

Condom use must increase...

Condoms, together with sexual abstinence, the postponement of sexual initiation and mutual fidelity, are key to preventing the spread of HIV/AIDS and sexually transmitted infections. Without access to condoms, other prevention strategies, such as reproductive health education and family planning, lose much of their potential effectiveness.

The condom market in Indonesia is small in comparison to neighbouring countries. People do not feel at risk of HIV, and condom use remains low. A massive expansion of condom use is needed to prevent an increase in HIV and sexually transmitted infections.

Condoms are available and inexpensive, but are still heavily stigmatized.

What can be done...

Social marketing is the main strategy for boosting regular condom use. Through education and commercial marketing strategies, social marketing encourages people to buy and use condoms.

To reach a wider audience—especially young people—social marketing programmes distribute condoms that are attractively packaged and affordable.

Sex workers need the skills to negotiate safer sex with their clients.

Young people at risk need to be reached, and condoms must be made available to them.

Women and young girls need to be educated and more empowered in order to fight HIV/AIDS and other sexually transmitted infections.

Make it happen...

Making condoms available through social marketing

The DKT Social Marketing Programme effectively distributed 150 million condoms between 1997 and 2002, and it continues to ensure that condoms are readily accessible.

Condoms are sold through traditional outlets, such as drug stores, pharmacies and supermarkets, using commercial distributors. In addition, educational materials and condoms are distributed through non-traditional outlets, such as red-light areas, karaoke bars and massage parlours.

The involvement of nongovernmental organizations in social marketing is encouraged through revolving condom funds—the first 10 gross of condoms are free and subsequent condom supplies are provided at a special discount rate for nongovernmental organizations. The distribution teams maintain contact with, and support, the nongovernmental organizations, as well as providing them with incentives to increase their condom sales.

- ▶ US\$350 000 would cover distribution of an additional 7 million condoms in five cities.
- ▶ US\$40 000 would cover the design, production and distribution of 100 000 copies of a condom-negotiation comic book for sex workers.

In-kind contributions: supplies of condoms, and the design and printing of educational materials would be helpful. The distribution of condoms to remote areas where companies have large workforces would also be helpful.

For more information, contact: Christopher Purdy, Country Director, DKT Indonesia, at crisp@rad.net.id.

Increasing condom use

The most effective interventions are developed with, and adapted to, specific populations. Safer sex packages, which contain condoms and appropriate educational materials, are distributed among high-risk populations as part of outreach activities by nongovernmental organizations such as Gaya Nusantara, Yayasan Priangan, Yayasan Srikandi Sejati, Ikatan Waria and Gaya Siak. Providing safer sex packages in venues such as massage parlours results in increased condom use and lower rates of sexually transmitted infections and HIV/AIDS.

- ▶ US\$10 000 would sponsor condom-related training and education for high-risk groups such as truck drivers and sex workers (male and female).
- ▶ A safer sex package costs only US\$1.50; so, for US\$2000, more than 1300 packages could be distributed.

In-kind contributions: billboards, condom distribution, and the design and printing of educational materials would be helpful.

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