



## ANNEX D

### MENU OF POTENTIAL INTERVENTIONS

#### Program stewardship

Intervention area	Main activities
Leadership and coordination	<p><b>Condom strategy development, coordination and planning</b></p> <ul style="list-style-type: none"> <li>Building capacity for government stewardship and coordination and support for market facilitation and helping to foster an enabling environment for the total condom market across all market actors</li> <li>Catalysing and coordinating partnerships across public, NGO and commercial actors in accordance with a total market approach</li> <li>Catalysing partnerships to pursue the integration of condom programming within the broader HIV prevention and treatment response and with other reproductive health initiatives</li> <li>Developing condom and resource needs estimates and setting national and subnational targets</li> <li>Necessary technical support</li> </ul> <p><b>National planning for demand creation</b></p> <ul style="list-style-type: none"> <li>Developing evidence-informed and segmented condom demand generation strategies based on programme analytics (see below) and responding to users' needs and preferences</li> </ul> <p><b>Forecasting the procurement and supply of commodities, including condom-compatible lubricants</b></p>

## Program stewardship

### Program analytics

#### Condom total market analysis to understand where and how the market is failing to support access, demand and use

- Measuring the volumes distributed by the public, NGO and commercial sectors – including data use at the local level and upward reporting
- Retail audits to assess the physical availability of condoms in commercial outlets (including non-traditional sites such as bars and guesthouses)
- Coverage surveys and government logistics management information system data analysis to understand public clinic availability and user perceptions of availability
- Measuring (monetary) value in the market (as a proxy for financial sustainability)
- Support for disseminating market data and necessary capacity-building to enable data use to inform decisions
- Analysis of enabling functions such as regulations, taxation and coordination that impact condom programmes

#### Coordination of community and nationwide surveys to measure changes in condom use and examine barriers to condom use and condom preferences in priority populations

#### Monitoring systems to measure performance across the range of indicators in the results framework

- Monitoring free condom distribution through health facilities, community distribution and other distribution points to track the effectiveness of targeting
- Surveys to identify specific gaps in condom programming

### Funding

#### Coordination across public sector and implementing organizations to ensure that funding requests reflect national priorities and known gaps in condom programming

#### Advocacy with donors to ensure that funding reflects national priorities, including support for a total market approach and use of domestic resources to fund programmes

#### Technical support for developing funding proposals

## Program stewardship

### Policies and regulation

Advocacy to ensure a level and transparent regulatory playing field; reduce the friction of registering, importing and marketing quality condoms; reduce the cost of importing and marketing condoms, including exploring exemption from value-added tax and reducing registration costs and excise duties on condoms

Advocacy for systems to cost-effectively and efficiently assure the quality of condoms available in all sectors, which could include developing policies for pre-shipment testing through qualified manufacturers

Advocacy to ensure a rights-based approach to condom programming, especially with key and priority populations

Support for behaviour change messaging in mass media and in areas accessible to populations at higher risk, including bars, transport hubs and schools

Investments to address known policy or regulatory barriers to importing, distributing or promoting condoms to priority populations across sectors

Demand generation	
Intervention area	Main activities
Behaviour change interventions targeting priority populations	<p><b>Promotion of condoms and condom-compatible lubricants</b></p> <ul style="list-style-type: none"> <li>Information and communication on safer sex and condom use, community-level and social media condom promotion</li> <li>Behaviour change communication and training on condom use and negotiation skills</li> <li>Demand generation through peer outreach and other peer-based strategies focused on identified barriers to condom use</li> <li>Television, radio, billboard, print and social media campaigns (may include promoting socially marketed condoms but emphasizing growing the condom category: all brands, including the public and commercial sectors)</li> <li>Condom promotion within settings promoting and offering voluntary medical male circumcision, PrEP and HIV testing and treatment</li> </ul>
Communication strategy development and programme design	<p><b>Developing overarching population-specific communication strategies for condoms integrated with HIV prevention and treatment strategies</b></p> <p>Formative and quantitative research with priority populations to identify barriers to use, support segmentation strategies, profile users, etc.</p>
Tools and skills development	<p><b>Developing standardized and evidence-informed toolkits for condom promotion and their use to make it easier for community-based organizations and civil society organizations to sustain high-quality interventions with priority populations; this could be a module integrated with prevention and treatment programmes.</b></p>

Supply	
Sector	Main activities
Public	<p>Procurement and supply of commodities, including condom-compatible lubricants and condom variants to meet user preferences, based on realistic forecasts and quantification of current use, demand and incremental use</p> <p>Distribution of condoms and lubricants through the health system, including post-facility last-mile distribution through targeted outlets such as bars, transport hubs, select workplaces and guesthouses and through peer and community-led distribution</p> <p>System strengthening within the health system, including support for storage and transport and logistics management information systems to manage and track distribution at all service delivery levels</p>
NGO or community-based organization	<p>Targeted distribution of condoms and lubricants to non-traditional outlets and directly to users through community-based agents (where appropriate)</p> <p>Sales of branded, subsidized condoms in traditional and non-traditional outlets within the context of a total market approach (social marketing) within justified contexts (where it will not crowd out commercial sector options). Using subsidies to support commodities and packaging should be justified based on market analysis.</p> <p>Support for storage and distribution of condoms and lubricants in underserved, priority areas</p>
Commercial	<p>Performance-based incentives, if needed, to initiate expanded condom availability in underserved areas and outlets</p>
Cross-sectoral	<p>Support for partnerships with commercial rapidly moving consumer goods distributors to address public and NGO sector distribution challenges</p> <p>Support for partnerships between the public and the NGO sector for distribution beyond health facilities in underserved geographical areas, including developing standard operating procedures (encompassing monitoring) for post-facility distribution</p>