**Project Background**

- The HIV/AIDS rate is 18.6% (2011) in the Western Cape.
- Government clinics in South Africa (SA) provide one or two condom sizes at no cost.
- The condom use in SA has decreased from 2008 to 2012, across all demographics.
- In 2013, a GHI team investigated the demand for fitted male condoms through a survey of 133 heterosexual male participants.
  - 37% had experienced condom fit problems.
  - 72% would be more likely to use condoms if fitted condoms were available.
- Distributing fitted condoms through online ordering and sizing was determined to not be feasible in South Africa.
- Alternately, fitted condoms can be distributed at public health clinics based on a fitted condom sizing chart.

**Objectives**

1. Develop and assess a fitted condom sizing system appropriate to a South African context.
2. Describe condom preferences of men and women.
3. Identify reasons for condom nonuse.

**Methodology**

- Seven focus groups of 4-8 men attending clinics explored fitted condom sizing systems.
- A survey of 200 men and women attending health clinics described condom preferences.
- Twenty-one in-depth interviews with men and women identified reasons surrounding condom nonuse.

**Preliminary Results**

**Obj. 1: Fitted Condom Sizing System**

- Participants preferred a sizing system that allowed them to look at length from a bodily side angle, width/girth from a downwards viewpoint and a monochromatic blue color.
- **Fit4All** was deemed to be an appropriate title.
- Best descriptors for small, medium and large penile dimensions were: “Long,” “Longer” and “Longest” for length and “Thick,” “Thicker” and “Thickest” for girth.

**Obj. 2: Condoms Preferences of men and women**

- The top three most desirable properties for condoms were pleasant smell, good fit and absence of unpleasant sounds.
- Participants were interested in condom innovations, rating highly condoms that would have properties of increased break or tear resistance, skin-to-skin feeling, or being made from “natural” materials.

**Obj. 3: Reasons for condom nonuse**

- The top reasons for condom nonuse were:
  - Trust (79%)
  - Desire for skin-to-skin feeling (52%)
  - Desire for pregnancy (41%).
- Men were more likely to report alcohol/drugs.
- Women were more likely to report that their partner does not want to use condoms.

**Discussion**

- Health clinics are capable of distributing multiple sizes of condoms in waiting and examination rooms.
- Discussions with health clinic workers indicate feasibility of distributing multiple sizes of condoms in waiting and examination rooms.
- A promising intervention could be to train health workers to teach the community about expanded condom options, including existing options (colors, scented) and new options (Fit4All and how to use).
- Smaller sized condoms may benefit youth, as smaller penile dimensions due to young age at sexual debut may be a barrier to wearing condoms.
- Participants expressed support for multiple condom size options, with the most popular option being nine condom sizes (3x3 for length and girth).

**Next steps**

- A market analysis to identify promising channels for fitted condom distribution.
- Initial trial distribution of fitted condoms based on the sizing system.
- Further research into how marketing can address interest in innovative condoms for the South African market (i.e., latex is natural, scents or colors are easily added to condoms, etc.).

**Advisors**

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