

A Brief History of the NYC Condom Availability Program



1971

Health Department begins providing free male condoms in NYC's STD clinics



Fig. 1 Original NYC Condom (Source: DOHMH Press Release #008-08, Feb. 14, 2007)

1980s

Condoms are available in HIV and social service organizations



Fig. 2 Media campaign for original NYC Condom launch

1991

Free condoms become available in NYC high schools

- Condoms required in all NYC high schools
- Any student can access provided the parent/guardian does not opt-out



Fig. 4 'Get Some' ad campaign - February 2008 re-release

1998

FC (female condom) added to the NYC Condom Availability Program



Fig. 5 Dispenser for high volume distribution venues

2006

- DOHMH develops and tests a branded 'NYC Condom'
- Identifies a condom vendor and logo designer through bidding process
- Collaborates with MTA to use a well-recognized NYC design for its logo
- Develops a generalized television and print media campaign
- Tests the acceptability of an 'NYC Condom' in focus groups

Questions added to CHS to measure exposure and experience with condoms

Feb. 14, 2007

DOHMH launches the nation's first municipally-branded condom, the 'NYC Condom' (see figs. 1 & 2)

- Generalized ad campaign with slogan 'NYC-Get Some' ran on radio, subways, and buses for approximately three months
- Launch event held at Manhattan flagship store of Kenneth Cole with specially designed condom wear (shirts containing condom packets)
- Street teams in all 5 boroughs distribute more than 250,000 condoms
- Smaller launch parties held throughout the City

Jun. 2005

DOHMH launches an online ordering system via 'NYCCondom.org'

- Online ordering increased distribution from 250,000/month to 1.5m/month
- Nontraditional venues can order condoms for ongoing distribution (e.g. nail salons, barbershops, bars, lounges, gyms)

Feb. 14, 2008

The NYC Condom package is modified and references 2007 packaging with a new ad campaign developed to sustain awareness (see Figs. 3 & 4)

- Award-winning industrial designer Yves Behar designs both the new wrapper and a specialized condom dispenser for high volume distribution venues (see Fig. 5)
- Ad campaign runs on TV, radio, subways and other public spaces



Fig. 3 2nd edition NYC Condom, released February 2008

Feb. 11, 2009

The program launches one of the city's first Facebook pages for a public service in order to reach an increasingly internet-savvy generation

- The NYC Condom Facebook Page is the first time NYC Condom Availability Program is promoted in social media
- In Fall 2012, the NYC Condom Facebook Page wins the City's NYC Digital Engage Award for Best Social Media Campaign for a City Service
- As of 2013, page has over 19,000 'likes'

Dec. 8 - Mar. 9, 2010

DOHMH solicits submissions to a citywide NYC Condom wrapper redesign contest announced by press release, DOHMH website and the Internet.

- Over 600 submissions are received, including entries as far as St. Petersburg, Vienna, and Paris
- A marketing and public health panel selects five finalist submissions
- On Feb. 11, 2010, New Yorkers vote online for their favorite design. Over 15,000 votes are cast
- On Mar. 9, 2010, the 'Power Button' crafted by Queens resident Luis Acosta, is announced as the winning design

Feb. 14, 2012

The Health Department develops a mobile-friendly version of its NYC Condom website, so that users can access safer sex information on the go.



Fig. 6 'Power Button' condom wrapper (Source: DOHMH Press Release 051-10, Oct. 29, 2010)

Feb. 14, 2013

The Health Department partners with NYU's Kimmel Center to launch 'NYC Condom: A Retrospective Exhibit' showcase the innovative socialmarketing and technology used to promote and normalize condom use in NYC since the launch of the NYC condom in 2007.

Feb. 14, 2011

Launch of the 'NYC Condom Finder' smart phone application. The new 'app' allows New Yorkers to use GPS technology in order to locate nearby venues that distribute free condoms.

- Within 1 year, the app is available on all smart phone platforms
- Within 2 years, the app is downloaded over 32,000 times

Oct. 31, 2010

Official public launch of new 'Power Button' condom. A promotional 'Power Button' team distributes condoms displaying the limited edition design at the Village Halloween parade. (see Fig. 6)

Nov. 2008

In response to surveys requesting more variety in condom selection, DOHMH begins distributing 7 different types/styles of condoms. Pilot distribution indicates strong uptake of all seven 'alternative condoms.'

May 31, 2007

DOHMH announces it distributed 5 million male condoms in the 1st month after launching the NYC Condom and 3.7 million in the second month after the launch.

Summer 2007

Surveys find high awareness and use of NYC Condom six months after launch

- Distribution stabilizes at 3 million male condoms per month

