

BACKGROUND

HIV/AIDS is a significant public health concern in New York City (NYC). In 2006 there were:

- 3,745 new HIV diagnoses and nearly 100,000 people currently living with HIV/AIDS.
- Over 155,000 AIDS cases diagnosed since the start of the epidemic.

Certain populations have a higher burden of disease:

- Men who have sex with men (MSM) – 39% of new HIV diagnoses.
- Minorities – Blacks and Hispanics comprised 51% and 31% of new HIV diagnoses, respectively.

DOHMH CONDOM DISTRIBUTION PROGRAM

Male Condom

- 1971: Male condom distribution began, limited to STD clinics
- 1980s: Distribution expanded to include AIDS and injection drug user service organizations
- 2005: Department of Health and Mental Hygiene (DOHMH) started online ordering system open to any NYC organization; distribution increased from 250,000 to 1.5 million condoms per month.

Female Condom

- 1998: Female condom distribution began
- Distributed only to DOHMH STD Clinics and qualifying community-based organizations

NYC CONDOM

In an effort to further expand and more effectively track male condom use, and to raise public awareness of the free condom program, DOHMH branded a 'New York City Condom.'



The NYC Condom is a lubricated, standard size, Lifestyles brand condom.

The NYC Condom was publicly introduced through a high-profile media campaign launched on February 14, 2007. In the year following the launch, condom distribution averaged 3.4 million a month.

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METHODS

Research Questions

- Are New Yorkers aware of and using the NYC Condom?
- Who is more likely to be aware of the NYC Condom?
- Who is more likely to use the NYC Condom?

Data Collection

Data collection occurred at 7 public events in NYC. We chose events targeting MSM and communities of color because of higher HIV prevalence rates in these populations.

Table 1: Data Collection Events

Event	Description	Date
Gay and Lesbian Dominican Empowerment Picnic	Dominican LGBT community event	07/29/07
Pride in the City	Black LGBT Community event	08/05/07
Harlem Week	Street festival in predominantly African-American neighborhood	08/18/07
House of Latex Ball	LGBT community event	08/25/07
East Harlem HIV/AIDS Walk	Health fair targeting Black and Latino communities	09/08/07
African-American Day Parade	Citywide parade	09/16/07
Atlantic Antic	Street festival spanning diverse group of neighborhoods	09/30/07

Administered short, in-person questionnaires using surveys programmed into handheld-assisted personal interview (HAPI) computer devices.



Used Questionnaire Development System software to program the surveys into the HAPI devices. The survey was translated into Spanish.

Incentive: \$4 public transit card and free condoms.

Eligibility criteria:

- NYC Resident
- 18 years or older

Recruitment modeled after CDC's National HIV Behavioral Surveillance Study among MSM:

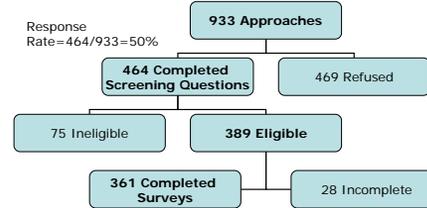
- Time-space sampling methodology
- Designated intercept line and persons crossing line are systematically selected for recruitment.

Analysis

Logistic regression models built for NYC Condom awareness and use, using significant univariate predictors, event, and race/ethnicity. Odds ratios and 95% confidence intervals were calculated using profile likelihood estimation. Logistic regression model for NYC Condom use was limited to those aware of NYC Condom.

RESULTS

Figure 1: Data Collection Summary



Excluded respondents not sexually active in the past 12 months (n=49) and women reporting sex with women only (n=19).

Table 2: Sample Characteristics

Characteristic	Sample n (%) (N=293)
Gender	
Female	88 (30.4)
Male	201 (69.6)
Race/Ethnicity	
White, Non-Hispanic	45 (15.4)
Black, Non-Hispanic	139 (47.6)
Hispanic	85 (29.1)
Other	23 (7.9)
Education	
High school graduate or less	94 (32.1)
Some college	77 (26.3)
College graduate or more	122 (41.6)
Sexual Behavior (as calculated by gender of sexual partners in past 12 months)	
Men who reported sex with men (MSM)	85 (29.4)
Men who reported sex with women only (MSW)	116 (40.1)
Women who reported sex with men only (WSM)	88 (30.5)
Number of sexual partners in past 12 months	
One	150 (51.2)
Two-Three	74 (25.3)
Four or more	69 (23.5)
Frequent condom user (any condom)	185 (63.1)

Table 3: Significant Univariate and Multivariate Factors Associated with Awareness of NYC Condom

Characteristic	Percent Aware of NYC Condom	Crude OR (95% CI)	Adjusted OR (95% CI)*
Total	76.1	N/A	N/A
Sexual Behavior			
MSM	90.6	6.66 (3.0-16.48)	4.77 (1.53-15.74)
MSW	77.6	2.40 (1.31-4.44)	2.20 (1.15-4.26)
WSM	59.1	Ref	Ref
Sexual partners in past 12 months			
One	68.0	Ref	Ref
Two-Three	82.4	2.21 (1.13-4.55)	1.90 (0.90-4.20)
Four or more	87.0	3.14 (1.50-7.24)	1.99 (0.83-5.13)

*Adjusted for all significant univariate factors, event, and race/ethnicity.

RESULTS CONTINUED

Table 4: Significant Univariate and Multivariate Factors Associated with Use of NYC Condom

Characteristic	Percent Used NYC Condom	Crude OR (95% CI)	Adjusted OR (95% CI)*
Total	52.7	N/A	N/A
Race/Ethnicity			
White, NH	34.3	1.96 (0.89-4.48)	0.51 (0.12-1.96)
Black, NH	50.5	3.17 (1.38-7.61)	0.93 (0.25-3.39)
Hispanic	62.3	3.56 (1.15-11.83)	1.34 (0.27-6.52)
Other	65.0		
Education			
High school graduate or less	64.7	2.97 (1.57-5.73)	2.45 (1.02-6.07)
Some college	63.2	2.78 (1.43-5.54)	1.65 (0.71-3.91)
College graduate or more	38.1	Ref	Ref
Sexual Behavior			
MSM	70.1	3.95 (1.89-8.50)	2.77 (0.85-9.30)
MSW	46.7	1.47 (0.73-3.01)	1.25 (0.51-3.08)
WSM	37.3	Ref	Ref
Sexual partners in past 12 months			
One	35.6	Ref	Ref
Two-Three	68.9	3.99 (2.05-8.00)	2.71 (1.11-6.77)
Four or more	65.0	3.35 (1.74-6.64)	1.84 (0.72-4.73)
Frequent condom user			
Yes	66.4	5.54 (3.04-10.45)	4.92 (2.21-11.54)
No	26.3	Ref	Ref

*Adjusted for all significant univariate factors and event.

LIMITATIONS

Generalizability

- Not a random sample
- Individuals attending a public event different than those not attending

Small sample size

- Because of smaller sample size, used profile likelihood method for estimating confidence intervals; however, many were still very wide.
- Not enough power to detect significant differences for some factors.

SUMMARY/CONCLUSIONS

- Data from this survey suggest the NYC Condom distribution campaign has been a success. Overall, we found high levels of awareness and use of NYC Condoms.
- High risk persons were more likely to be aware of and use the NYC Condoms:
 - MSM were 5 times more likely to be aware of NYC Condoms than heterosexual women.
 - Among those aware of NYC Condoms, persons with 2-3 partners were nearly 3 times more likely to use the condom than those with 1 partner; frequent condom users were 5 times more likely to use the NYC Condom.
 - Additionally, NYC Condom use was higher among those with a lower education level, likely a proxy for lower income.

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