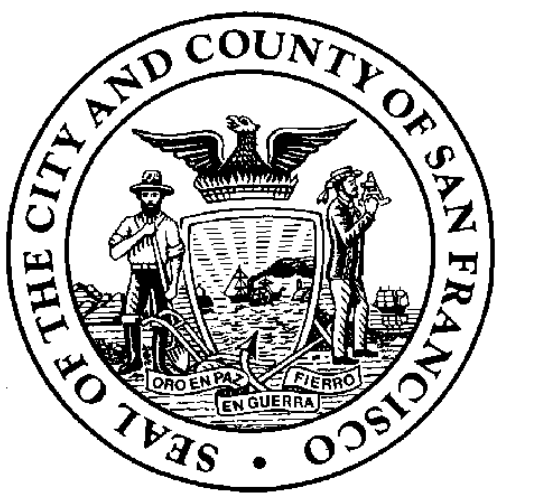




Turning San Francisco's Men Who Have Sex With Men and Transgender Communities On To The Female Condom (FC2)



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Background

- The FC2 is the only receptive partner-initiated, physical barrier method available in the US that protects against STDs and pregnancy. However, awareness, acceptance and availability are extremely limited among communities at risk and the providers who serve them.
- Building community buy-in, providing comprehensive FC2 education and skills building to providers, increasing promotion to the public via social media, and making the FC2 readily available to the public are essential components to improving acceptance and use of the FC2 among women, men and transpersons.
- In order to provide more options for improving sexual health, the San Francisco Department of Public Health (SFPDH)-STD Prevention and Control Section has been piloting expanded access to the new female condom (FC2) among men who have sex with men (MSM) and transpersons.
- The goals of the campaign were to (1) provide free FC2s and culturally appropriate, user friendly materials and instructions to front-line service providers and their clients; and (2) partner with traditional and non-traditional venues (nail salons, bars, sex clubs, coffee shops, barber shops) to distribute FC2s throughout San Francisco.

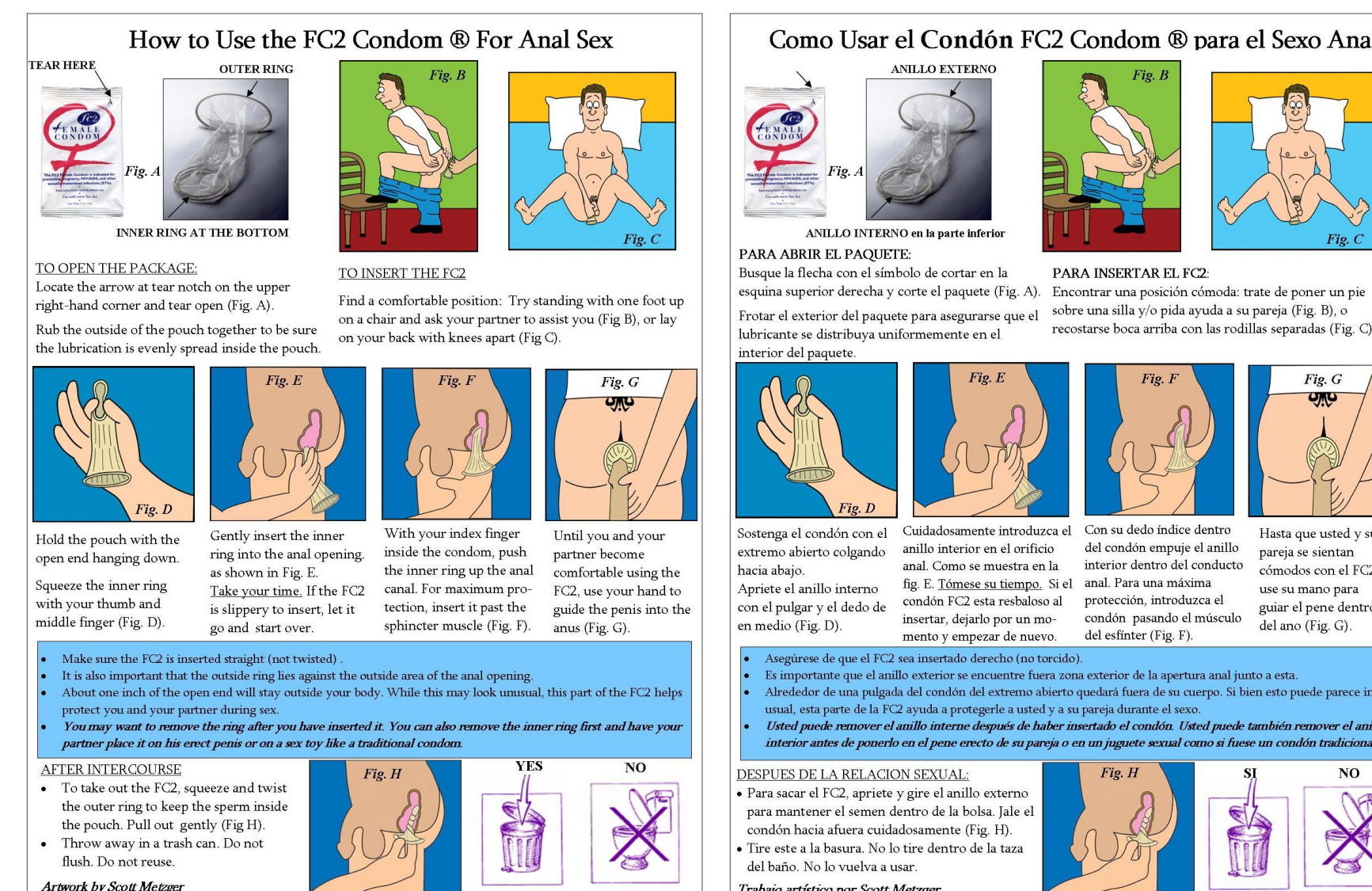
Objective

- To assess change in provider knowledge and perceived comfort after the FC2 training.

Methods

- The San Francisco campaign is locally designed for young women, MSM and the transgender communities, reflecting STD and HIV epidemiology in San Francisco.
- In-service trainings by SFPDH staff equip providers with the necessary skills, language, and materials to effectively promote the FC2.
- The FC2 is being distributed free of charge by SFPDH to venues that have received the required training on the FC2.
- Knowledge and comfort surveys were conducted with all participants before and following the trainings.
- T-tests were used to compare pre and post training responses.

Figure 1. Instructions for anal sex use in English and Spanish



Results

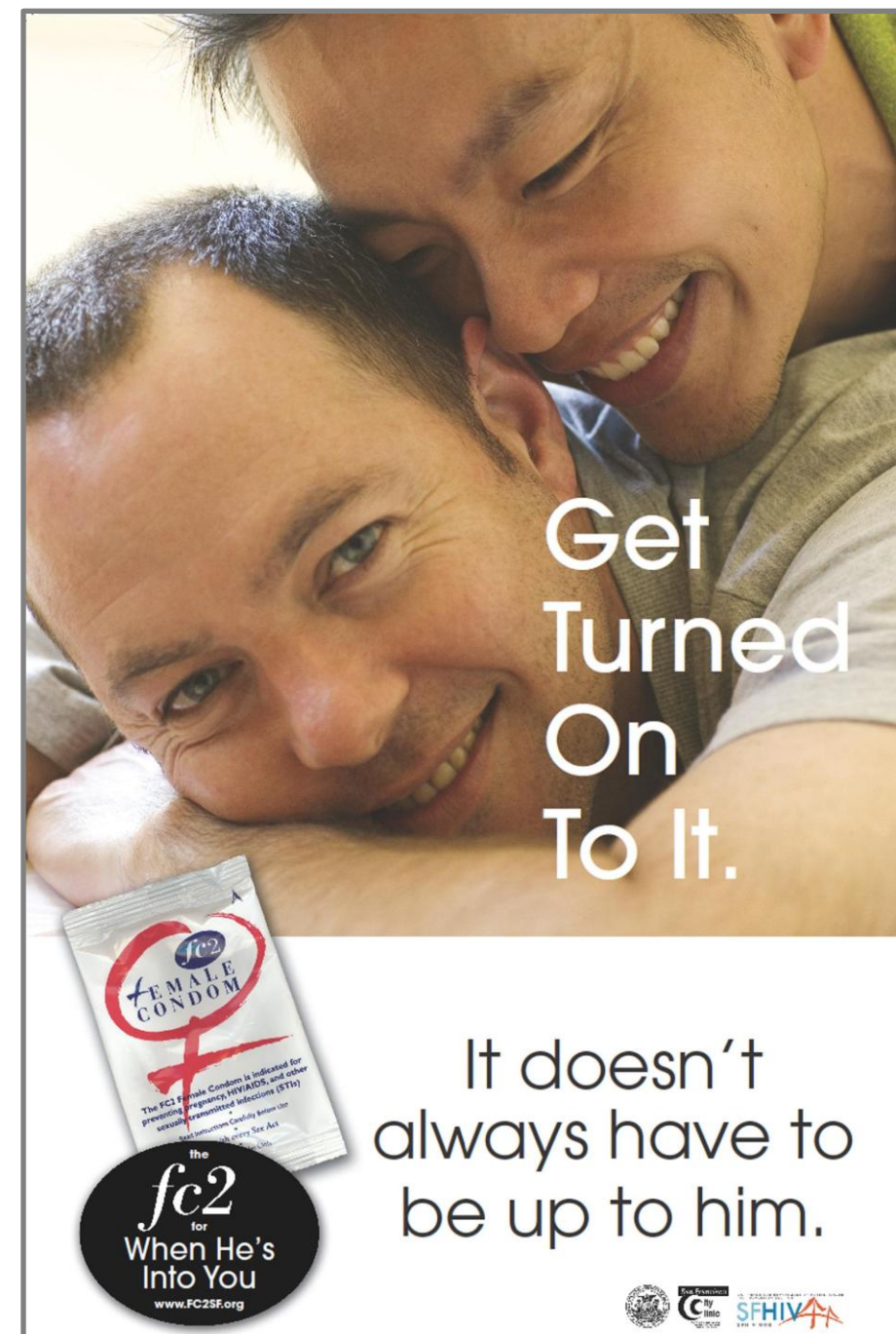
- The campaign launched on Valentine's Day, 2011.
- Materials were distributed citywide:
 - Community approved instructions for MSM (figure 1).
 - Unique posters and palm cards were created (figures 2 and 3).
 - Ads were displayed on buses and MUNI trolleys.
- A social media campaign was developed including:
 - Interactive website: www.FC2SF.org with digital media, photo slideshow, integrated Google map for access locations, announcements and resources.
 - Facebook page: www.facebook.com/FC2SanFrancisco
 - Twitter: [@FC2_SF](https://twitter.com/FC2_SF)
- SFPDH collaborated with Health Science students from San Jose State University to develop and design:
 - A digital movie/PSA for MSM.
 - A poster for and in collaboration with San Francisco's transgender communities (figure 2).

- Between 2/14/11 and 3/5/2012, over 54,000 FC2s have been distributed.
- 35 community agencies, clinics and non-traditional venues have been trained.
- 200 service providers completed the FC2 training. Following the training, knowledge regarding the FC2 ($p < 0.0001$) and comfort with the FC2 ($p < 0.0001$) increased significantly.

Figure 2. Transgender Poster



Figure 3. MSM Poster



Conclusions

- San Francisco is the first city to develop specific provider trainings and community marketing materials to increase the use of the FC2 among MSM and transpersons. Key, low-cost elements, including the use of social media and collaborations with university students to create print and video educational materials, were essential to the success of the campaign.
- Required FC2 provider trainings resulted in significant increases in both knowledge and comfort regarding the FC2.