

Condoms in Paraguay

Some strategies for their better promotion



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Some Statistics of Young People in Paraguay

Young people are defined between the ages of 15 and 29 years old.

- We represent the 28% of the total population
- Close to the 58% of the youth population has less than 10 years of study
- 67 of every 100 young people, are working or searching for a job
- 60% of the Paraguayan young people lives in the urban areas
- Almost 50% of the total population live in poverty
- 2.3 is the level of incidence of HIV
- The age group between 15 to 24 keeps growing
- High levels of adolescent pregnancy



What do we have regarding condoms?

- ❖ Social Marketing (PSI Paraguay – NGO PROMESA)

1997 – 2005 (Major Achievement: availability in rural areas)

During 2000 until 2003 social marketing of female condoms

- ❖ National Health Services

(Only in big cities – condoms: UNFPA/USAID Donation)

- ❖ Private Sector

(Strong Mass Media Communication – not always with the proper message)



What do we have regarding condoms?

-IPPF Paraguayan Org

4 Clinics throughout the country – Only big cities

-Arte & Parte Project – NGO PROMESA

Peer education: **workshops**, **TV/Radio Program**, street theater, develop of IEC materials, **online consult** – Since 1997 until now



What do we have regarding condoms?

Conservative Groups Work

-2003 and 2004: Training of Adolescent and Young People regarding the failure of condoms and the promotion of only abstinence. Workshops at big nationals high schools.

-“Professionals” from USA, Argentina and Brazil made workshops about the “condoms failure”.



Some strategies for the better promotion of condoms in Paraguay

Education in Sexuality (at all levels: national and local)

- Formal
- Not Formal
- Informal

Using our own language besides Spanish



At Family Planning Services

Marketing way of thinking:

Is not only about sale the product, it is also about sale the idea

Why a new way of promoting condoms inside of the family planning services?

Dual protection seems not enough for people

Why inside of the family planning services?

Face to face promotion

Opportunity to clarify any misunderstanding regarding the condoms use

Security that the person got the message

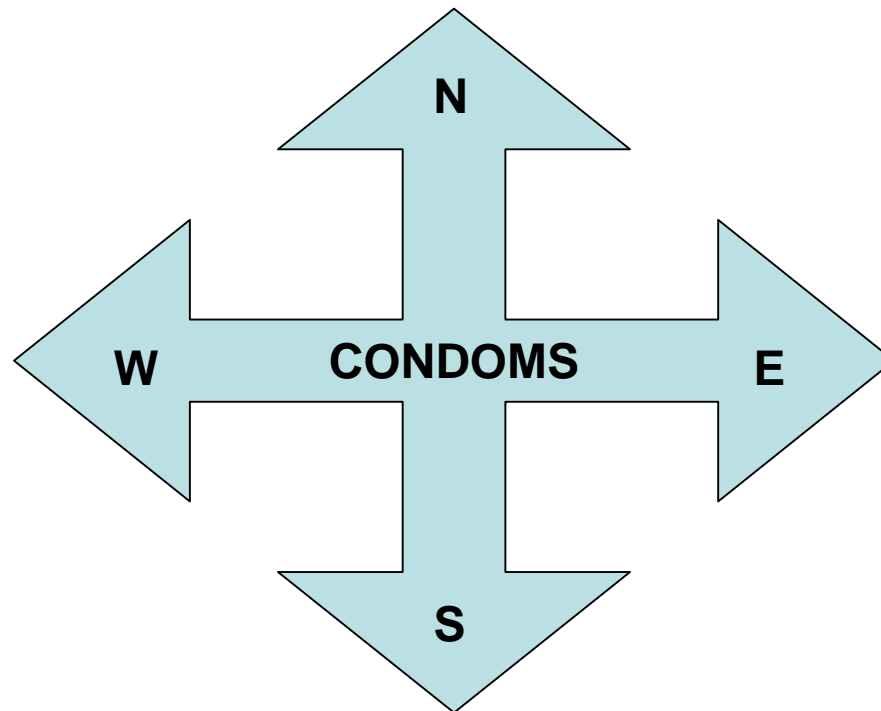
People trust in the information giving at this space

Health providers already trained



Cardinal Points of Condoms

STIs prevention (including HIV)



Eroticize the sexual relation

Thinking: "I'm having protection"

Unplanned pregnancies prevention



Thank you very much!

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