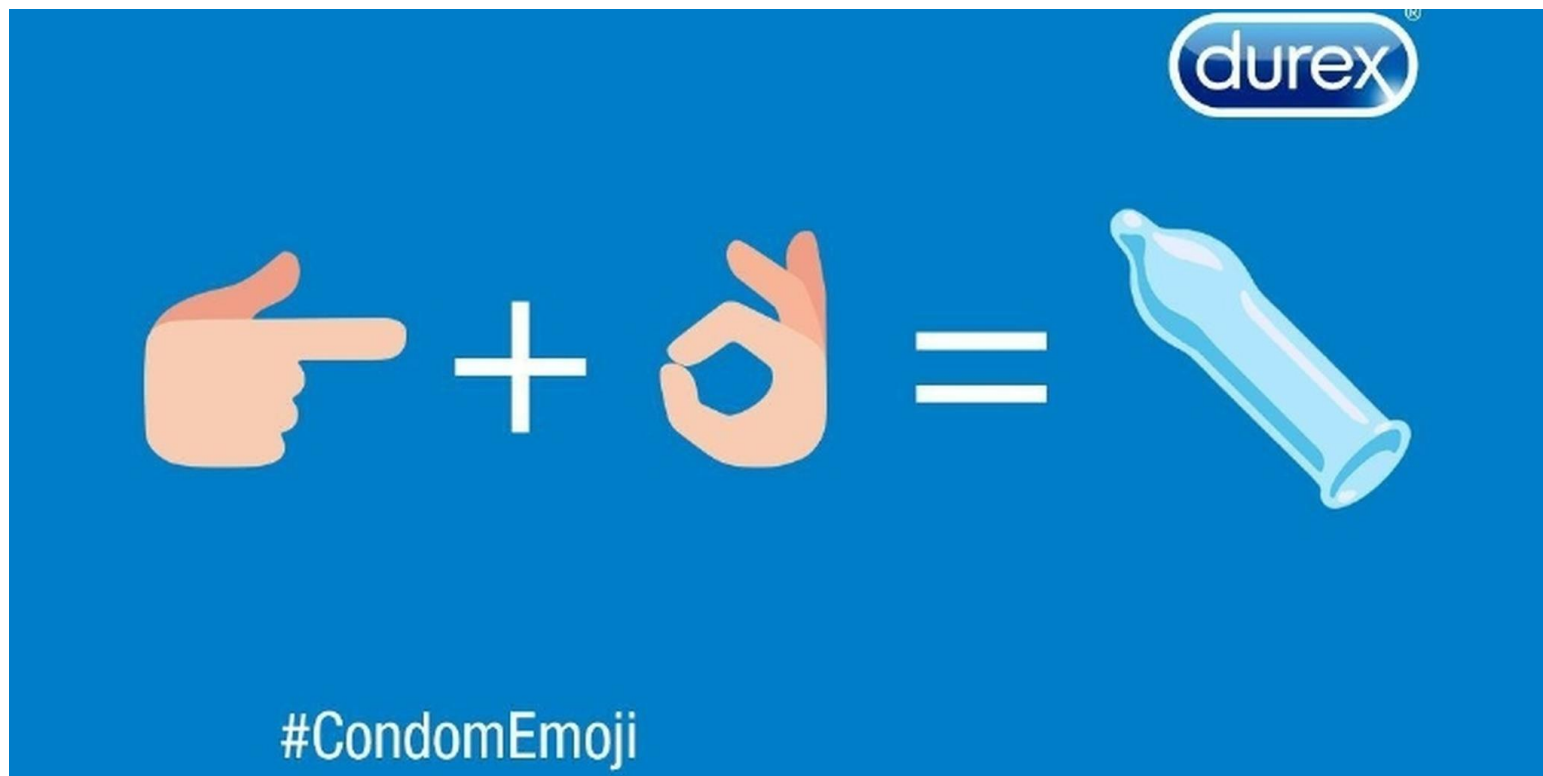


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IT STARTS WITH ME

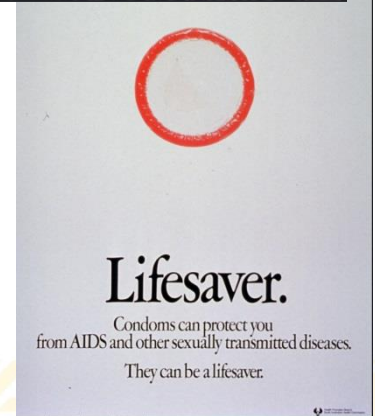
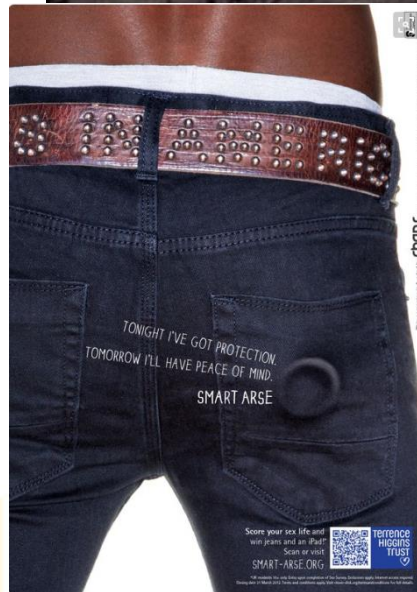
NATIONAL HIV TESTING WEEK

How do you promote them?



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LOTTERY FUNDED

Terrence HIGGINS TRUST

BRIGHTON'S NEXT
top condom

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BRIGHTON'S NEXT **top condom**



1021 Condom Sampler packs distributed amongst MSM in Brighton and Hove

95% of respondents reported an increase in knowledge of the types of condoms available, and 91% reported an increase in the confidence in choosing a condom that they will enjoy using.

66% of users also felt that if they had a supply of their chosen condom it would increase the likelihood that they use one when they had sex in the future.

88% of respondents rated the campaign as either good or excellent.

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CONDOM QUIZ



1. Do the condoms you use give you the amount of feeling you want? *

- Yes, I'm satisfied with the feeling I get
- No, I'd like a condom that gives me more feeling

2. The condoms that you use are: *

- Too loose
- Just right
- Too tight
- Too short (the condom doesn't cover the penis all the way down to its base)

3. Do you or the person you're with get itchy or irritated skin when using condoms? *

- Yes
- No

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CONDOM QUIZ – YOUR RESULT

You told us:

- You wanted to get more feeling from your condoms.
- Your condoms feel loose (so you probably need a smaller condom).
- And they irritate the skin (which suggests an allergy to latex).

Our recommendation

You might feel a real difference if you try latex-free condoms that are extra thin. Thinner condoms should give you more feeling. Studies show they are no more likely to break than thicker ones (including during anal sex).

There are no latex-free condoms in a smaller size but you can get condoms that are smaller but are made of latex. Brands such as Pasante, Mates and Durex provide different options you could try.

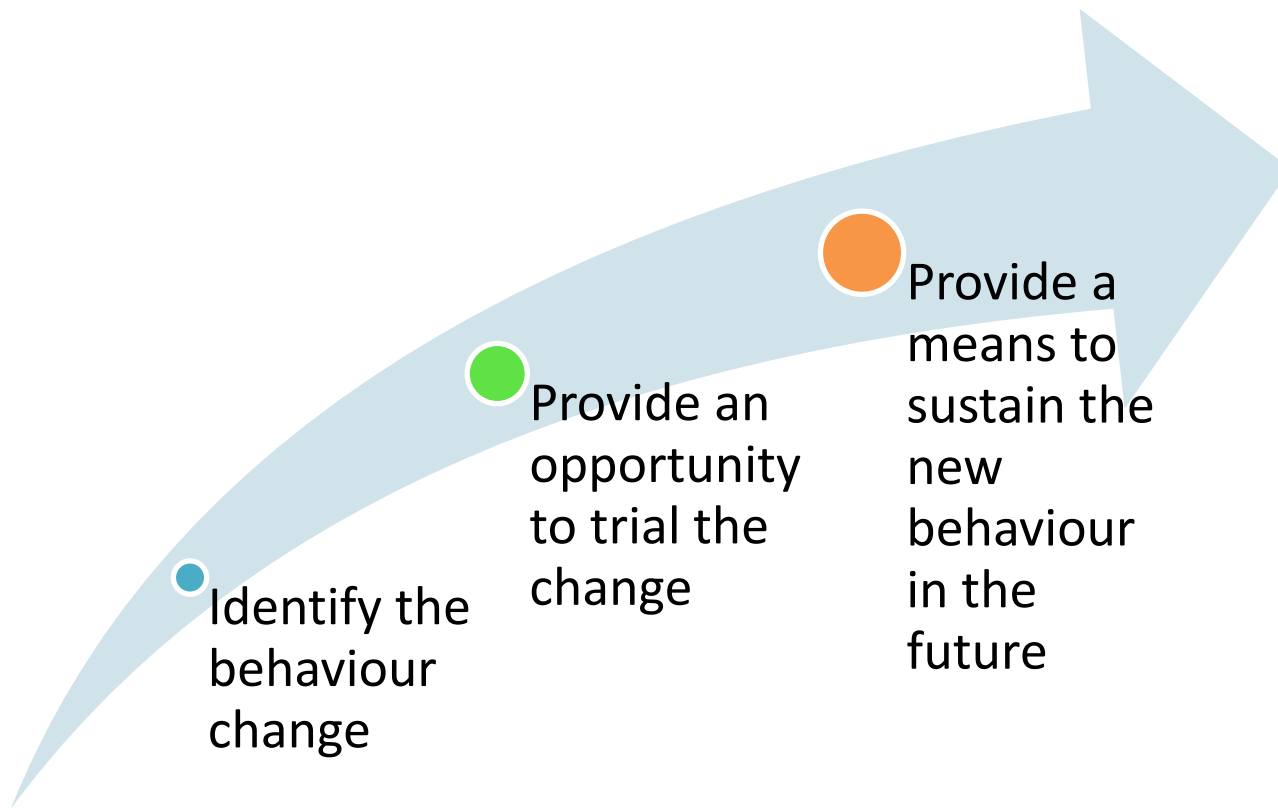
Free condom sample pack

Order a sample pack of the condoms we've recommended for you.

[Order a pack of free condoms.](#)

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Condom Quiz

 **It Starts with Me**
Sponsored · 

 Like Page

Take this short quiz to find the best condom for you and get a free sample based on your results (while supplies last).



Choose the best condom
Condoms protect against HIV.

STARTSWITHME.ORG.UK

[Learn More](#)

 **It Starts with Me**

Published by Calum McSwiggan [?] · Yesterday at 10:40 · 

Are you using the right condom for you? Take our condom quiz and for a limited time you'll receive a free sample based on your results.
<https://goo.gl/mbVKsH>



63,088 people reached

[View Results](#)

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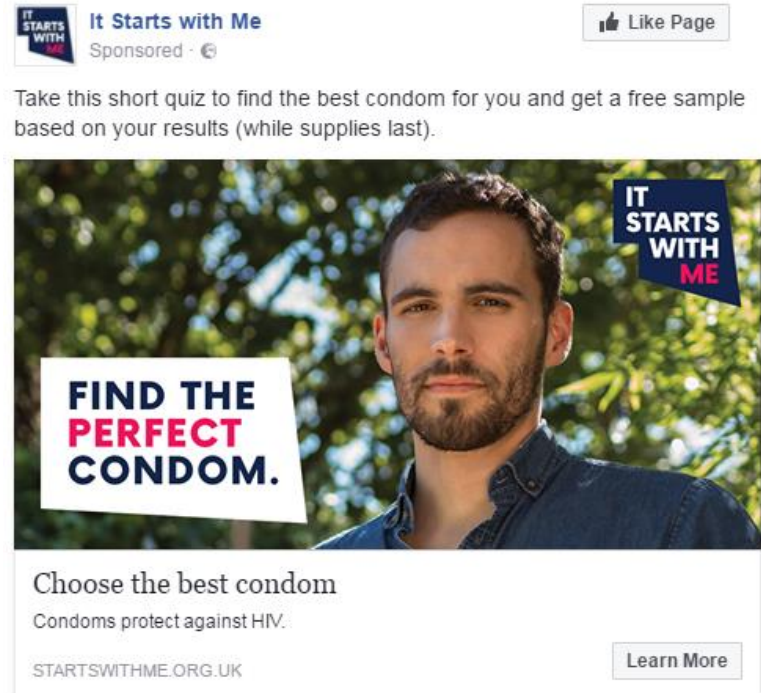


Condom Quiz

Since the launch of the tool:

Over 80,000 completions of the quiz


Over 20,000 condom sample packs sent out



It Starts with Me
Sponsored · 🌐

👍 Like Page

Take this short quiz to find the best condom for you and get a free sample based on your results (while supplies last).



IT STARTS WITH ME

FIND THE PERFECT CONDOM.

Choose the best condom
Condoms protect against HIV.

STARTSWITHME.ORG.UK

Learn More

Presentation Title

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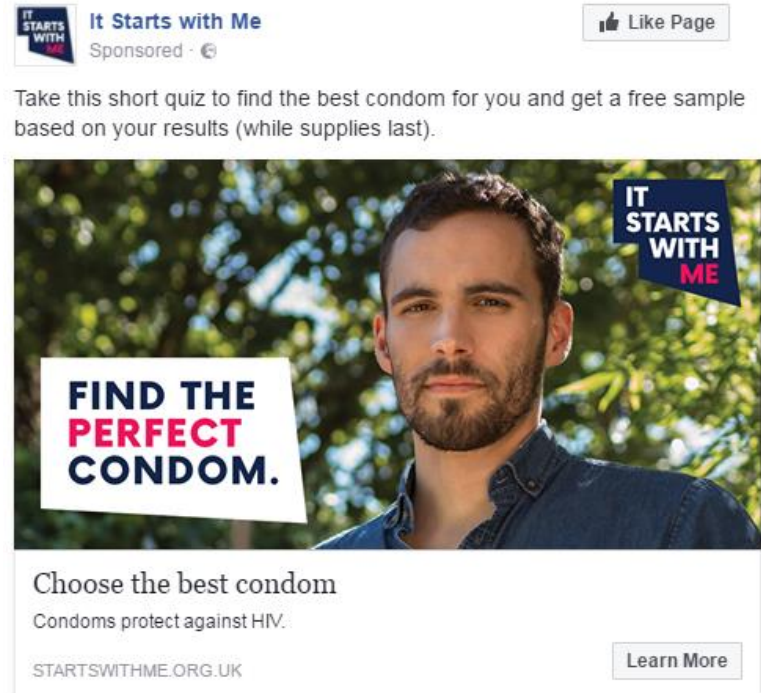
Condom Quiz

Since March 2017:

4920 condom sample packs were ordered

Conversion rate of 29.9% from all the eligible completions of the condom tool

30% of orders were for either smaller, larger or latex free condoms



The image shows a Facebook advertisement for 'It Starts with Me'. At the top left is the 'It Starts with Me' logo, followed by the text 'Sponsored · 6'. To the right is a 'Like Page' button. The main content is a photograph of a man with a beard, wearing a blue shirt, looking directly at the camera. Overlaid on the photo is a white box with the text 'FIND THE PERFECT CONDOM.' in bold, with 'PERFECT' in red. In the top right corner of the photo is a blue and red logo that says 'IT STARTS WITH ME'. Below the photo, the text reads 'Choose the best condom' and 'Condoms protect against HIV.'. At the bottom left of the ad is the URL 'STARTSWITHME.ORG.UK' and at the bottom right is a 'Learn More' button.

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Additional actions

Condom Quiz Completion from BA promotion	5833
Condom orders	950
Which test	65
Clinic Finder	33
When to test	639



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Summary

Choice, pleasure and performance can be effective ways to engage people with condom use

The correct condom can affect men's intention to use them

Online platforms provide a way to engage individuals at scale, identify behaviours and provide solutions

Engaging with condom promotion can also lead to other desirable behaviours like using HIV testing tools and accessing information

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Many thanks

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