

**IS THE NYC CONDOM
MEETING NEW YORKERS' NEEDS?
(Phases II and III)**

**Elizabeth Begier, MD MPH
Director, HIV Epidemiology & Field Services
New York City Department of Health
& Mental Hygiene**

HIV/AIDS in NYC

- **NYC at end of 2007:**
 - **159,027 AIDS cases diagnosed**
 - **102,404 persons living with HIV/AIDS**
 - **1.28% seroprevalence**
- **Of new HIV diagnoses in 2007:**
 - **73% male**
 - **50% Black, 30% Hispanic**
 - **40% MSM**

DOHMH and Condom Distribution

■ Male Condom

- **1971: DOHMH begins male condom distribution in STD Clinics**
- **1980s: expanded to include AIDS and IDU service organizations**
- **2005: Expansion**
 - **Online ordering system**
 - **Average monthly distribution increased from 250,000 to 1.5 million**

■ Female Condom: distribution in 1998

NYC Condom

New York, we've
got you covered



NYC CONDOMS. GET SOME.

They're free. Find out where.
Call 311 or go to www.nycccondom.org



New York's hottest
new wrapper



NYC CONDOMS. GET SOME.

They're free. Find out where.
Call 311 or go to www.nycccondom.org



Media campaign launched February 14, 2007

NYC Condom Re-launch



Second media campaign launched
February 14, 2008

Purpose of Study

- **Conduct an assessment to determine if**
 - **New Yorkers are using NYC Condoms**
 - **Demand exists for alternative sizes or styles**

Study Design

- **Target populations**
 - **Communities affected by HIV/AIDS at higher rates**
 - **Patrons at organizations distributing NYC Condoms**
- **Three Phase Project**
 - **Phase I: Street Intercept Survey at NYC Events**
 - **Phase II: DOHMH STD Clinics**
 - **Phase III: Community-Based Organizations**

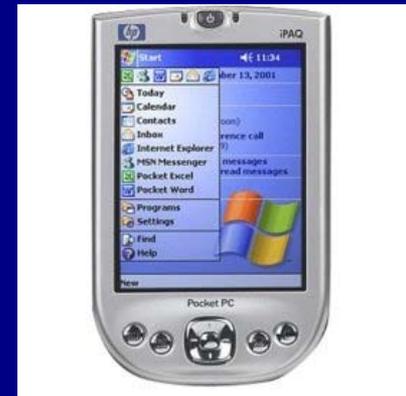
Phase II: STD Clinics

Phase II Design

- **Data collected at 5 DOHMH clinics in February and March 2008**
 - **Highest volume clinics: Morrisania, Fort Greene, Chelsea, C. Harlem, and Jamaica**
- **Eligible if: NYC resident, ≥ 18 years, and seeing a doctor**
- **Short, in-person questionnaire**
- **Incentive: \$4 Metrocard**

Questionnaire

- **Short, in-person questionnaire**
- **Programmed into handheld-assisted personal interview (HAPI) pocket PCs**
- **Questionnaire Development System Software**
- **English and Spanish**



Data Collection Summary

539 Approaches

Response rate:
 $532/539 = 98.7\%$

532 Completed
Screening Questions

7 Refused

489 Eligible

43 Ineligible

462 Completed
Surveys

27 Excluded

457 Sexually Active
within 12 months

Demographics of STD Clinic Respondents

Characteristic	STD Clinic Data (N=457)	NYC (N=3.8 million)*
Gender		
Male	55.8%	53.4%
Female	44.0%	46.6%
Other**	0.2%	N/A
Age		
18-24	43.3%	12.8%
25-44	45.5%	54.8%
45-64	10.5%	25.9%
65+	0.7%	6.6%

*Weighted estimates from the Community Health Survey, 2007.

**Includes 1 transgender male to female

Demographics (cont.)

Characteristic	STD Clinic Data (N=457)	NYC (N=3.8 million)*
Race/Ethnicity		
White, non-Hispanic	10.3%	41.3%
Black, non-Hispanic	64.1%	22.7%
Hispanic	21.4%	25.7%
Asian/Pacific Islander	2.6%	7.7%
Other**	1.5%	2.7%

***Weighted estimates from the Community Health Survey, 2007.**

****Includes 4 American Indian/Alaskan Native, 1 Egyptian, 1 Jamaican, and 1 multi-racial**

Demographics (cont.)

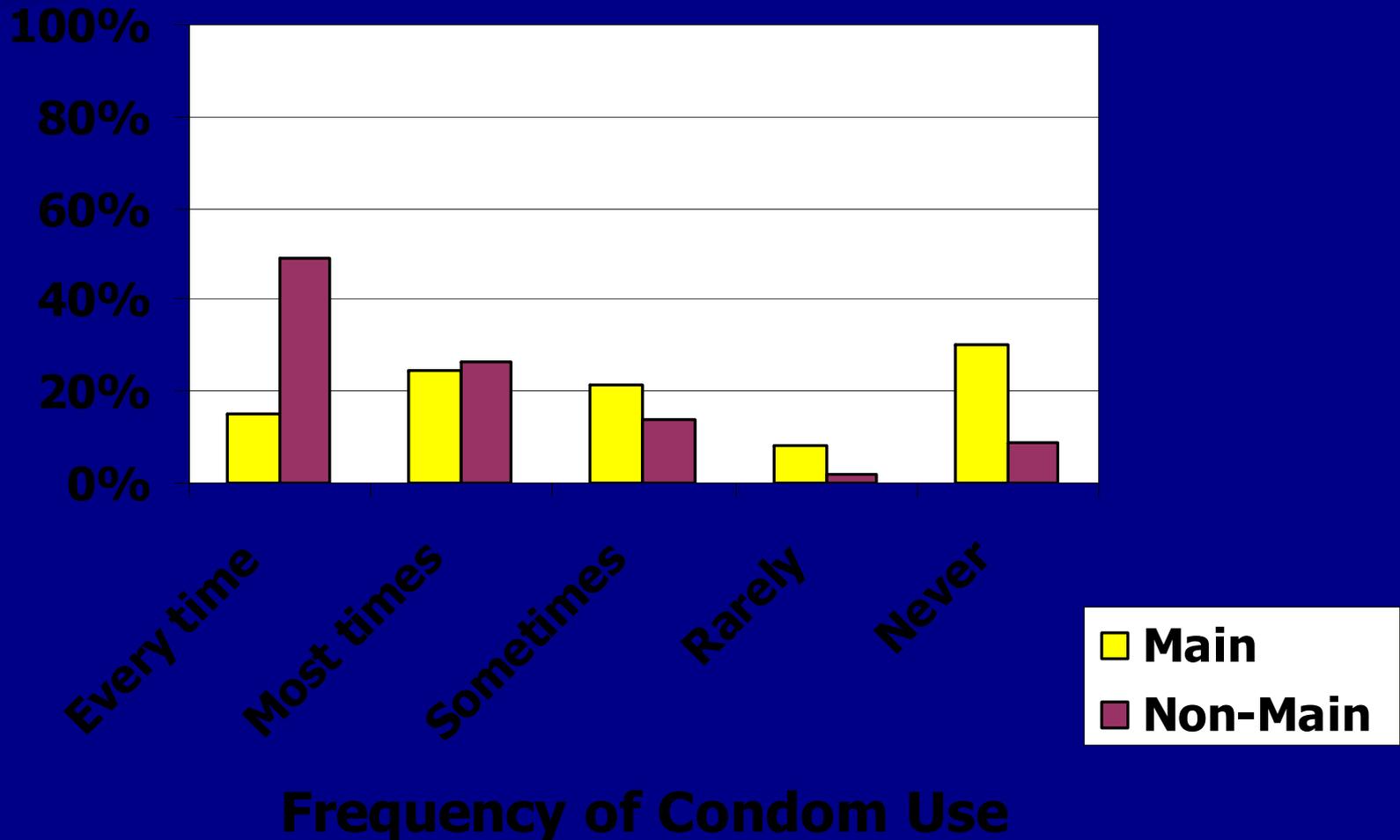
Characteristic	STD Clinic Data (N=457)	NYC (N=3.8 million)*
Number of sexual partners in past 12 months		
One	28.7%	82.9%
Two	23.2%	7.9%
Three or more	48.1%	9.2%
Sexual Behavior		
MSM	9.4%	2.4%
MSW Only	46.5%	48.8%
WSM	43.9%	47.7%
WSW Only	0.2%	1.1%

*Weighted estimates from the Community Health Survey, 2007.

Sexual Behavior

- **47.3% used a condom at last sexual encounter**
 - **Top brands of condom used:**
 - **Trojan (36%)**
 - **NYC Condom (29%)**
 - **Lifestyles (22%)**

Frequency of Condom Use with Main and Non-main Partners



Common Reasons for Not Using Condoms

- **Monogamous relationship/trust partner (55%)**
- **Did not have a condom (13%)**
- **My partner(s) did not want to (11%)**
- **Feel more sensation without a condom (8%)**
- **I forget/don't think about it when it is time to put one on (3%)**
- **Putting on a condom ruins the mood (2%)**
- **I was drunk or high (2%)**

Reason for Not Using Condom By Partner Type

	Partner Type		
	Main (n=123)	Non-Main (n=41)	Both (n=218)
Monogamous relationship/trust partner	69.1	17.1	54.1
Partner did not want to	4.9	17.1	13.3
I forget/don't think about it	4.1	12.2	1.4
I was drunk or high	0.0	7.3	2.3

Significantly different, $p < 0.05$

What would make you more likely to use condoms?

- If I had a new partner (56%)
- If my partner had an STD or HIV (13%)
- If my partner wanted to (9%)
- If free condoms were more widely available to me (7%)
- If the type or brand of condom I liked was available for free (7%)

Increase Condom Use By Partner Type

	Partner Type		
	Main (n=121)	Non-Main (n=41)	Both (n=221)
If I had a new partner	62.0	41.5	55.7
If partner had an STD/HIV	13.2	17.1	12.2
If partner wanted to	8.3	17.1	7.7
If free condoms were more widely available to me*	3.3	17.1	6.3
If the type/brand of condom I liked was available for free	5.8	4.9	7.2

*Significantly different, $p=.0136$

NYC Condom Awareness and Use

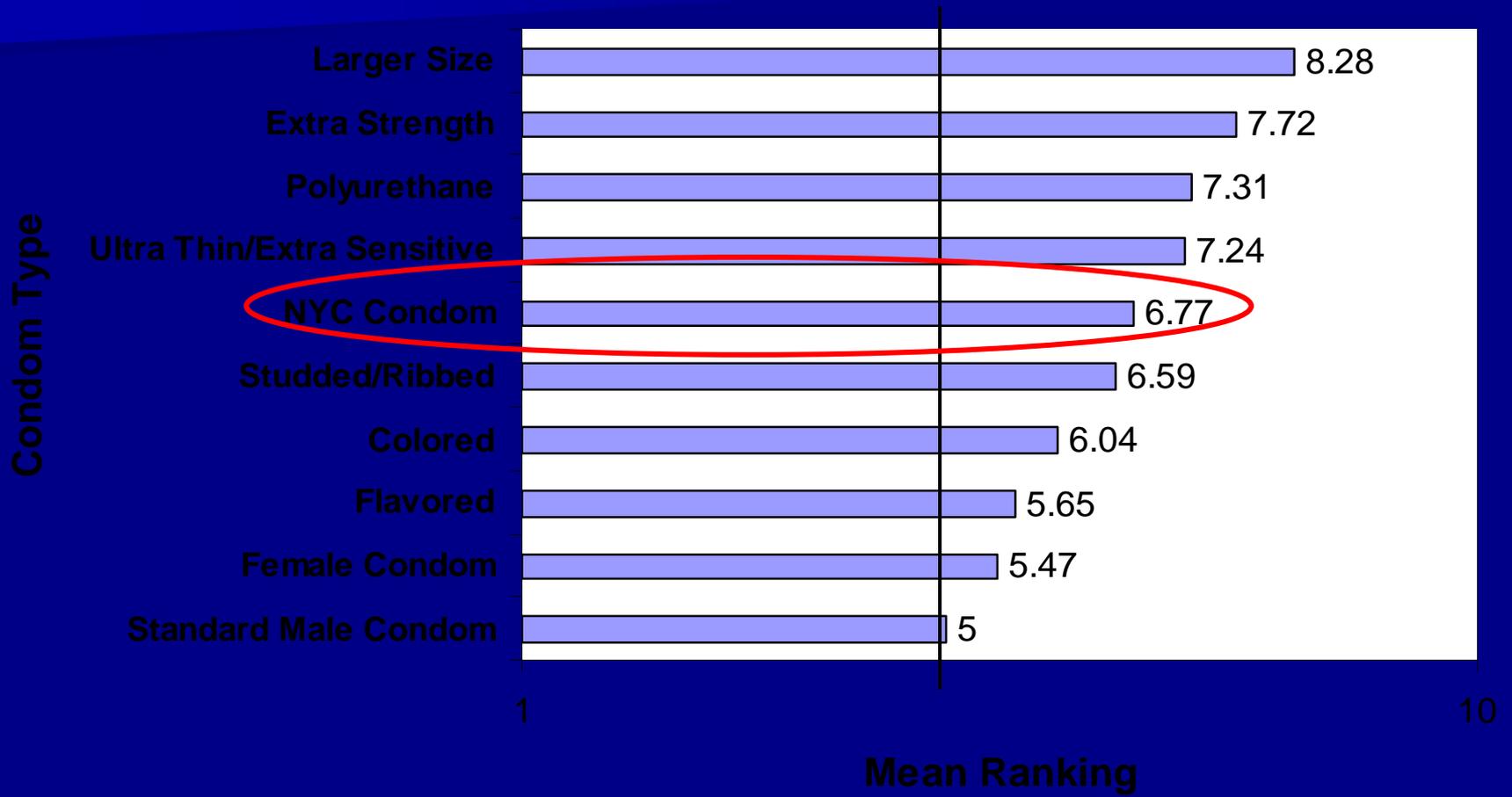
**457 Sexually
Active Respondents**

**392 (86%) aware
of NYC Condom**

**298 (76%) picked up
the NYC Condom**

**257 (66%) used the
NYC Condom**

Condom Rankings



Alternative Condoms

Open-ended Question: Condoms come in a variety of types, like color, texture, brand, and size. If the Health Department were to provide another type of male condom for free, **what type of condom would be your top choice?**

Alternative Condoms Named by Respondents

Larger Size	28%
Ultra Thin/Extra Sensitive	21%
Extra Strength	16%
Other brand	4%
Flavored	2%
Colored	2%
Studded/Ribbed	2%

23% of respondents chose no other condom

Phase III:

Community Based Organizations

Phase III Design

- **Data collected at 8 CBOs with high levels of NYC Condom and female condom distribution:**
 - **Fortune Society**
 - **LGBT Center**
 - **Positive Health Project**
 - **Women's Institute (GMHC)**
 - **Citiwide Harm Reduction**
 - **VIP Services**
 - **Palladia Comprehensive Treatment Institute**
 - **Iris House**

Recruitment

- **Recruitment after group meetings**
 - **Group leader reads recruitment script**
 - **Those interested are interviewed after the group meeting**

Data Collection Summary

- **228 Completed Screening Questions**
 - Response Rate: 70.7%
- **213 Eligible**
- **213 Completed Surveys**
- **186 Sexually Active within 12 months**

Demographics of CBO Respondents

Characteristic	CBO Data (N=186)	NYC (N=3.8 million)*
Gender		
Male	63.4%	53.4%
Female	34.4%	46.6%
Other**	2.2%	N/A
Age		
18-24	10.2%	12.8%
25-44	45.7%	54.8%
45-64	41.9%	25.9%
65+	1.6%	6.6%

*Weighted estimates from the Community Health Survey, 2007.

**Includes 3 transgender male to female and 1 transgender female to male

Demographics (cont.)

Characteristic	CBO Data (N=186)	NYC (N=3.8 million)*
Race/Ethnicity		
White, non-Hispanic	11.3%	41.3%
Black, non-Hispanic	47.3%	22.7%
Hispanic	40.9%	25.7%
Asian/Pacific Islander	0	7.7%
Other**	0.5%	2.6%

***Weighted estimates from the Community Health Survey, 2007.**

****Includes 1 American Indian/Alaskan Native**

Demographics (cont.)

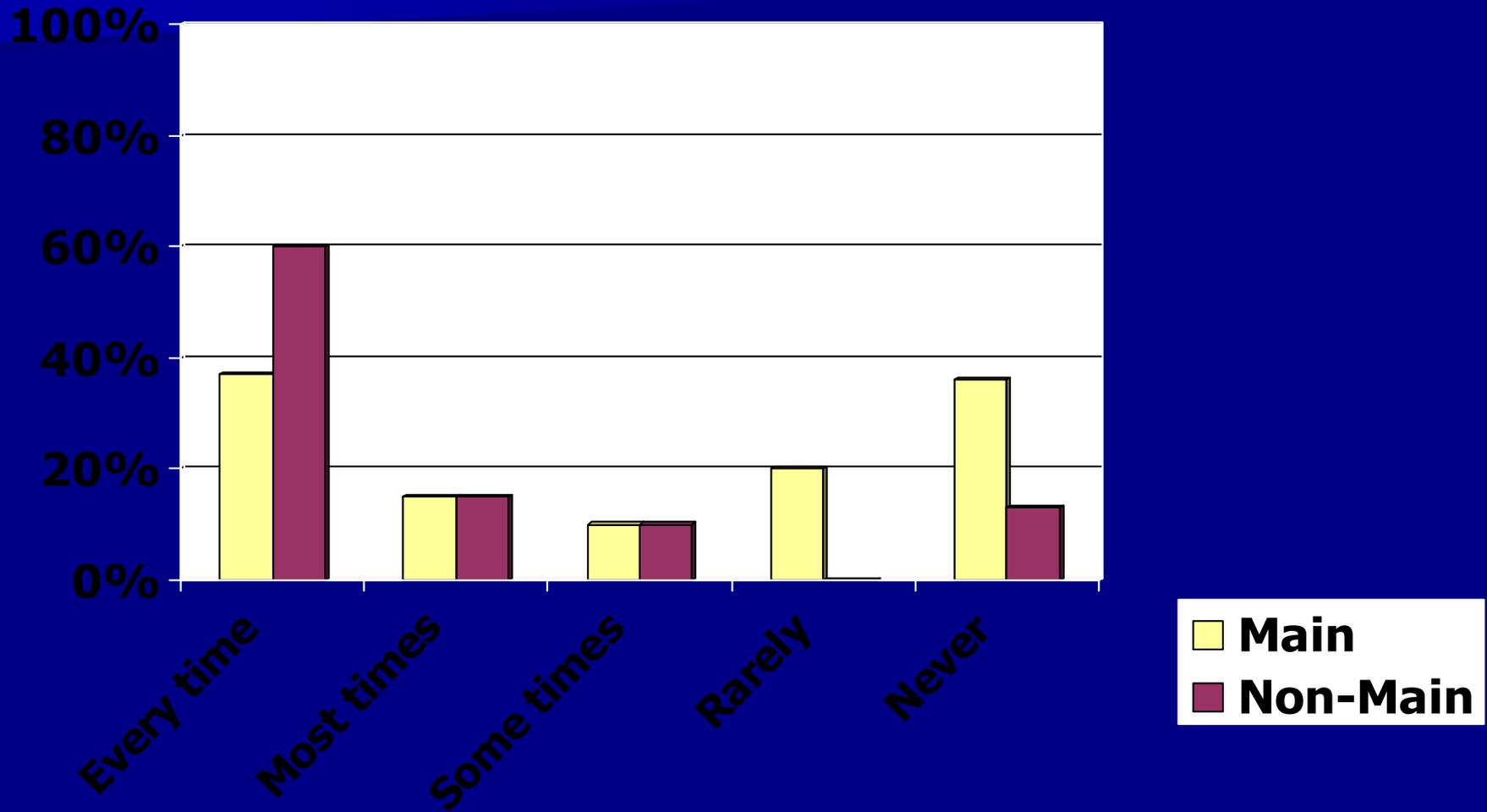
Characteristic	CBO Data (N=186)	NYC (N=3.8 million)*
Number of sexual partners in past 12 months		
One	45.7%	82.9%
Two	21.0%	7.9%
Three or more	33.3%	9.2%
Sexual Behavior		
MSM	10.4%	2.4%
MSW Only	54.4%	48.8%
WSM	31.2%	47.7%
WSW Only	3.9%	1.1%

*Weighted estimates from the Community Health Survey, 2007.

Sexual Behavior

- **58% used a condom at last sexual encounter**
 - **Top brands of condom used:**
 - **NYC Condom (53%)**
 - **Lifestyles (25%)**
 - **Trojan (14%)**

Frequency of Condom Use with Main and Non-main Partners



Common Reasons for Not Using Condoms

- **Monogamous relationship/trust partner (55%)**
- **My partner(s) did not want to (21%)**
- **I forget/don't think about it when it is time to put one on (5%)**
- **Feel more sensation without a condom (3%)**
- **Tired of using condoms (3%)**
- **Did not have a condom (3%)**
- **I don't know how to use one (3%)**

Reason for Not Using Condom By Partner Type

	Partner Type		
	Main (n=50)	Non-Main (n=19)	Both (n=46)
Monogamous relationship/trust partner	70.0	21.1	52.2
Partner did not want to	14.0	31.6	23.9
I forget/don't think about it	6.0	10.5	2.2
I feel more sensation	0.0	5.3	6.5

Significantly different, $p < 0.05$

What would make you more likely to use condoms?

- If I had a new partner (56%)
- If my partner had an STD or HIV (20%)
- If my partner wanted to (13%)
- If the type or brand of condom I liked was available for free (2%)
- If free condoms were more widely available to me (2%)

Increase Condom Use By Partner Type

	Partner Type		
	Main (n=49)	Non-Main (n=18)	Both (n=45)
If I had a new partner	63.2	27.8	55.6
If partner had an STD/HIV	14.3	22.2	20.0
If partner wanted to	4.1	22.2	17.8
If free condoms were more widely available to me	0.0	0.0	4.4
If the type/brand of condom I liked was available for free	4.1	0.0	0.0

*Significantly different, $p < .05$

NYC Condom Awareness and Use

**186 Sexually
Active Respondents**

**174 (94%) aware
of NYC Condom**

**148 (85%) picked up
the NYC Condom**

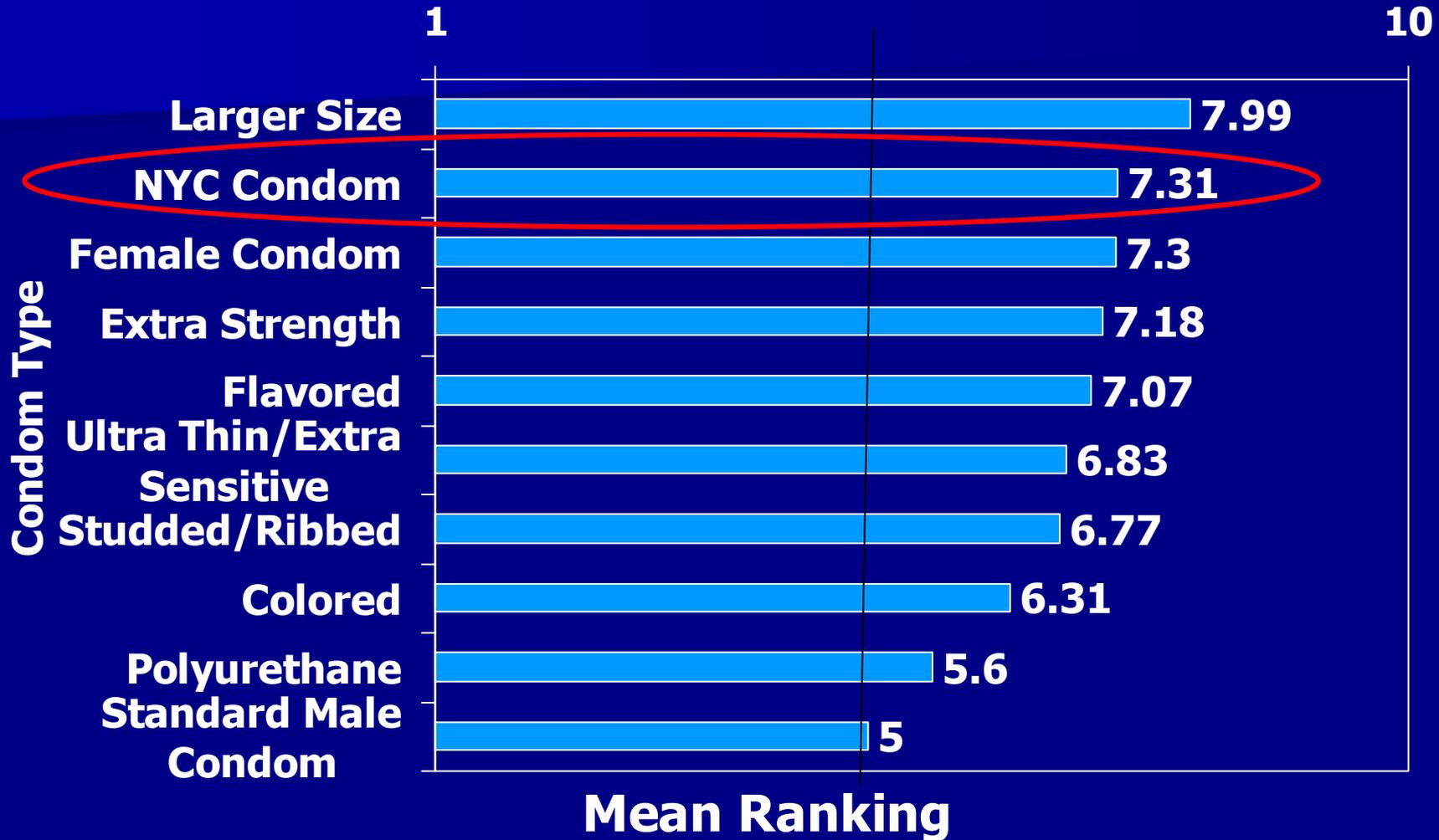
**113 (65%) used the
NYC Condom**

Alternative Condoms Named by Respondents

Ultra Thin/Extra Sensitive	10%
Extra Strength	9%
Larger Size	9%
Flavored	4%
Other brand	3%
Colored	2%
Studded/Ribbed	2%

***57% of respondents chose no other condom**

Condom Rankings



Conclusions

■ NYC Condom

- Obtained more specific data on success of NYC condom social marketing campaign and distribution approach
- High levels of awareness and use in both settings
- High level of satisfaction with product noted

■ Demand for free alternative condoms exists

- Ultra Thin/Extra Sensitive, Larger Size, and Extra Strength most commonly named
- CBO participants less interested in alternate condoms

Limitations

■ Generalizability

- Not a random sample of New Yorkers
- Individuals seen at STD clinics and CBOs different than those not seen
- CBO phase convenience sample

■ Limited amount of qualitative data

- Possibility for focus groups to gather in-depth information on opinions of the NYC Condom

Program Applications

- **November 2008: Launched pilot distribution scheme for alternative male condoms (Durex brand)**
 - **Supplements main NYC Condom distribution**
 - **Available to NYC Condom distributors providing direct services for high-risk clients**
 - **Monthly drop shipments and regular reporting**
 - **Pilot distribution data will be evaluated after 6 months to determine next steps**

Pilot Products

- **Currently offers 7 types of male condoms:**
 - ❖ **Ultra Thin**
 - ❖ **Ultra Sensitive**
 - ❖ **Extra Strength**
 - ❖ **Larger Size**
 - ❖ **Ribbed**
 - ❖ **Studded**
 - ❖ **Flavored**

Pilot Distribution Totals

DUREX PRODUCT TYPE	Nov 2008	Dec 2008	Jan 2009	Feb 2009	Product Distribution
Ultra Thin	67,000	59,000	24,000	53,000	203,000
Ultra Sensitive	16,000	56,000	29,000	50,000	151,000
Larger	27,000	84,000	30,000	63,000	204,000
Extra Strength	26,000	72,000	25,000	58,000	181,000
Ribbed	26,000	73,000	26,000	56,000	181,000
Studded	26,000	73,000	25,000	57,000	181,000
Flavored	16,000	66,000	34,000	51,000	167,000
Distribution Totals	204,000	483,000	193,000	388,000	1,268,000

Acknowledgements

- **HIV Prevention**
 - Alexis Rivera, MPH
 - Juliet Wilson, MSc
 - Blayne Cutler, MD
- **HIV Epidemiology and Field Services**
 - Ryan Burke, MPH
- **Interviewers**, with special thanks to Crystal Lovelace
- **Bureau of STD Control and staff at the STD clinics**
- **Staff at all participating CBOS**

Thank you

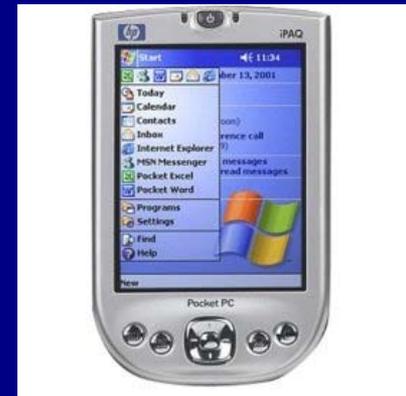
Appendix: Phase I Results

Study Design

- **Data collected at 7 public events in NYC from July-September 2007**
 - **Events targeted MSM and communities of color**
- **Eligible if NYC resident and ≥ 18 years**
- **Incentive: \$4 Metrocard and free condoms**

Questionnaire

- **Short, in-person questionnaire**
- **Programmed into handheld-assisted personal interview (HAPI) pocket PCs**
- **Questionnaire Development System Software**
- **English and Spanish**



Recruitment: Time Space Sampling

- **Modeled after CDC's National HIV Behavioral Surveillance studies among MSM**
 - **Designated intercept line**
 - **Persons crossing line are systematically assigned an interviewer by team leader**
 - **Interviewer recruits person for survey**

Data Collection Summary

933 Approaches

Response rate:
 $464/933 = 50\%$

464 Completed
Screening Questions

469 Refused

389 Eligible

75 Ineligible

361 Completed
Surveys

28 Excluded

312 (86%) Sexually
Active w/i 12 months

Demographics of Survey Respondents as Compared to New York City*

Characteristic	Survey (N=312)	NYC (N=3.9 million)*
Gender		
Male	64.6%	51.4%
Female	34.4%	48.6%
Other**	1.0%	N/A
Race/Ethnicity		
White, non-Hispanic	15.4%	39.5%
Black, non-Hispanic	47.0%	22.2%
Hispanic	28.9%	26.5%
Asian/Pacific Islander	2.3%	8.5%
Other***	6.4%	3.2%

*Weighted estimates from the Community Health Survey, 2006.

**Includes 3 transgender female to male and 1 who refused to classify him/herself

***Includes 2 Middle Eastern, 1 American Indian/Alaska Native, and 17 multi-racial

Demographics (cont.)

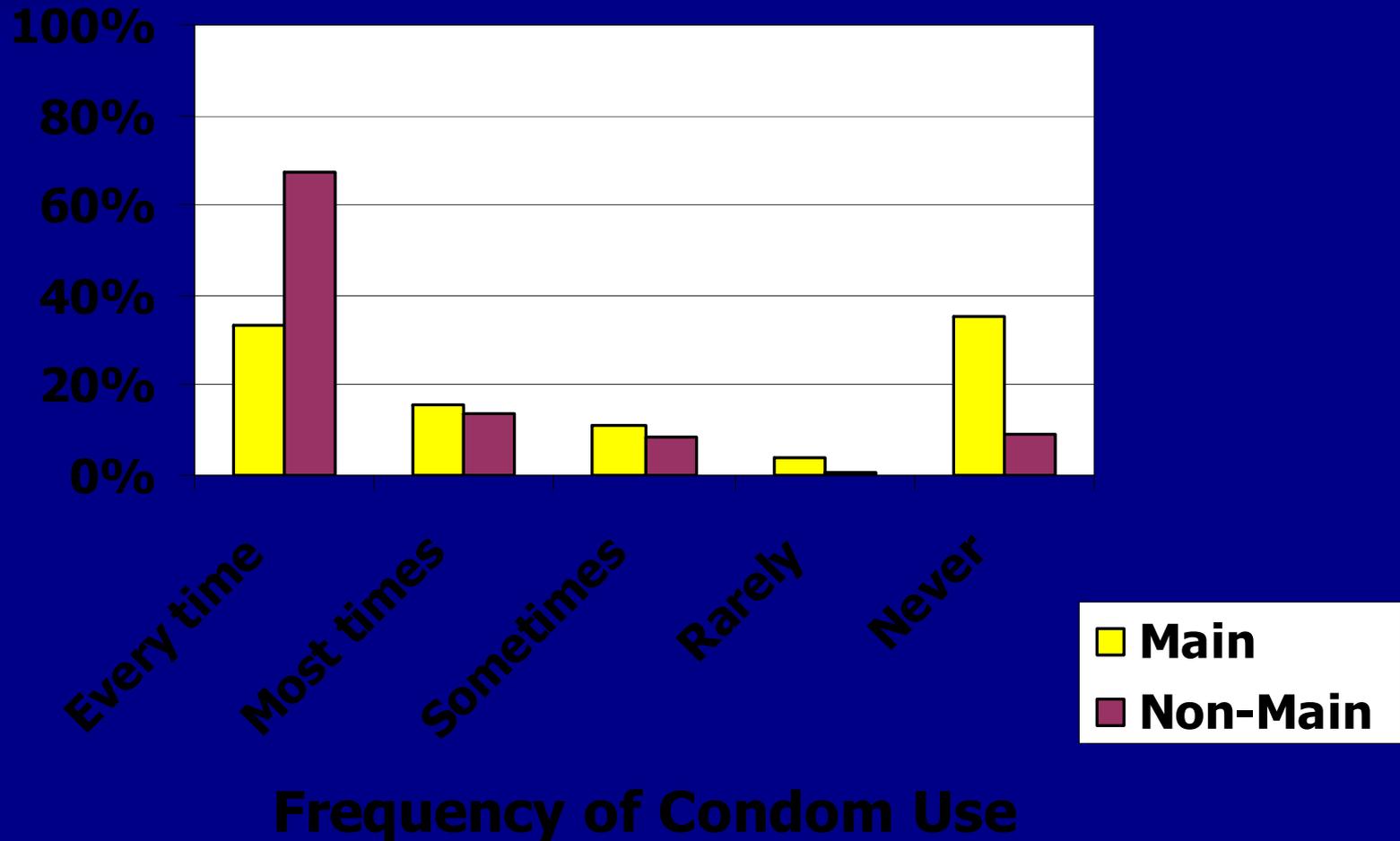
Characteristic	Survey (N=312)	NYC (N=3.9 million)*
Number of sexual partners in past 12 months		
One	51.6%	84.1%
Two	14.7%	7.2%
Three or more	33.7%	8.7%
Sexual Behavior		
MSM	27.6%	2.4%
MSW Only	37.7%	48.8%
WSM	28.6%	47.7%
WSW Only	6.2%	1.1%

*Weighted estimates from the Community Health Survey, 2006.

Sexual Behavior

- **59% used a condom at last sexual encounter**
 - **Top brands of condom used:**
 - **Trojan (49%)**
 - **Lifestyles (22%)**
 - **NYC Condom (16%)**

Frequency of Condom Use with Main and Non-main Partners



NYC Condom Awareness and Use

**312 Sexually
Active Respondents**

**239 (77%) aware
of NYC Condom**

**176 (74%) picked up
the NYC Condom**

**120 (50%) used the
NYC Condom**

Alternative Condoms

Open-ended Question: Condoms come in a variety of types, like color, texture, brand, and size. If the Health Department were to provide another type of male condom for free, **what type of condom would be your top choice?**

- 21% of respondents did not name a different type of condom**

Alternative Condoms Named by Respondents

Ultra Thin/Extra Sensitive	22%
Extra Strength	18%
Larger Size	14%
Studded/Ribbed	5%
Flavored	5%
Other brand	4%
Colored	3%