

# Woman's Condom—Expanding protection options for women and men

UAFC International  
Platform for Female  
Condoms strategic  
meeting

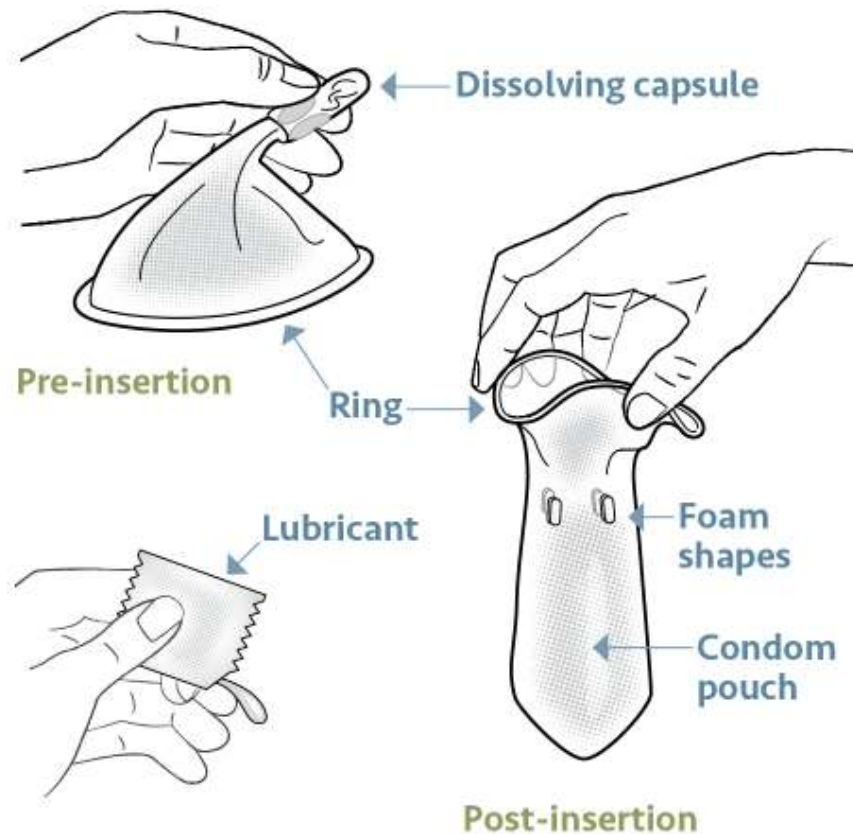
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# Woman's Condom—Ease of use and good sensation

## COMPONENTS OF THE WOMAN'S CONDOM



## Unique features

Thin polyurethane pouch allows good sensation and comfort.

Pouch is folded into a dissolving capsule to aid insertion. The cap dissolves, releasing the pouch.

Foam shapes hold pouch in vagina during sex.

Condom is packaged dry. User applies water-based lubricant to inside of pouch, allowing couples to use the amount of lubricant that's right for them.

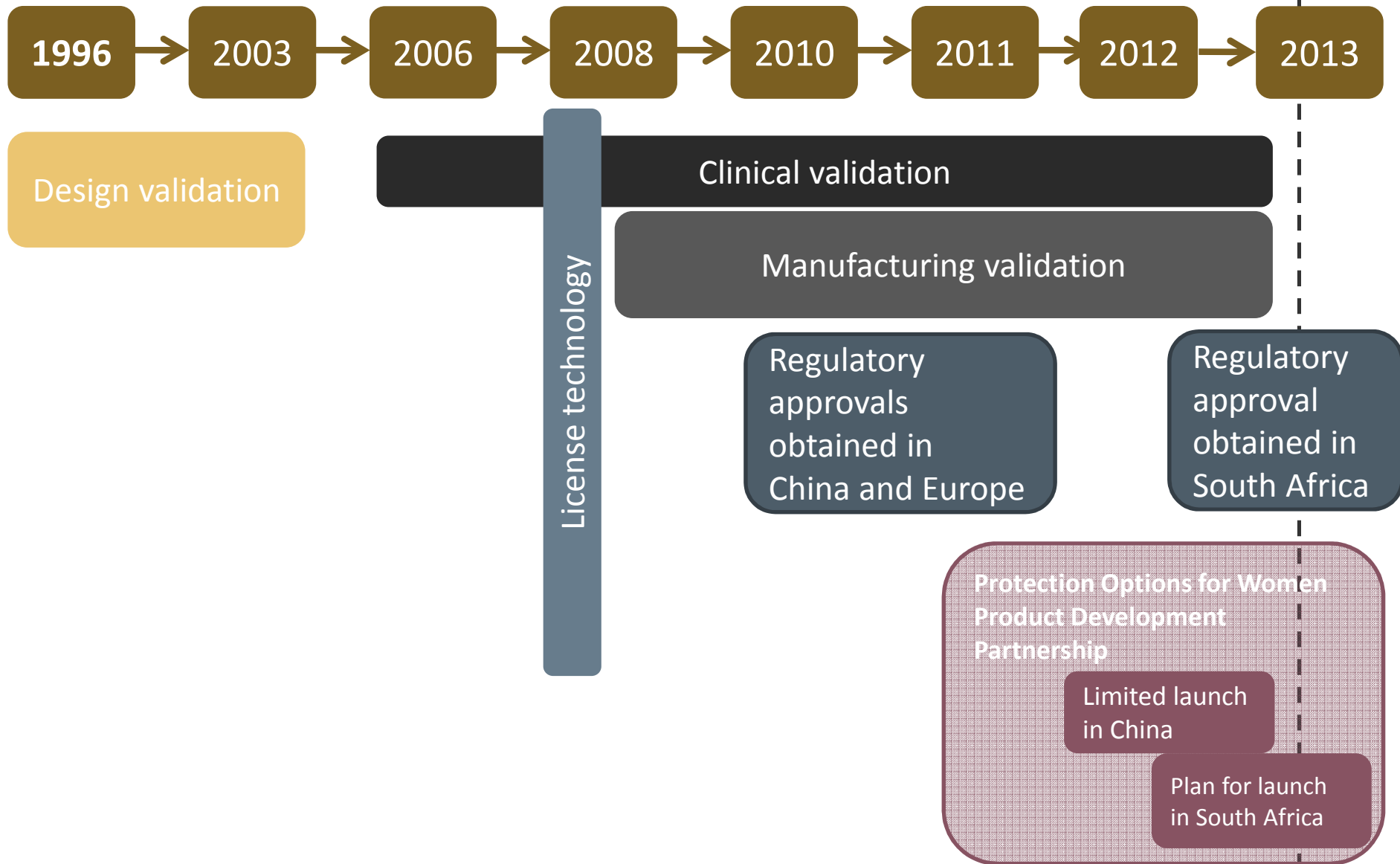
# Manufactured by Dahua Medical Apparatus Company

- PATH licensed the Woman's Condom to the Shanghai Dahua Medical Apparatus Company (Dahua) for manufacturing and commercialization.
- Since then, Dahua has focused on production optimization and scale-up, building inventory for additional clinical trials and market tests in China, and on regulatory submissions.



# Status: Woman's Condom timeline

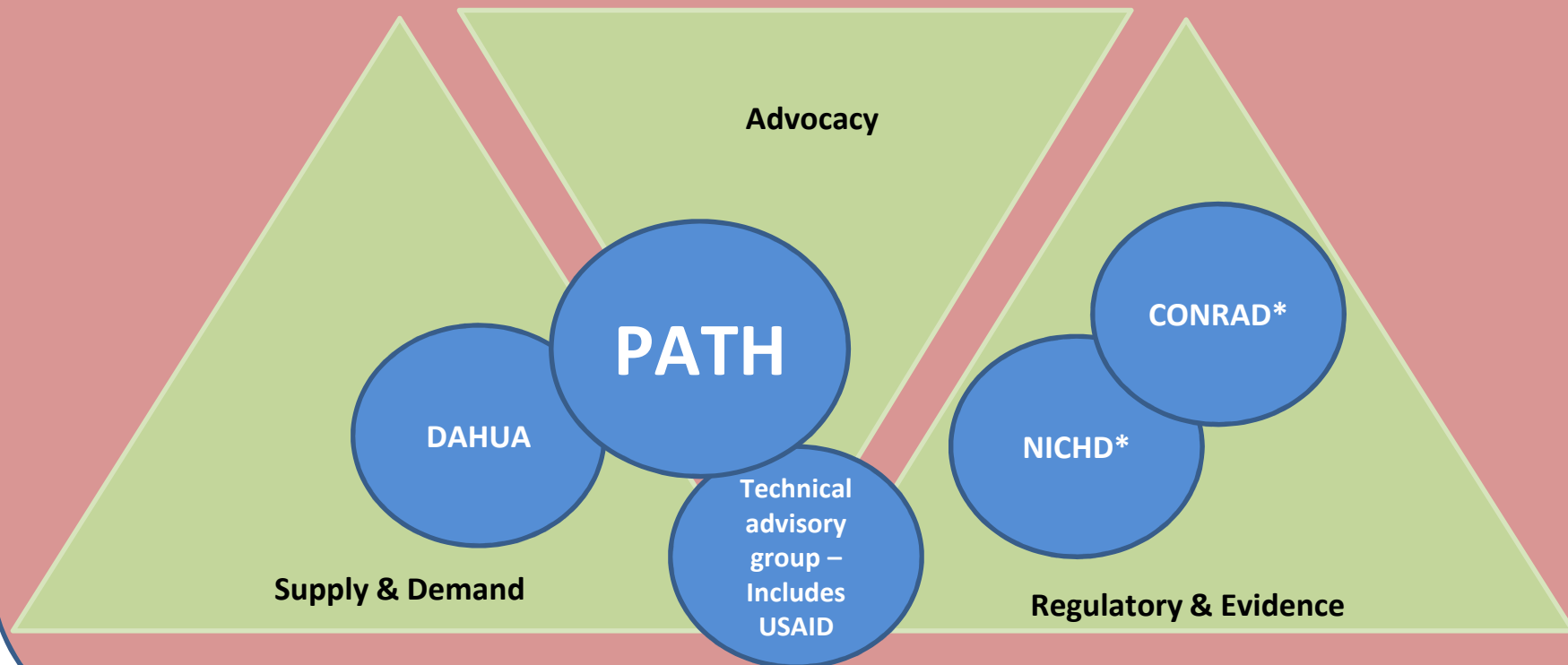
Today



# POW PDP—Activities and members

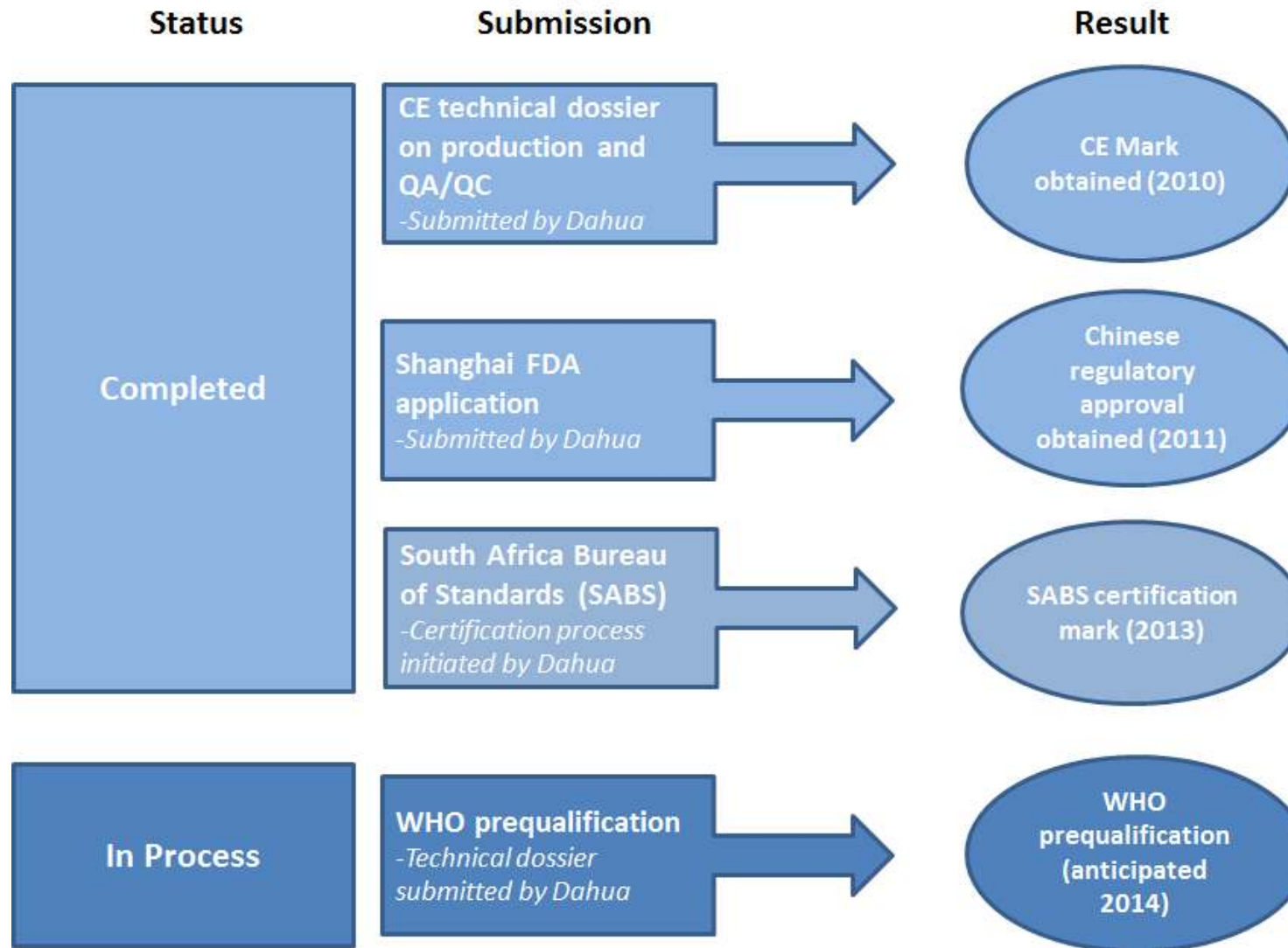
## Protection Options for Women PDP

Goal: Apply the total market approach to create sustainable markets for the Woman's Condom at an affordable cost to those who seek protection from HIV/AIDS, other STIs, or unintended pregnancy.



\* Organizations are not receiving funds from the Netherlands Ministry of Foreign Affairs

# Woman's Condom regulatory pathway



# Clinical studies build additional evidence

Country	Implementing Partner	Study Design	Regulatory Pathway
USA	CONRAD	Performance and failure mode study with prostate-specific antigen (PSA) as biomarker of semen exposure (2010-2011)	Data will be available for regulatory applications and to WHO for Pre-Qualification review.
USA	National Institute of Health	Contraceptive effectiveness study (2010-2012)	Data will be available for regulatory applications and for WHO review.
South Africa and China	Universal Access to Female Condoms (UAFC) Joint Programme	Comparative performance (Woman's Condom, FC2, Cupid Condom, and Reddy 6), failure mode, safety and acceptability study (2011)	Data will be submitted to WHO for Pre-Qualification review.

# Testing market entry in two countries

- PATH and local researchers are testing distribution channels and market strategies in China and South Africa.
  - In China: Partnering with government FP and HIV prevention programs to target youth, migrants, married couples and those at risk of HIV.
  - In South Africa: Partnering with a private sector company, rrtMedcon, to distribute the Woman's Condom to the private and public sectors.





# Market test activities in China

- Market tests are underway in China to assess uptake and acceptability among target groups in various distribution channels.
- Results will be shared with stakeholders in China to help them determine whether to purchase and program the Woman’s Condom for family planning and HIV prevention.

Study partner	Sites	Market Segment	Timing
MSI	3 clinics in Xian, Qingdao, Nanjing	Youth, migrant workers	Oct 2012-Jun 2013 COMPLETE
CPDRC / CCSA	FP centers in Beijing and Guangdong	Married couples	Jan -Jul 2013 COMPLETE
BUMC	Outreach in two cities in Guangxi province	Sex workers	Jun 2012- IN PROCESS
SIPPR	FP centers in Chongqing, Beijing & Shanghai	Married couples	Jan 2013- IN PROCESS
NCAIDS	Sichuan and Hunan	HIV discordant couples	Jan 2013 IN PROCESS

# Female condom advocacy in China

Advocacy goal: Woman's Condom is integrated into family planning and HIV/STI prevention programs in China.

Advocacy activities:

- Held 30 meetings with policymakers and influencers to introduce the Woman's Condom.
- Built relationships with dozens of groups that are now advocating for female condoms, such as MSI, China Youth Network, CDC, FP staff, academics, and community organizations.
- Participated in awareness days, such as World Population Day (July 12), Global Female Condom Day (Sept. 16), World Contraception Day (Sept. 26), and World AIDS Day (Dec. 1).
- Conducted media outreach that led to 7 news articles and blogs published on female condoms.



Photo: Tianjin Youth Network

College students in Tianjin University organized a special event on Global Female Condom Day (September 16) and promoted the Woman's Condom.

# Assessing opportunities for market introduction in South Africa

- rrtMedcon, a male condom manufacturer in Durban, selected as distribution partner.
- rrtMedcon will market the Woman's Condom under the brand name V.
- PATH and local research partners planning market tests in three cities to evaluate distribution channels and potential target audiences to inform future introduction planning.

Introducing  the new female condom.  
A new option for comfortable and confident protection for women and men.

# Female condom advocacy in South Africa

## Advocacy goals:

- Increase the technical knowledge and interest of South African government officials so that female condom programming is a higher priority.
- Foster awareness of the female condoms and instill sex-positive attitudes among end users, providers and NGOs.
- Cultivate civil society “Ambassadors” who promote and facilitate access to female condoms and the Woman’s Condom.

## Advocacy activities:

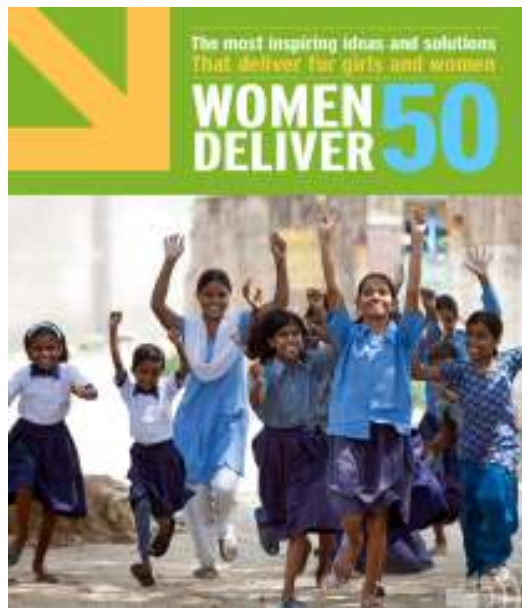
- Policy dialogues, journalist training & media outreach, participation in Global Female Condom Day, digital stories, conference presentations, recruitment and training of “Female Condom Ambassadors.”



WISH Associates, PATH's advocacy partner in South Africa, hosted a "Female Condoms Are" film screening on Global Female Condom Day (September 16) in Cape Town.

# Global advocacy for female condoms

- Overall goal: to generate policies, funding, or programs that advance the availability and accessibility of the class of female condoms and the Woman's Condom.
- Activities and accomplishments:



# Woman's Condom

## Woman's Condom

### Manufacturer

- Shanghai Dahua Medical Apparatus Company.
- Developed by PATH through user-centered process.

### Design features

- Polyurethane pouch.
- Dissolving capsule for insertion; foam shapes for stability in vagina.
- Un-lubricated & co-packaged with small sachet of water-based lubricant.

### Regulatory approvals

- South Africa Bureau of Standards (SABS) certification mark.
- CE Mark.
- Shanghai Food and Drug Administration approval.
- Under review for WHO prequalification.

### Distribution

- Available in limited channels in China as *O'Lavie™*.
- Will undergo test marketing in different distribution channels in South Africa in early 2014 as V brand.



Photo credits, from top: PATH/Glenn Austin and Bang Strategic Brand Design.



## For additional information

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