

Social Marketing, Community Engagement, and Condom Distribution in the Time of COVID-19

Ilona Charkow, MPH

Director, NYC Condom Availability Program

Jennifer D. Medina Matsuki, MPH, CHES

Director, Social Marketing and Community Engagement

Bureau of Hepatitis, HIV, and Sexually Transmitted Infections

Envisioning a New York City without transmission or illness related to viral hepatitis, HIV, and sexually transmitted infections.

SMCE in the Time of COVID-19

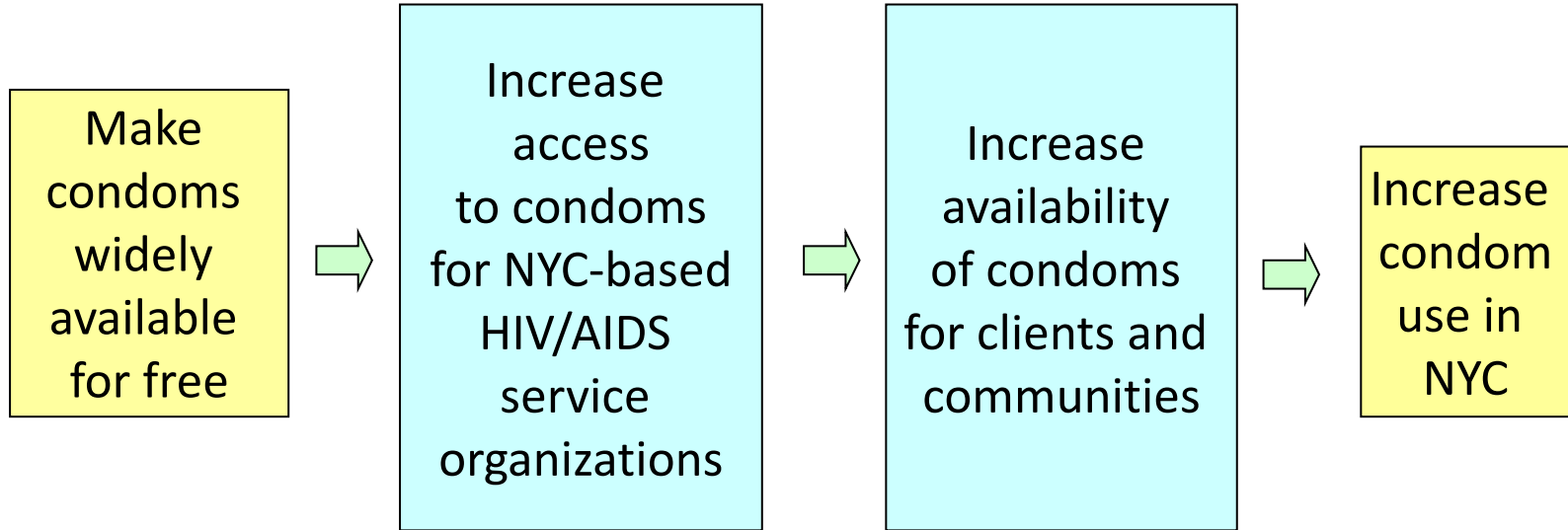
- COVID-19 changed the entire way in which we provide services to the community
- The challenge was to continue to provide HIV prevention services to people, but in a way that allowed them to be safe during a pandemic and allowed for programs to pivot how services were to be delivered
- Community engagement changed to be engagement that occurs almost exclusively online. With all large gatherings banned, NYC Pride went digital with multiple events occurring via different social media platforms including YouTube, Zoom, and Facebook/Instagram Live

New York City on PAUSE

- NYC Health was sent home on Tuesday, March 17, 2020
 - No opportunity to take materials with us
 - Completely in limbo about what we could do in terms of programs due to NYC on PAUSE
- All residents in NYC were asked to quarantine in home
- All non-essential venues in NYC were closed, including most of NYCAP's non-traditional venues and most CBOs, ASOs, and social services organizations



NYC Condom Distribution Strategic Plan



NYC Condom Availability Program

Evolution of the NYC condom



NYC Condom Availability Program



Products offered:

- NYC Condom (ONE super-sensitive condom)
- 7 alternative male condoms (ONE brand)
- Internal condom (FC2)
- Water-based lubricant

Safer Sex Product Requests

- Requests for NYCAP safer sex products are processed via a web-based ordering system
 - You can access this system by visiting our website at www.nyc.gov/condoms
 - For help placing your order, call 311 or email condoms@health.nyc.gov



The Three A's (Availability, Accessibility, Acceptability)

By reaching NYC residents in the following ways:

- Passive distribution
- Targeted distribution networks
- Community presence
- Social marketing campaigns
- Social media

NYCAP and High Impact Prevention

Condom distribution to all sexually active residents of New York City with a prioritized focus on:

- **HIV positive individuals**
 - Aligning with the National HIV/AIDS Strategy and the CDC’s High Impact Prevention
 - Ensuring that all clinical and non-clinical settings providing services to HIV positive persons participate in condom distribution
 - Creating and providing full service of the “HIV positive universe”

NYCAP and High Impact Prevention (continued)

Condom distribution to all sexually active residents of New York City with a prioritized focus on:

- **MSM**
 - 95% of all NYC MSM venues identified by Department of Health and Mental Hygiene (DOHMH) currently participate in the NYC Condom Availability Program



NYC Condom Availability Program

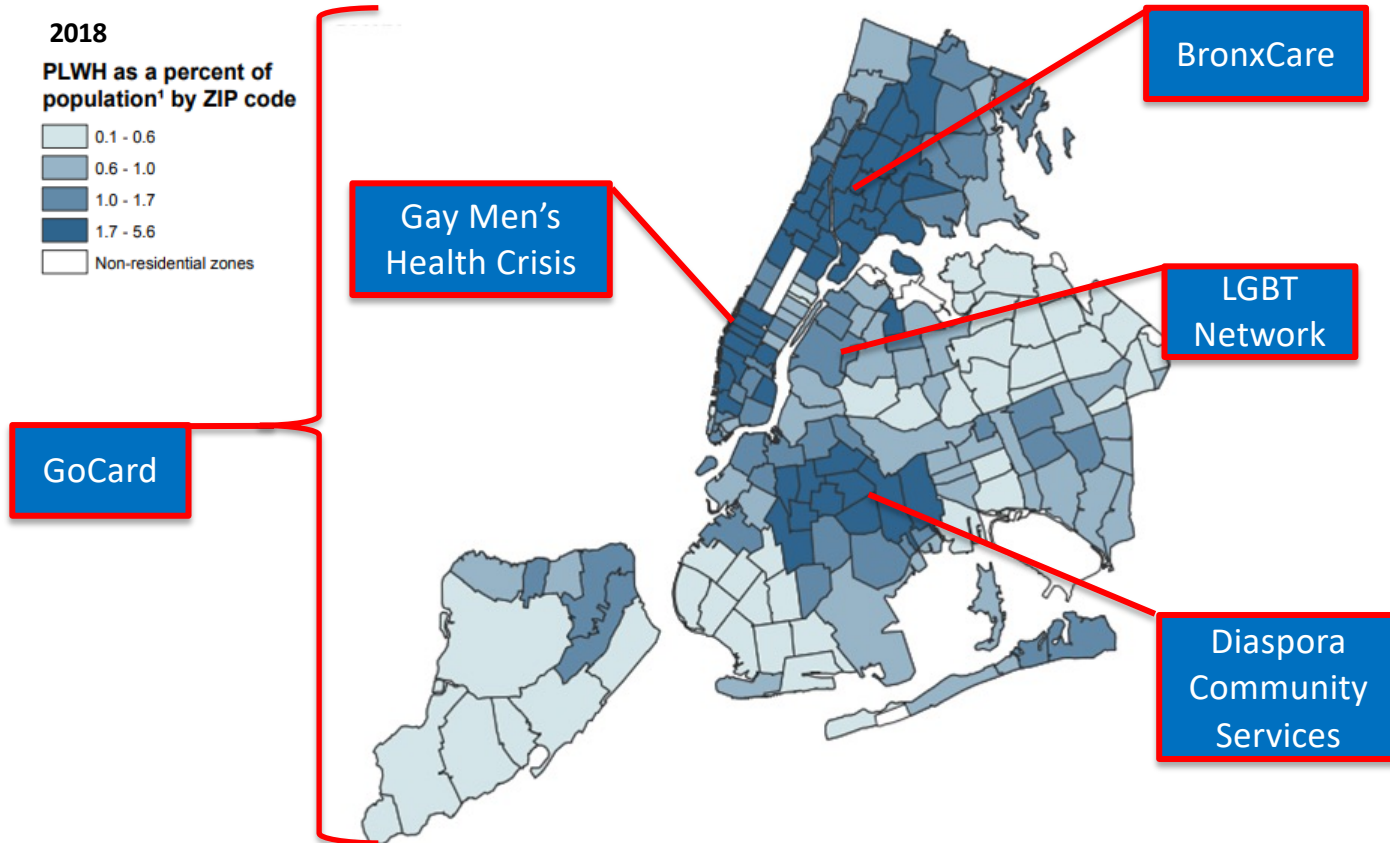
2019 Distribution:

- XX million male condoms
- XX million FC2s
- XX million packets of lubricant

Condom Contractors Services:

- XX

Rethinking Condom Distribution Services



Rethinking Condom Distribution Services

| Risk Population | Male Condoms | Internal Condom (FC2) | Total 2019 |
|--|-------------------------|--------------------------------------|-------------------|
| # Distributed - HIV-positive individuals | XX | XX | XX |
| # Distributed - High-risk, HIV-negative/HIV-unknown | XX | XX | XX |
| # Distributed - General population | XX | XX | XX |
| Total # condoms distributed | XX | XX | XX |

Pivoting NYCAP Program Services

- Restructure the condom contracts
- Rethink our relationship with the NYC health map
- Develop virtual condom trainings



The CON Contracts Reinvented

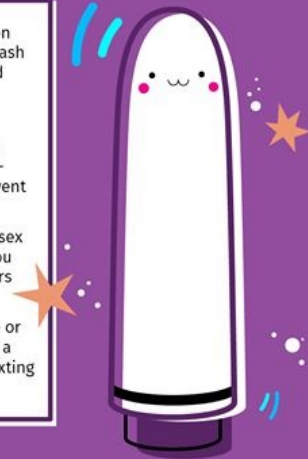
- Developed safety guidelines
- Introduced a new service category
- Updated health map
- Modified reporting requirements
- Modified meeting requirements
- Introduced a new mechanism for meeting the supply needs of the designated distribution partners' non-traditional site networks

Rethinking the 3 A's

- March 18th
 - Were our products available and accessible to the residences of NYC?
 - Non-essential businesses closed
 - Medical centers focused on COVID
 - People were staying home and indoors
 - Uh ohh! We need another plan
 - Deliver condoms to people's homes

TIPS FOR HOW TO ENJOY SEX AND TO AVOID SPREADING COVID-19:

- You are your safest sex partner. Masturbation will not spread COVID-19, especially if you wash your hands (and any sex toys) with soap and water for at least 20 seconds before and after sex.
- The next safest partner is someone you live with. Having close contact — including sex — with only a small circle of people helps prevent spreading COVID-19.
- You should avoid close contact — including sex — with anyone outside your household. If you do have sex with others, have as few partners as possible.
- If you usually meet your sex partners online or make a living by having sex, consider taking a break from in-person dates. Video dates, sexting or chat rooms may be options for you.



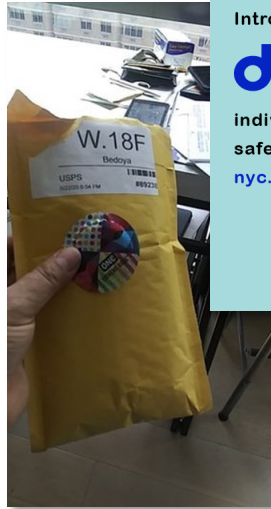
Introducing Door 2 Door

- Door 2 Door launched on June 9th
 - An official new service of NYCAP, New Yorkers could order free condoms and other safer sex products for home delivery
 - NYC residents could choose from a variety of ONE Condoms products and lubricant packs
 - Products came in multiples of 30 and were delivered in discreetly packaged envelopes
 - Orders were limited to two products at a time and one order per individual every 30 days, while supplies lasted



Individual Condom Delivery Service

- To date, D2D has distributed
 - Over 570,834 safer sex products
 - To 7,675 people
- Top three zip codes
 - 11220 (Sunset Park)
 - 11355 (Flushing)
 - 11219 (Borough Park)

A graphic for the NYC Condom 'door 2 door' service. It features a light blue background. At the top, two blue hands are shown holding a cardboard box overflowing with colorful condoms. Below the box, two brown hands are shown holding the box. The text reads: 'Introducing NYC Condom's door 2 door individual delivery service. Order free safer sex products to your door at: nyc.gov/condoms'. The NYC Condom logo is also present.

Introducing NYC Condom's
door 2 door
individual delivery service. Order free
safer sex products to your door at:
nyc.gov/condoms

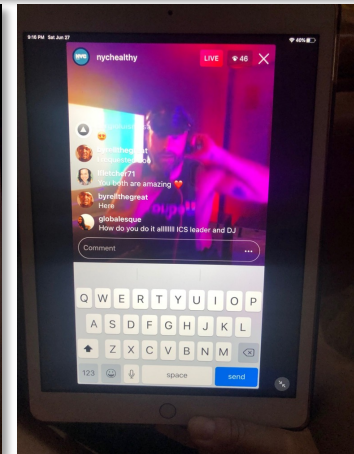
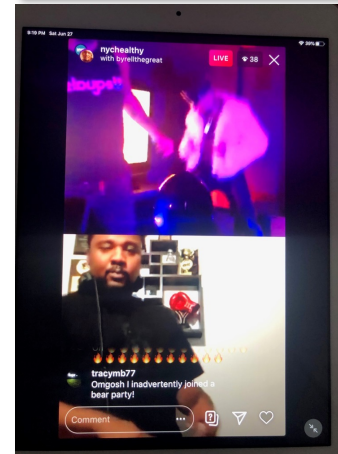
Condom 101s in the Time of COVID-19

- Condom 101 trainings could no longer occur in-person
 - Staff adjusted the curriculums for virtual presentations and developed an outline for how to use Zoom for the presentations
- NYCAP's CODES Team launched their virtual safer sex trainings
 - To date: 20 virtual presentations reaching 330 participants



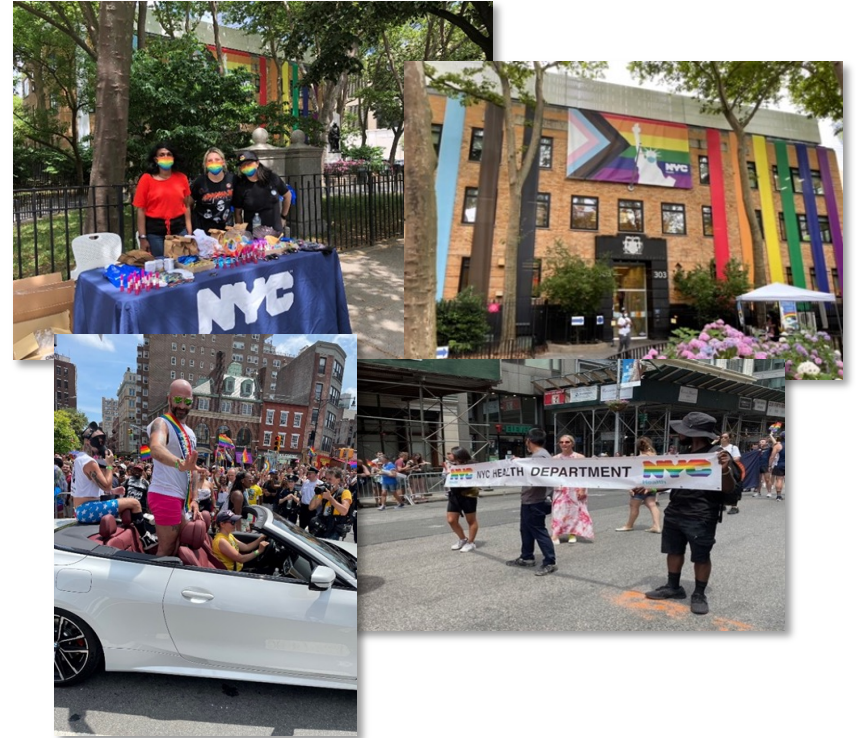
PRIDE 2020 in the Time of COVID-19

- On Saturday, June 27th, NYC Health hosted a Virtual Pride Quarantine DJ Hour with Disease Control's Director, Dr. Demetre Daskalakis, serving as DJ and House and Ball DJ Byrell The Great serving as a guest DJ
- Over 55 people participated in the IG Live



PRIDE 2021 in the Time of COVID-19

- NYC pride parade consisted of “pop ups” across Manhattan’s East Village, West Village, Chelsea, and Hell’s Kitchen neighborhoods
- The Health Department’s Chelsea sexual health clinic was decorated with the progress pride flag and was part of the event’s interactive map
- Participation was a much smaller version of the NYC Pride March



Virtual National Latino AIDS Awareness Day

- A virtual event that discussed the impact of HIV and COVID-19 on Latina/Latino/Latinx communities occurred on October 22, 2020
- Panel guests highlighted the resilience of Latina/Latino/Latinx culture
- The virtual event also featured a video cultural panel which included a tribute to Lorena Borjas, sound therapy, and a life of photography



La Family, El Amor, VIH, y SIDA
En El Tiempo de COVID-19

<https://youtu.be/nnjnU4wLgwk>

World AIDS Day 2020 Virtual Citywide Event

“Extraordinary Measures in the Face of Two Pandemics”

- Organized by the END AIDS NY 2020 Coalition in conjunction with the NYC Department of Health and the NYS Department of Health
- Highlighted the important HIV and COVID-19 work done across New York City in 2021
- Viewed live by over 500 people

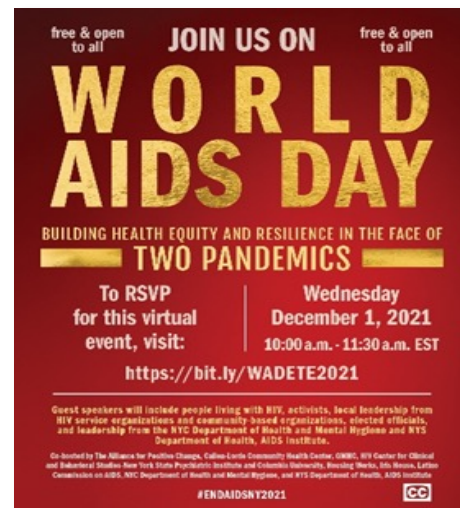


<https://www.youtube.com/watch?v=oes3OQLaLZI>

World AIDS Day 2021 Virtual Citywide Event

“Building Health Equity and Resilience in the Face of Two Pandemics”

- Organized by the END AIDS NY 2020 Coalition in conjunction with the NYC Department of Health and the NYS Department of Health
- Kicked off NYS’ 2021 Ending the Epidemic Conference



Video of the full event can be found here: <https://youtu.be/IRSnO23qBw>

SMCE Plans for 2022

- NYCAP is seeking mechanisms to restart Door 2 Door
 - 1,000 people have signed up on a waitlist for when it restarts
- In-person community engagement is on hold
 - NYC Pride 2022 - TBD
 - World AIDS Day and RED Ball
 - Ending the Epidemic 2020 Coalition is going to rebrand and possibly discuss a World AIDS Day event for 2022
 - A meeting with Kiki Coalition to discuss plans for RED Ball 2022 is being planned

SMCE Plans for 2022 (continued)

- All non-COVID-19 social marketing campaigns are postponed for the foreseeable future
- Continue careful monitoring and updating of the health map location services
- Continue to rely heavily on our contracted distribution partners to bring products to those most in need of them across the city

An aerial photograph of New York City, showing a dense urban landscape with numerous skyscrapers and buildings. The image is overlaid with a semi-transparent blue filter. A dark blue horizontal band runs across the middle of the image, containing the text "Thank You!".

Thank You!