

Encouraging condom uptake with a Masturbation Trainer

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New Zealand AIDS Foundation

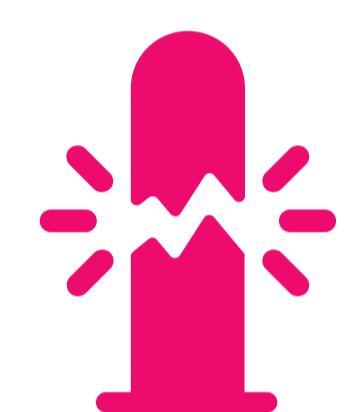
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If you can't love yourself, how in the hell you gonna love somebody else?

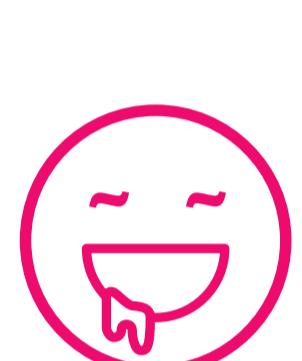
Background & Aim

For 1 in 4 men, standard-sized condoms are either too tight or too loose. Correct condom fit decreases chance of breakage and discomfort and increases pleasure and long-term condom adherence.

With no youth-focused resource available, NZAF created a free product to encourage young gay and bisexual men (GBM) to find their perfect condom fit, maximising comfort during sex and encouraging long-term condom use.



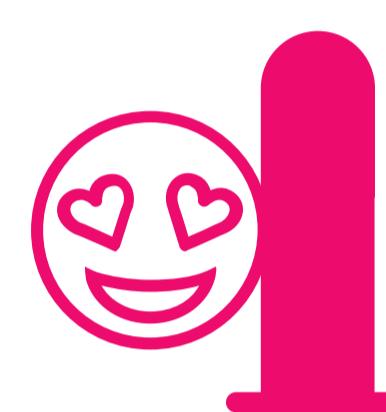
A condom that fits correctly is more comfortable and less likely to break.¹



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

The Toolbox

The Ending HIV Condom Toolbox (Toolbox) contains 12 condoms in different sizes and materials, with different lubes, printed resources and a fleshlight masturbation sleeve.

The Toolbox is free to GBM and trans people aged 16-20 throughout New Zealand.

It was offered as an option on the Ending HIV condom order form for those who met certain criteria, as well as given out in NZAF testing clinics and other sexual health centres.

Toolbox Contents

CONDOMS



LUBE



MASTURBATOR



THIN

NON-LATEX

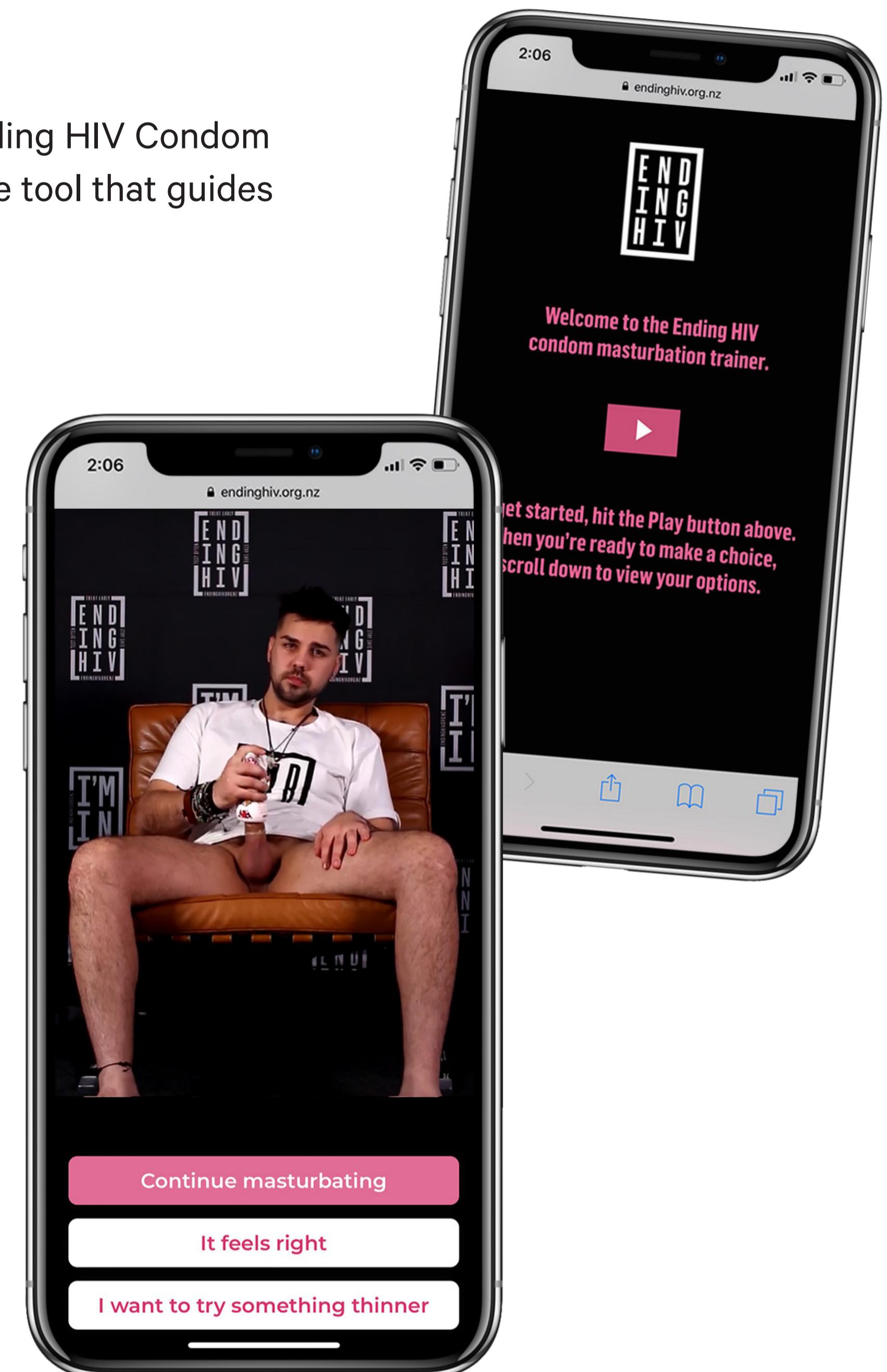


The Trainer

Accompanying the Toolbox is the Ending HIV Condom Masturbation Trainer (CMT), an online tool that guides users as they try different condoms.

The CMT is an interactive, pick-a-path experience, using a live model who masturbates with the viewer. Viewers start with a standard 56mm condom and interact by clicking buttons like "It feels too tight" or "I want to try something thinner". Each click triggers the next video, until the best fit condom is identified. Viewers can then have more of this condom mailed to them for free.

Users were invited to complete an online survey afterwards.



Outcomes

500

units distributed over 6 months

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

Increasing pleasure and confidence with condoms can create sustainable pro-condom norms.

This innovation is potentially translatable to young heterosexual men.

Next Steps

An updated version of the toolbox will launch in October 2019.

- 5000 units in production
- A reusable, washable masturbator and reusable toiletry bag
- A new video, using multiple guys to show different penis sizes and what an ill-fitting condom looks like
- A focus on penises seen in pornography and how these are not representative of the variation in real life
- A marketing campaign to promote the resource
- A rebranding from "Toolbox" to "Stand Proud"

References

- 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 poor fit. *Sexually Transmitted Infections*, 86(1), 36-38.
- 2 Emetu, R. E., Marshall, A., Sanders, S. A., Yarber, W. L., Milhausen, 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/abstract/320.htm>



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