

# What's in a brand? Evaluating the impact of quality and availability on use of municipally branded condoms

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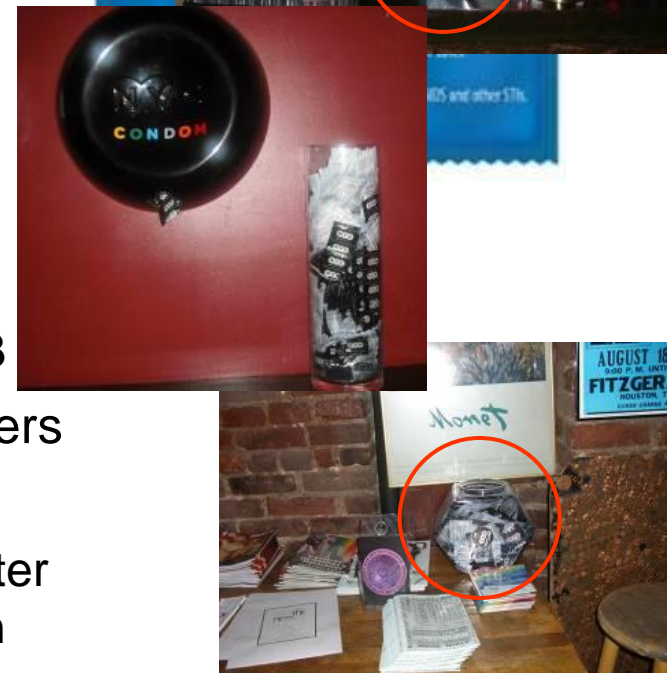
# HIV and Condom Use in NYC

- New York City (NYC) continues to be an epicenter for the HIV epidemic
  - ▣ Over 117,000 people diagnosed and living with HIV\*
  - ▣ 2,832 new diagnoses in 2013\*
- Multiple HIV prevention methods available; condom use remains the most common and easily accessible method
- NYC Department of Health has multi-level strategy to increase condom use
  - ▣ Widespread condom distribution
  - ▣ Comprehensive condom education
  - ▣ Social marketing

**Municipally-branded NYC Condom developed and launched in 2007**

# NYC Condom Distribution

- NYC Condom: lubricated LifeStyles® male latex condom in a branded wrapper
- More than 25 million NYC Condoms distributed in 2013
- NYC Condom distribution occurs
  - All city-funded Sexually Transmitted Disease (STD) clinics
    - 190,000 NYC Condoms ordered in 2013
  - Over 3,500 community distribution partners
    - Bars/clubs, bodegas, barbershops, etc
    - Distribution in 95% of bars/clubs that cater to gay men/men who have sex with men



# Study Aim

**We conducted an evaluation of the NYC Condom, examining associations with NYC Condom use**



# Methods

## □ **Study design**

- Cross-sectional surveys, conducted July- September 2013
  - 9 NYC STD Clinics
  - 10 street-intercept locations

## □ **Study population**

- NYC residents (ZIP code)
- 18-64 years of age
- Sexually active in the past 6 months

## □ **Recruitment**

- Street Intercept
  - Recruitment at busy transportation hubs within highest burden neighborhood
- STD Clinic
  - Random selection of “walk-in” clients, interviewed in a private area
- Incentive provided: \$10 gift card

# Methods (continued)

## Questionnaire

- 5-7 minute interviewer-administered survey

## Data Measures

- **NYC Condom use:** ever and recent use (past 12 months)
- NYC Condom Ratings:
  - **Accessibility:** “In the past 6 months, if you wanted to find a NYC Condom, how easy would it have been for you to find a location that had free condoms? Would you say...”
    - 4-point Likert scale: “very easy” to “very difficult”
  - **Quality:** “I’d like to know your thoughts about the quality of the NYC Condom. Would you say the NYC Condom is...”
    - 4-point Likert scale: “very high quality” to “very low quality”
- **Socio-demographics:** gender, age, race/ethnicity, sexual identity, education

# Methods (continued)

## Data Analysis

- ▣ Described condom use and ratings using descriptive statistics
  - Overall and by survey location (street intercept and STD clinic)
- ▣ Examined correlations with recent NYC Condom use among ever users
  - Factor examined: sociodemographics and NYC Condom ratings
  - Final multivariable model constructed using stepwise selection (cutoff  $p < 0.2$ )

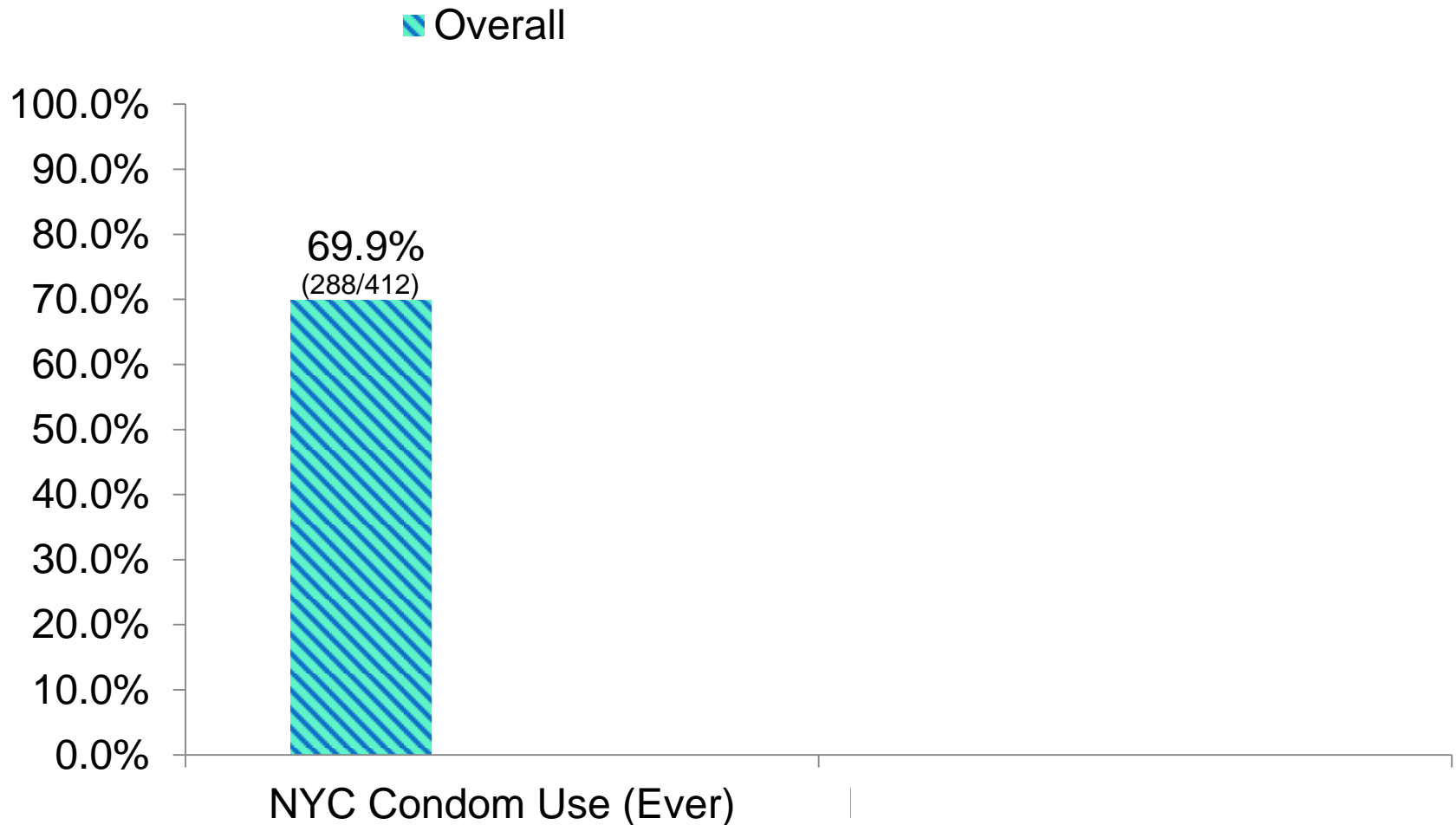
# Sample:

## Demographic Characteristics (n=412)

Characteristic	Category	n	%
Survey Location	STD Clinic	198	48.1
	Street Intercept	214	51.9
Gender	Female	156	38.2
	Male	251	61.5
	Transgender	1	0.25
Age, mean		31.9 years	
Race/ethnicity	White	50	12.2
	Black	177	43.3
	Hispanic	147	35.9
	Other race	35	8.6
Sexual identity	Heterosexual	336	83.2
	Gay/Bisexual	68	16.8
Level of education	High school or less	118	29.2
	Some college	147	36.4
	Bachelor's degree or more	139	34.4



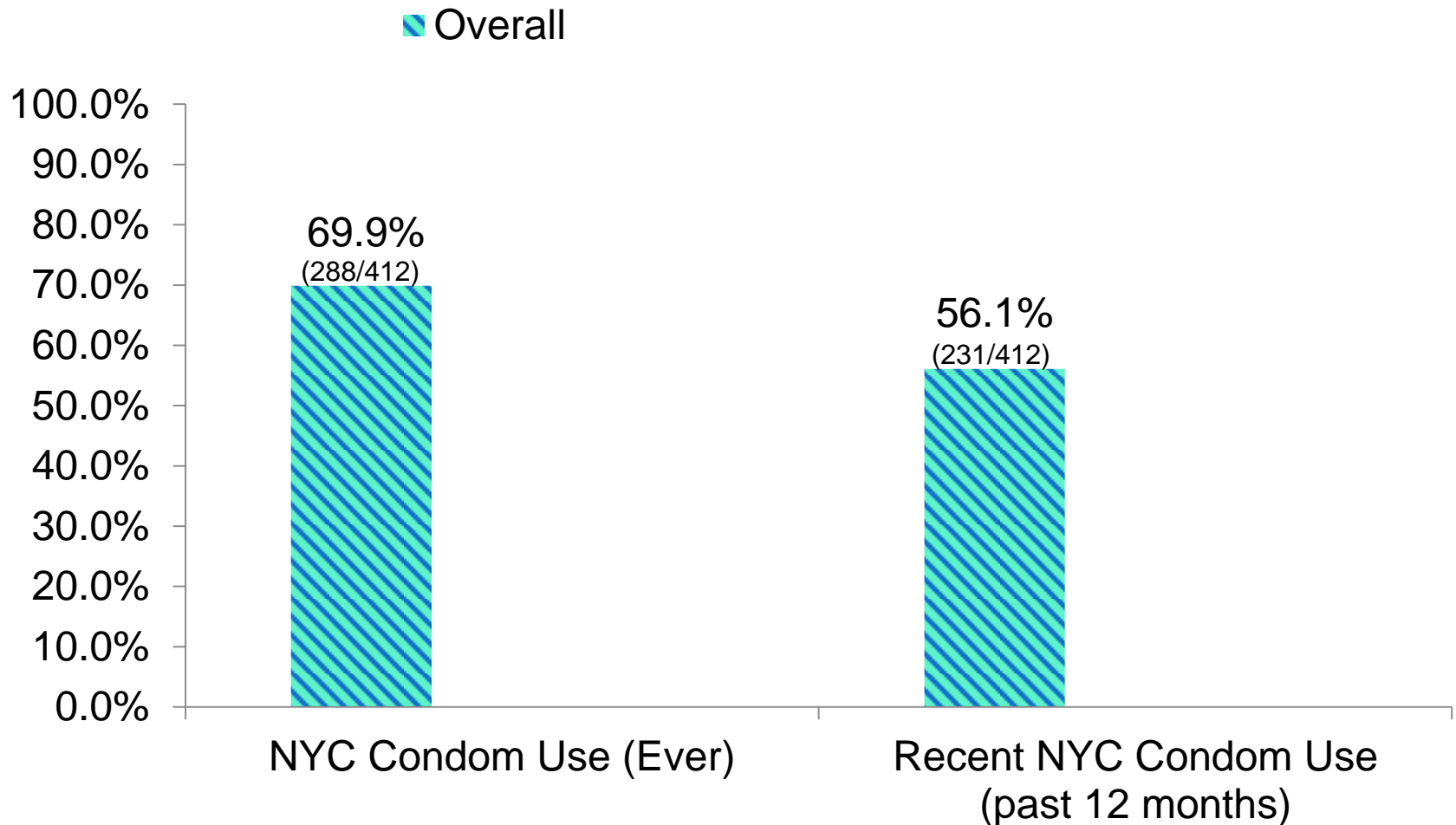
# NYC Condom Use; Ever and Recent Use



Aged 18-64, sexually active, NYC Residents

Source: NYC Condom Evaluation Survey, Bureau of HIV Prevention, NYC Department of Health and Mental Hygiene.

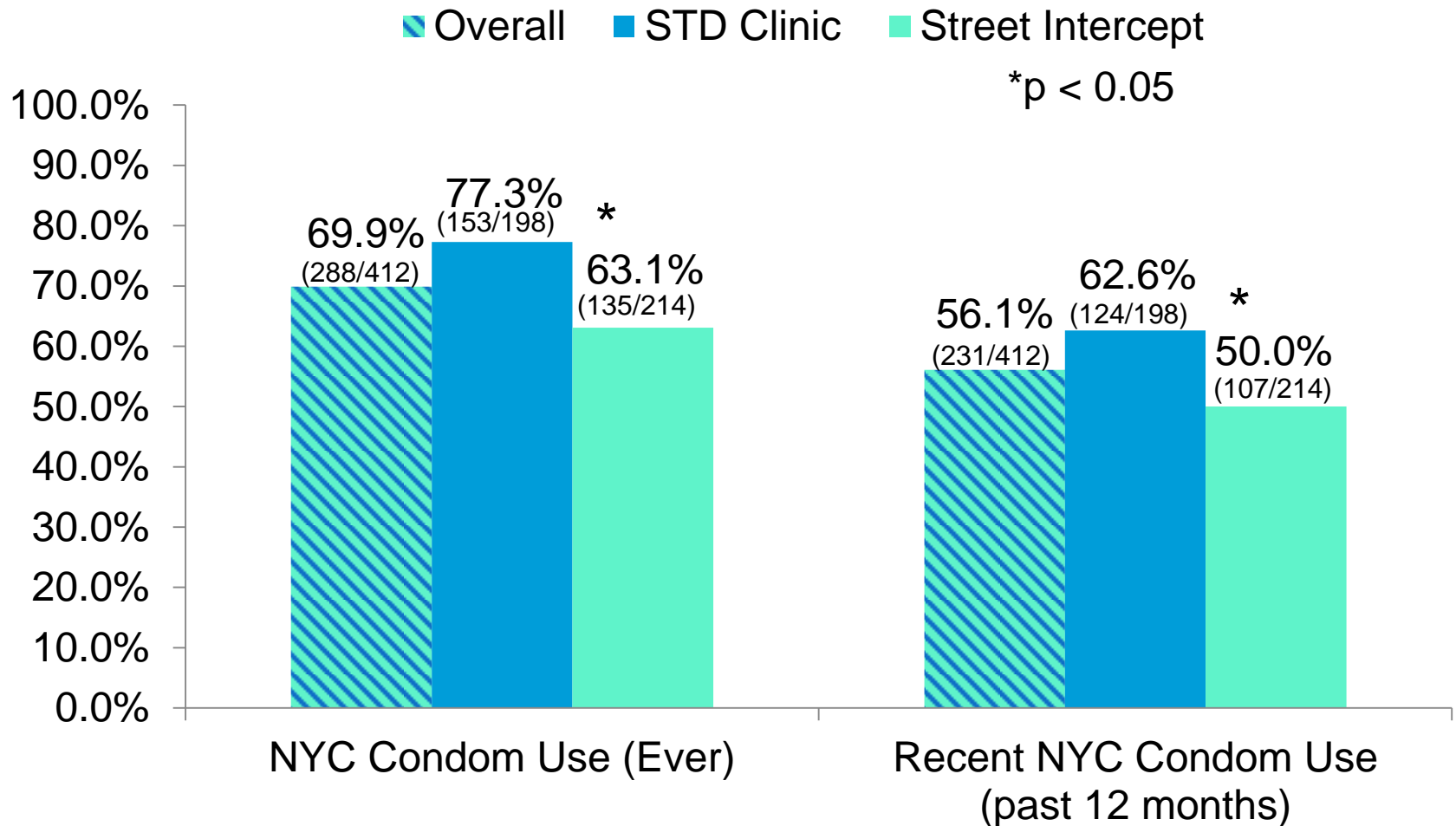
# NYC Condom Use; Ever and Recent Use



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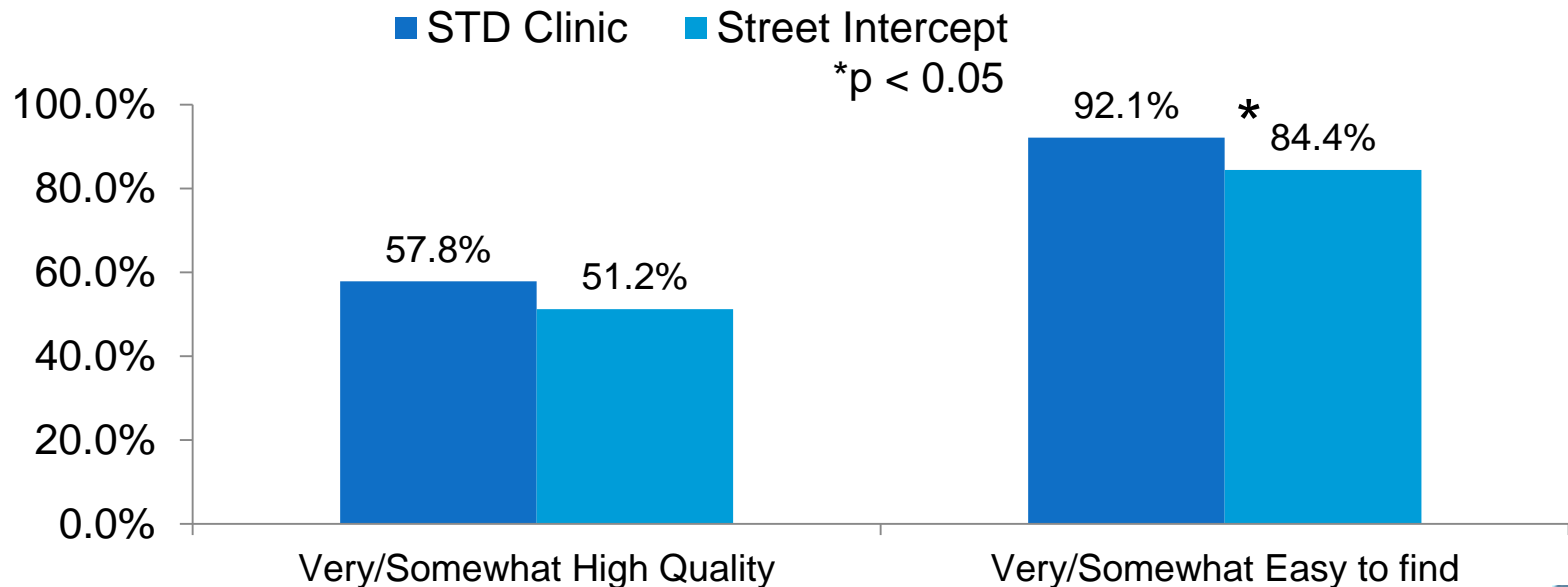


Aged 18-64, sexually active, NYC Residents

Source: NYC Condom Evaluation Survey, Bureau of HIV Prevention, NYC Department of Health and Mental Hygiene.

# NYC Condom Ratings among Ever Users (n= 288)

Characteristic	Category	n	%
NYC Condom Quality	High/Very High Quality	214	54.6
	Low/Very Low Quality	198	45.4
NYC Condom Accessibility	Very/Somewhat Easy	251	88.46
	Very/Somewhat Difficult	156	11.5



# Correlates of Recent NYC Condom Use among Ever Users, unadjusted

	Category	N	% Recent NYC Condom Use	OR (95% CI)
Survey Location	STD clinic	124	81.1	Ref
	Street Intercept	104	77.0	0.79 (0.44 – 1.39)
Race/ ethnicity	White	24	82.8	Ref
	Black	99	76.7	0.69 (0.22 – 1.83)
	Hispanic	86	79.6	0.84 (0.25 – 2.24)
	Other race	18	85.7	1.25 (0.27 – 6.74)
Gender	Female	81	72.7	Ref
	Male	146	82.8	<b>1.8 (1.01 – 3.20)</b>
	Transgender	1	100	-
Age, years	18 – 30	129	75.6	Ref
	31 - 64	102	84.2	1.76 (0.95 – 3.19)

# Correlates of Recent NYC Condom Use among Ever Users, unadjusted

	Category	N	% Recent NYC Condom Use	OR (95% CI)
Level of education	High school or less	74	80.2	Ref
	Some college	85	81.6	1.09 (0.53 – 2.24)
	Bachelor's degree or more	67	74.4	0.72 (0.35 – 1.44)
Sexual Identity	Heterosexual	177	76.3	Ref
	Gay/Bisexual	49	89.1	<b>2.54 (1.10 – 6.90)</b>
Accessibility	Very/somewhat difficult to find	22	66.7	Ref
	Very/somewhat easy to find	205	80.6	2.08 (0.95 – 4.58)
Quality	Low/very Low Quality	84	68.9	Ref
	High/very High Quality	132	89.8	<b>3.98 (2.06 – 7.68)</b>

# Correlates of Recent NYC Condom Use among Ever Users , multivariable

	Category	aOR (95% CI)
Gender	Female	Ref
	Male	1.78 (0.93 – 3.37)
	Transgender	-
Sexual Identity	Heterosexual	Ref
	Gay/Bisexual	2.01 (0.77 – 5.18)
	Very/Somewhat difficult	Ref
Accessibility	Very/Somewhat easy	1.59 (0.65 – 3.86)
	Low/Very Low Quality	Ref
Quality	High/Very High Quality	<b>3.77 (1.93 – 7.35)</b>

# Summary

- Use of the NYC Condom was widespread among persons surveyed
  - ▣ 69.9% ever used a NYC Condom; 56.1% in past 12 months
- Majority of respondents rated NYC Condom as easily accessible; half rated it as high/very high quality
- Belief of high/very high NYC Condom quality was associated with increased recent NYC Condom use, above and beyond socio-demographic factors





# Limitations

- Self-reported data
- Cross-sectional surveys
  - ▣ Specific sample; not representative of NYC
- Selection bias
  - ▣ Interest in a survey about condom use

# Implications and Next Steps

- Results of this evaluation informed NYC Condom updates to further improve perceptions of condom quality
  - ▣ Updated NYC Condom wrapper; increase the prominence of the “Lifestyles” brand
  - ▣ Development and Launch of KYNG Condom
  - ▣ Release of citywide social marketing campaign
- Ongoing evaluation to determine the impact on condom use and acceptance



# Acknowledgements

## Co-Investigators

Kathleen Scanlin, MPH  
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# Correlates of Belief of High Quality among Ever Users, unadjusted

	Category	N	% High Quality	P
Survey Location	STD clinic	124	57.8	0.280
	Street Intercept	104	51.2	
Race/ ethnicity	White	22	75.8	<b>0.039</b>
	Black	60	49.8	
	Hispanic	58	52.4	
	Other race	13	68.4	
Gender	Female	49	49.5	0.311
	Male	95	57.2	
	Transgender	1	100.0	
Age, years	18 – 30	74	47.4	0.005
	31 - 64	73	64.6	

# Correlates of Belief of High Quality among Ever Users, unadjusted

	Category	N	% High Quality	OR (95% CI)
Level of education	High school or less	44	51.8	0.732
	Some college	53	54.6	
	Bachelor's degree or more	48	57.8	
Sexual Orientation	Heterosexual	114	54.0	0.736
	Gay/Bisexual	30	56.6	
	Very/somewhat difficult to find	15	48.4	
Accessibility	Very/somewhat easy to find	130	55.1	0.482