

# HIV PREVENTION GAINS MOMENTUM

SUCCESSES IN  
FEMALE CONDOM  
PROGRAMMING

tips for negotiating  
safer sex

helping women  
overcome  
social taboos

marketing  
female  
condoms  
to groups at risk



**A MESSAGE FROM PURNIMA MANE,  
DEPUTY EXECUTIVE DIRECTOR (PROGRAMME),  
UNITED NATIONS POPULATION FUND**

Today 33.3 million people are living with HIV, and for every two receiving treatment, five are newly infected. To change the course of the epidemic, we must accelerate HIV prevention alongside treatment with the ultimate goal to achieve universal access to prevention, treatment, care and support.

The widening scope of the epidemic, which is affecting more and more women, calls for an urgent increase in combination HIV prevention strategies, of which condoms are an essential part.

At UNFPA, human rights, gender equality and cultural awareness guide our efforts. To be successful, prevention efforts must address the underlying determinants of vulnerability to infection, and ensure that human rights are promoted and protected.

This report examines a number of success stories - in countries such as Zimbabwe, Myanmar, Nigeria and in the Caribbean region - where governments, civil society and the private sector have united to educate the public and to empower individuals, especially women, to insist on their right to protect their health through correct and consistent condom use. We invite all partners to join us in making HIV prevention a universal reality.



**“GIRLS AND WOMEN REMAIN VULNERABLE TO HIV AND WE HAVE TO SUMMON THE COURAGE AND POLITICAL WILL TO EMPOWER AND PROTECT THEM. WE HAVE TO INVEST IN PRACTICAL TOOLS THAT WOMEN CAN USE TO PROTECT THEMSELVES, SUCH AS THE FEMALE CONDOM.”**

*- Dr. Babatunde Osotimehin, Executive Director, UNFPA*



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## **THE GOAL OF COMPREHENSIVE (MALE AND FEMALE) CONDOM PROGRAMMING**

is to develop strategies and programmes through which every sexually active person at risk of HIV or other sexually transmitted infections – regardless of age, marital status, gender, sexual orientation, economic status, cultural and religious beliefs or HIV status – has access to good quality condoms when and where he or she needs them; is motivated to use male or female condoms, as appropriate; and has the information and knowledge to use them consistently and correctly.



# A GLOBAL INITIATIVE TO PREVENT HIV



Though global trends show some progress against HIV, 7,400 people are still newly infected every day. Almost half of them are aged 15 to 24, with young women at greater risk of infection than young men.<sup>1</sup> In the absence of a 'cure' for AIDS, prevention remains the first – and only – line of defence.

Male and female condoms play a key role in this regard. They are the only proven barrier methods available that protect against both unintended pregnancies and sexually transmitted infections, including HIV. That is why

(NGOs) and social marketers. Over the past several years, UNFPA has set in motion a worldwide programme to reinforce and coordinate its partners in their various roles as they work to raise awareness about the need for male and female condoms, increase demand, overcome stigma and taboos associated with condom use, ensure a sustainable supply, and support governments as they put in place the means to carry out effective condom programmes.

This initiative, called comprehensive condom programming, or CCP, is de-

clients; the neighbourhood coffee 'ceremonies' in Ethiopia, where housewives are helping each other break the barriers of shame associated with condom use among married women, and revealing their hidden fears; the media blitz in Swaziland, which has the world's highest rate of HIV infection, whose ad campaigns, jingles and situation dramas on radio, TV and in print increased demand for male condoms by 400 per cent, and for female condoms by nearly 200 per cent in the first month alone; and the humorous,

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