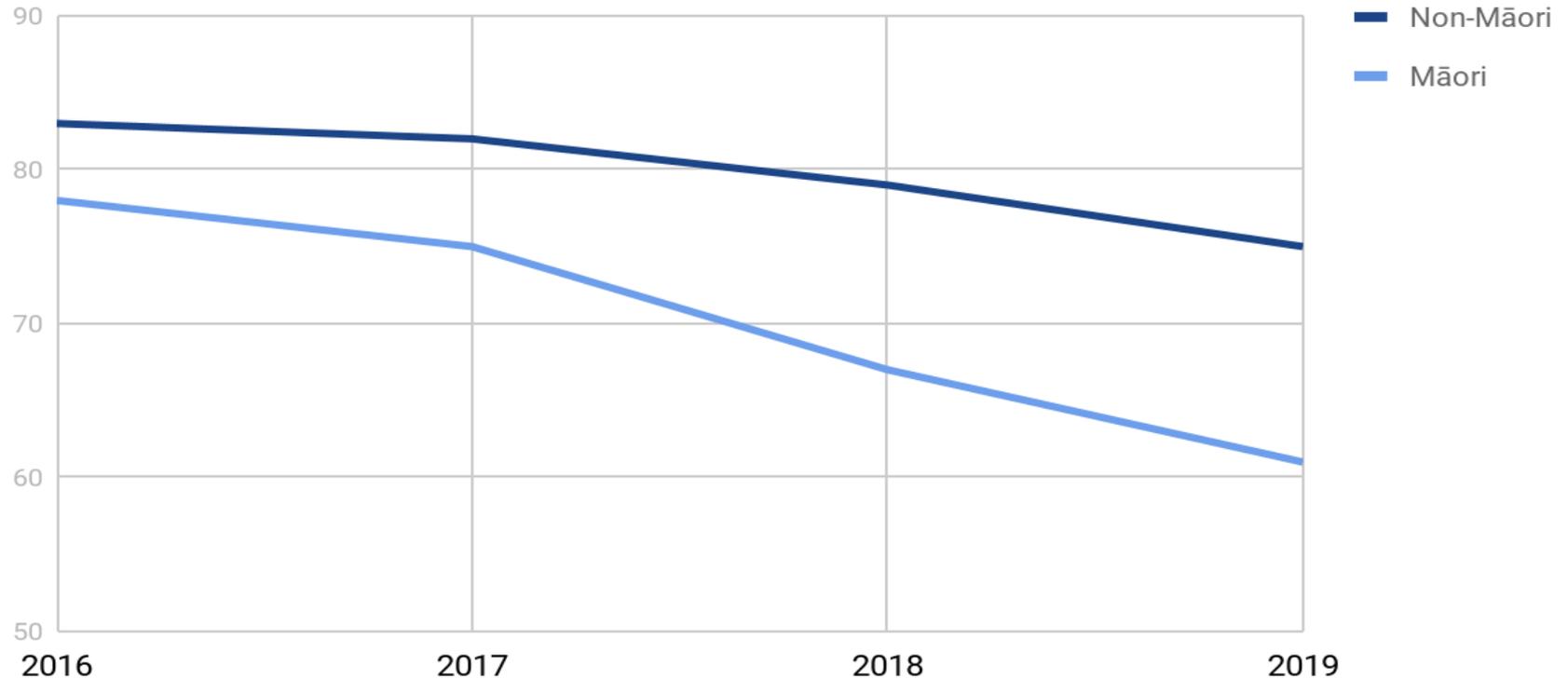


**FINDING THE PERFECT FIT:
CONDOM USE AT A TIPPING POINT**

Victoria Walsh
Marketing Coordinator
New Zealand AIDS Foundation

Reported using condoms Always, Almost Always and about Half the Time with casual partners in the last 6 months. (Māori vs non-Māori)



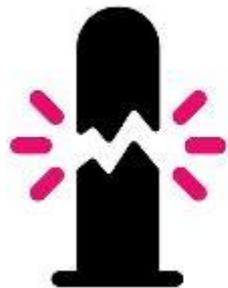
Trends in condom use

2016 - 2019

Non-Māori MSM - 9.6% decrease

Māori MSM - 21.7% decrease

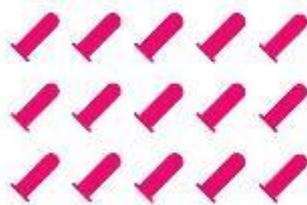
What we know



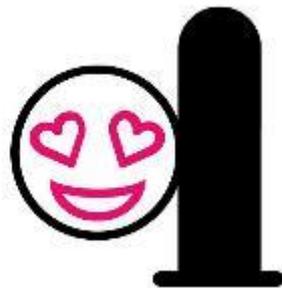
A condom that fits correctly is more comfortable and less likely to break.¹



The correct condom will reduce issues with sensitivity, irritation, erectile dysfunction and ability to climax.¹



Using the correct fit makes it easier to use condoms regularly.²



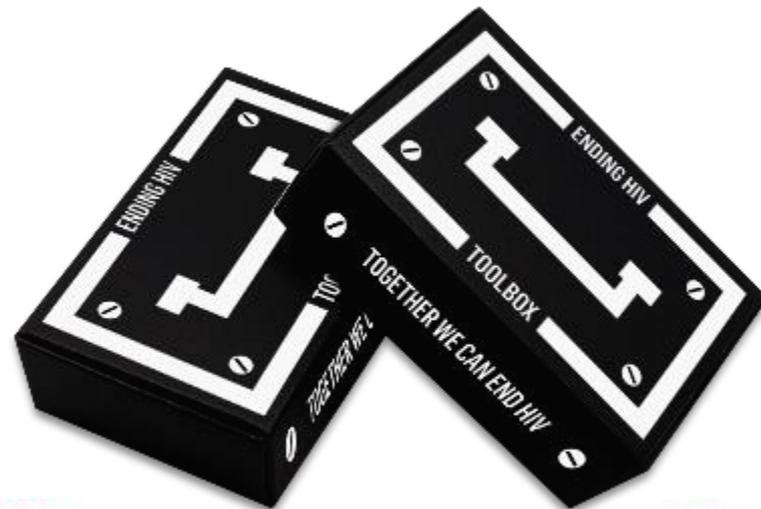
Guys who use condoms the first time they have sex feel better about continuing to use them.³

1: Crosby, R. A., Yarber, W. L., Graham, C. A., & Sanders, S. A. (2010). Does it fit okay? Problems with condom use as a function of self-reported pain? *Sexually Transmitted Infections*, 86(1), 36-38.

2: Emata, R. E., Marshall, A., Sanders, S. A., Yarber, W. L., Wilkerson, R. R., Crosby, R. A., & Graham, C. A. (2014). A novel, self-guided, home-based intervention to improve condom use among young men who have sex with men. *Journal of American College Health*, 62(2), 118-124.

3: Saxton, P. (2007). Getting in early: Condom use at first anal sex between males is associated with better current health outcomes. [Lecture]. Retrieved 24 April 2018 from <http://www.aidsimpact.com/2007/Programme/abstracts/320.htm>

The Condom Toolbox



Free to **GBM and trans people** aged 16-20 in New Zealand

Each kit contains:

- 12 condoms in **different sizes and materials**
- Three types of lube
- Masturbation toy

CONDOMS



LUBE



MASTURBATOR



The Masturbation Trainer

- an **interactive, pick-a-path experience**, using a live model who masturbates with the viewer
- starting with a standard 56mm condom users interact by clicking buttons like:

“It feels too tight” or
“I want to try something thinner”

Interaction

5500 video views
88-99% play rate



The Outcomes

500

units distributed
over 6 months
with 1/3rd were
distributed to
rural areas



42%

learned that
different kinds
of condoms are
available, not just
one size



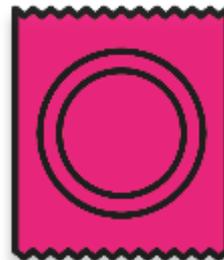
44%

reported finding a
condom outside the
standard 53-56mm
range was the
right fit



59%

learned that
condoms are
available on
prescription at
low cost



98%

felt more
confident using
condoms as a
result of the
Toolbox

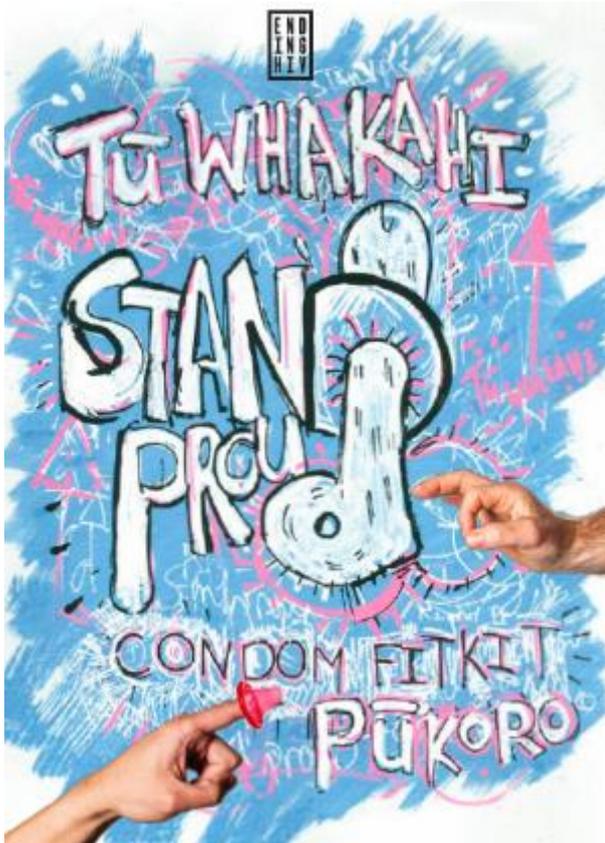


The (very near) Future

THE CONDOM FITKIT – Stand Proud Tū Whakahi

- Nine different condoms
 - ranging from 47mm-69mm with thin and standard thickness options
- Five types of lube
 - water-based, silicone and hybrid options
- An improved masturbator
- An all-new Condom Masturbator Trainer
 - featuring multiple different sized models
- Features Te Reo throughout the resource
- Gender-neutral language to be more inclusive of trans and non-binary users

Sneak Peek



So you want to have sex.

That's great.

And you want to protect yourself. That's even better.

Inside this bag you'll find nine condoms, each one different.

Try them on, have a play and find the one that fits you.
And if it turns out you need the biggest, good for you.
If it turns out you need the smallest, that's great.

Because it's not about what you've got,
but what you can do with it.

Embrace your fit and stand proud.

How to use this kit:

What's your fit?

Are you the Legend, the Magician, the Explorer,
the Prince, the King Master, the Entertainer, the Artist
or the Amigo? Work your way through each condom
in the kit to find out. Don't be shy - grab the masturbator
toy and get playing. Notice which one feels the best for
you and read the description that goes with that condom.
Feel proud? You should.

Don't know where to start?

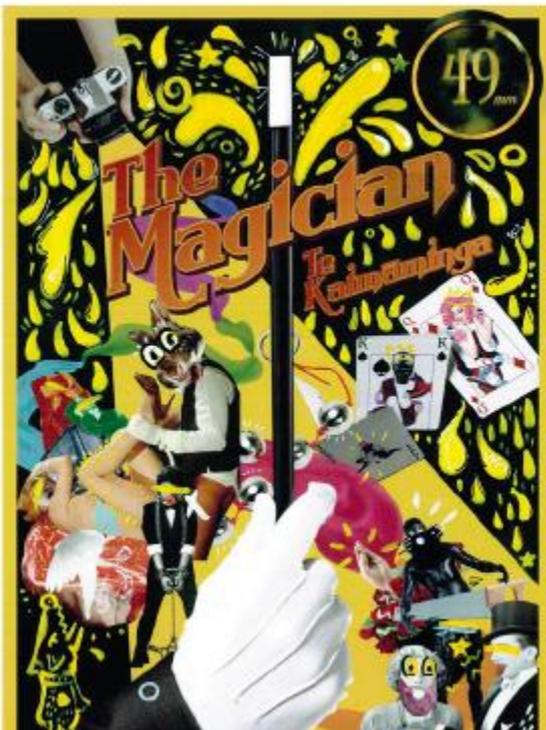
Scan the QR code to watch our
Condom Masturbation Trainer videos
by scanning the QR code below.



WHATSMYFIT.CO.NZ

..... Sit and measure yourself with this strip on every page



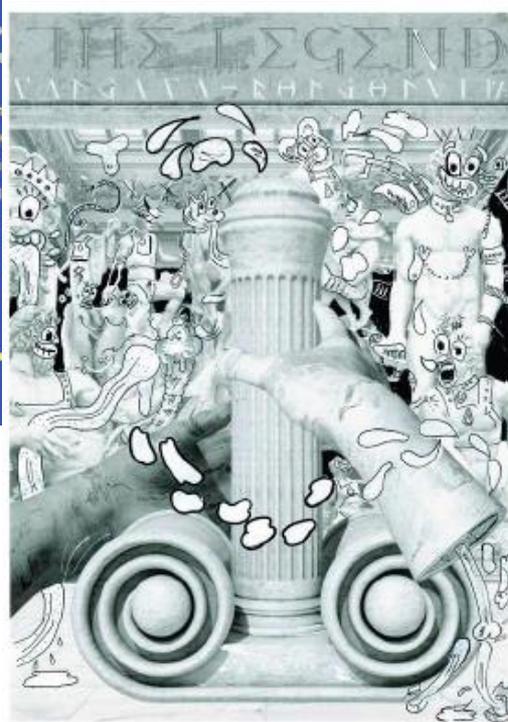


The Magician

Te Kaimāminga

Magical and mysterious
 The Magician makes
 And breaks them.
 A master at the sleight
 Making even the large
 Leaving you spellbound
 There's just one thing
 Say the magic word.

- Foods for light? Try the next size up.
- Foods for light? Try the previous size.
- Foods for light? Add fiber to make it lower.



The Legend

Tangata Rongonui

Champion of all myths.
 Hero of any night.
 The Legend won't just go down in history,
 History will go down on The Legend.
 Every story is different,
 But it always ends the same.
 This pillar of our community
 Always comes out on top.

- Foods for light? Try the next size up.
- Foods for light? Add fiber to make it lower.



47mm

The Legend

Want to distribute? Come chat!



Kia Ora Rawa Atu

Thank you