

“What’s your Fit?”

The Pūkoro Ure Fit Kit to promote condom use

Anderson, A.¹, Olin German, R.¹, Hollingshead, B.M.¹, Leakey, C.J.¹

¹ Burnett Foundation Aotearoa alex.anderson@burnettfoundation.org.nz



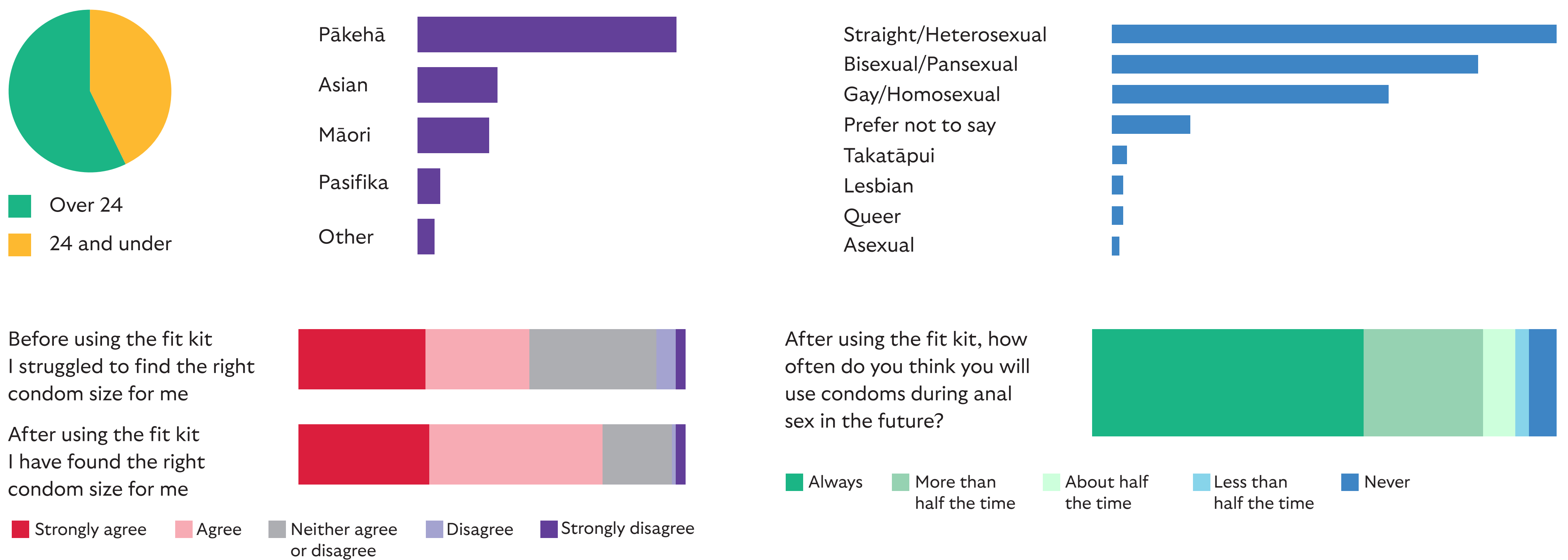
Background:

In the age of combination prevention, condoms remain an important option for men who have sex with men (MSM) to prevent HIV and STI acquisition. The use of condoms every time during sexual activity significantly lowers the risk of HIV, syphilis, gonorrhoea, and chlamydia, all of which MSM experience an increasingly disproportionate rate of¹.

Condom use from first sexual encounter increases the likelihood of condom use with casual sexual partners². Finding a comfortable and correct size condom is crucial to ensuring people experience pleasure while using condoms and that they work correctly.

The Pūkoro Ure Fit Kit is an intervention we designed to help young MSM find the right size condom, know how to get this size in future, and encourage them to use condoms at their first sexual encounter onwards, assisting in maintaining condom culture in New Zealand.

1766 Fit Kits have been sent out since November 2022, in addition to distribution among key stakeholders. 337 persons responded to an evaluation of the fit kit, from which this data has been analysed.



Findings:

While a large proportion of Fit Kit users are aged under 24, most users are aged over 24.

Many people ordering Fit Kits are Pākehā (n=217), with Asian (n=67) and Māori (n=60) the second and third most reported ethnicity respectively.

Before using the fitkit, 60% of respondents indicated they had struggled to find the correct condom size for them. After using the fitkit, 79% of respondents indicated they had found the right condom size for them. The fit kit appears well received by users – with a high proportion (59%) reporting they would always use condoms in future.

Next steps:

The Pūkoro Ure Fit Kit has good uptake and users report being able to find the correct condom size. Further evaluation at two years will help understanding of who specifically the intervention is reaching.

A review of this intervention was recently undertaken with Māori sector stakeholders and increased use of Te Reo Māori will now be utilised across the Fitkit packaging.

We are interested in continuing to work with stakeholders that support Rainbow and Takatāpui communities, especially younger rainbow persons.

A full data analysis will take place at two years into the project. If this intervention is primarily reaching heterosexual young people, then a similar intervention could be considered by health agencies with more heterosexual specific promotion and positioning.

Data about trends in condom sizing option utilisation could help inform decisions about pharmaceutical schedule funding by PHARMAC and potentially help inform new condom sizes to be funded for access.



We want to thank our fit kit users who generously gave feedback and evaluated the Pūkoro Ure Fit Kit.

¹ ESR, 2023 ² Saxton et al., 2015