

THE CONDOM PROJECT

An Organizational Overview

General Information

The CONDOM PROJECT (TCP) was established by a group of AIDS educators, activists and artists who are committed to direct action. We work domestically and internationally to destigmatize condoms among all people and to increase condom use among sexually active individuals. We work to create dialog about why and how to use condoms, and communicate concise, clear, and useful information about their effectiveness.

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Mission

The Condom Project seeks to explore new ways of distributing lifesaving information and lifesaving protection to those communities at risk of contracting and transmitting the Human Immunodeficiency Virus (HIV). By doing so, we hope to make members of our communities better equipped to choose life.

Advisory Board

Mary Ann Torres, International Council of AIDS Service Organizations
Timothy Thomas, MTV's Staying Alive Foundation
Innocent Laison, African Council of AIDS Service Organizations

Executive Staff

Executive Director: Franck DeRose
Director of Global Operations: Joy Lynn Alegarbes
Director of Visual Arts: Tim Sevilla
Director of Program Evaluation and Development : Marilyn Halper
Director of Communication : David Johnson
Webmaster: Michael Leary

Programs

Condom Art Pins

The Condom Project works to destigmatize condoms. One primary tool we use is the creation and distribution of Condom Art Pins.



The creative process of making the Condom Art Pin provides TCP coordinators with a venue to cultivate dialog about the protective qualities of a condom. But first, we get people comfortable talking about condoms amongst themselves. While teaching them how to make the pins, people become comfortable with the simple aspect of holding the condoms, talking about the condoms and discussing other subjects related to their use.

This program has mostly been implemented in communities where people are often to ashamed to even be seen touching a condom still in a wrapper, much less wearing one as art for others to see. Breaking down community members' hesitance to make talk about or have non-sexual contact with a condom is the first step.



30 Seconds: A Visual Voice

This program engages young people to create 30-second video clips desensitizing the community to condoms. These humorous, nonsensical clips have no dialogue, only music, and are not sexual in nature and have no religious content. Each 30 second clip represents the visual voice of youth around the world, and represents a non-traditional approach to reduce the ignorance, fear, and shame associated with condoms.

Young people, aged 13 to 24, create 30-second video productions according to the following parameters:

- Each video must be 30 seconds in length;
- Each must include a condom that is used in a non-sexual way;
- Each must avoid religious content, and;
- Each must feature a story that can be told without dialogue, relying only on visual images to convey meaning.



These video clips are created in a way that transcends culture and language. They are designed so that people from all walks of life are able to understand and relate to the stories being told. The videos have background music well-known in the country of origin and are works of art that both entertain and educate. TCP collects all the video clips that have been created, places them on a master DVD or VCD, and distributes copies of the master to participating groups. Due to the often humorous, non-sexual characteristics of the video clips, they have proven to be successful in spurring dialogue about condoms across cultures in a non-threatening way. Through increased dialogue about condoms in the community, even those who are not sexually active can be involved in the project and benefit from the messages regarding the importance of condoms being sent by the 30 Seconds: A Visual Voice program. The innovative and non-traditional nature

of the 30 Seconds: A Visual Voice program makes it a natural fit for existing programs seeking new ways to break down the stigma associated with condom use.

LIFE GUARD

This program is a non-traditional and comprehensive condom distribution program that is driven by the involvement of peer-to-peer social networks, local businesses and community-based organization outreach services providing LIFE GUARD packs 24 hours a day, 7 days a week.



The life-saving information contained within each condom pack includes how to use and dispose of a condom, what to do when a condom breaks and contact information for culturally specific, local community services related to the social factors that contribute to HIV infection. Services listed are specific to each program location and include precise contact information for direct community services. To reach the potential illiterate audience within the community, the resource guild also contains culturally appropriate pictograms illustrating information.

The LIFE GUARD program is operating in Ethiopia, India and the USA working with impoverished communities, school children, transsexual Koti, sex workers and sex brokers. The program distributes male and female condoms as well as lubricant.



Additional programming is created at the request of our partner organizations.

The Condom Project Partners

INDIA

Sangini (India) Trust, established in 1997, **covers** the following areas: sexual health, focused on sexual relationships and one's control over their own sexuality; reproductive health, providing information and choices on contraception and reproduction, safe pregnancy and delivery, treatment of infertility, safe and effective protection from unwanted pregnancy, STIs and HIV/AIDS; sexuality; sexual rights; and information and knowledge.

The Naz Foundation (India) Trust, established in 1994, is focused on a set of programs that deal with the HIV/AIDS epidemic--its medical, epidemiological, social, and cultural ramifications. The Milan Center at NAZ provides services for the MSM Koti community.

Sukhad Yatra

Launched in 2001, this pioneer program developed by the Delhi School of Social Work, is charged with reducing the incidence of HIV/AIDS transmission among the trucking community. Located in two central transport centers in Delhi approximately 20,000 truckers are seen per year

THAILAND

Alden House is a residential center in Bangkok serving men and women, IV drug users who are trying to stop using drugs. Many residents are HIV positive. This group faces serious discrimination, and suffers from a lack of medical services and support.

MPlus+

MPlus is a non-profit organization in Chiang-Mai, Thailand that serves the gay, lesbian, and transgender communities. They are doing groundbreaking work and going to parks where quick, anonymous, and often rough, dangerous MSM (men having sex with men) sex is taking place. They bring condoms and safe-sex information to the parks, at the point where it is most needed.

TCP/Thailand School Project and Survey

A secondary school teacher in a town outside of Chiang Mai, Thailand, Unchan Wonghaw, has organized a consortium of colleagues in five schools, all committed to bring safe sex and condom education to their schools. TCP has developed a school survey and, working with the School Project and Mplus, this is used to convince the school administrators and resistant teachers to bring condom education to the schools earlier, to protect these children against HIV.

Empower

Founded in 1985, Empower is a sex workers rights organization. TCP works with the branch Chiang Mai, Thailand. An NGO, Empower supports sex workers and promotes a safe working environment. Empower is a center that offers accurate information about safer sex and health, offers condoms, counseling, computer training, as well as information about worker's rights.

Health and Development Network (HDN)

HDN is a non-profit organization that works to improve communications in the HIV/AIDS field. Its mission is to mobilize a more effective response to HIV/AIDS through improving information, communications and improving the quality of the debate through the use of e-Forums which provides a platform for thousands of people and organizations to connect and to share lessons.

ETHIOPIA

TCP Ethiopia

This program was established through an invitation by Ethiopia's Minister of Health in 2004. A TCP country coordinator located in Addis Ababa oversees TCP in Ethiopia. Working in schools, anti-aids clubs, during coffee ceremonies, and with Ethiopian NGOs, TCP's coordinator, an assistant, and many volunteers have conducted countless workshops introducing the condom through the art pin and Visual Voice strategies.

BURKINA FASO, GUINEA, TOGO, SENEGAL

TCP's partner groups in these four countries work through AIDS Empowerment and Treatment International (AIDSETI) and include: Burkina Faso: Association Africaine de Solidarite, Association AMMIE, Association ESPOIR et VIE, Association Laafi La Viim, Association Vie Positive / Wake Up, Responsabilité Espoir Vie Solidarité. Guinea: Fondation Espoir Guinée. Senegal: Aboya Senegal. Togo: Action Contre le Sida, Aides Médicales et Charité, Espoir Vie Togo.

NIGERIA

TCP Nigeria

TCP partnerships in Nigeria evolved during participation in the 14th International Conference on AIDS and STIs in Africa. This ICASO Conference, held in Abuja, Nigeria in December 2005, launched the TCP community awareness program in Nigeria. The community organizers of this

group created a mobile street performance group, performing in and around Abuja. The group uses performance art and community participation to breakdown the stigma of condoms.

USA

Regional Addiction Prevention, Inc. (RAP, Inc.)

RAP was founded in 1970 to provide alcohol and substance abuse treatment, education and prevention in the Washington metropolitan area. They are a national leader in developing culturally-sensitive strategies to help addicts recover and maintain their lives.

The Alaskan AIDS Assistance Association

The Four A's is a not-for-profit AIDS service organization. They provide case management, and other supportive services to people living with HIV/AIDS as well as HIV prevention

Camp TLC, The Joey DiPaolo Foundation

The Joey DiPaolo Foundation's Camp TLC, Teens Living a Challenge program, is a residential summer camp program for teens with HIV/AIDS.

CANADA

The ACTOUT Project

ACTOUT is a collaborative of educators, entertainment professionals and street-certified youth workers that strives to help youth help themselves. Through participation in drama, art, song and dance.

Press

ABC News

http://www.tcptoronto.org/press/press_ABCnews.pdf

Yahoo News

http://www.tcptoronto.org/press/press_YahooNews.pdf

MTV Canada Live

<http://www.tcptoronto.org/press/mtvlive.htm>

Voice of America

<http://www.voanews.com/english/archive/2006-08/2006-08-21-voa54.cfm>

Red Ribbon Award

<http://www.redribbonaward.org/content.php?pg=community&event=conference&document=dailyjournal&day=2>

AIDS 2006 Film & Video Festival

<http://www.aids2006.org/admin/images/upload/1012.pdf>

Columbia News Service

<http://jscms.jrn.columbia.edu/cns/2006-02-14/mulumba-crossculturecondoms/>

Youth AIDS 2006

<http://youth.aids2006.org/files/Youth%20Opening%20Reception.doc>

Globe and Mail

<http://www.theglobeandmail.com/servlet/story/RTGAM.20060814.wnotebook0814/BNStory/Front>

Media Rights

http://www.mediarights.org/news/2006/08/16/toronto_youth_stand_up_for_change_at_largest_solidarity_aids_conference_youth_hiv_aids_arts_festivals

The Body

<http://www.thebody.com/updates/2004-08-11.html>

The CAB Bulletin

<http://www.hvtn.org/pdf/community/JulAugBulletin.pdf>

China

Shanghai Daily

http://www.tcptoronto.org/press/press_ShanghaiDaily.pdf

Costa Rica

Nacion

http://www.nacion.com/In_ee/2006/agosto/17/ultima-sr801261.html

Italy

D lab

<http://www.dweb.repubblica.it/dweb/2006/11/04/attualita/attualita/046alb52346.html>

Jamaica

Jamaica Gleaner

http://www.tcptoronto.org/press/press_JamaicaGleanerNews.pdf

Japan

MSN News

<http://mdn.mainichi-msn.co.jp/photospecials/graph/060818condomfs/>

Mexico

El Universal

http://www.eluniversal.com.mx/columnas/vi_63050.html

Nigeria

Journalists Agains AIDS Nigeria

<http://www.nigeria-aids.org/news/content.cfm/174>

Slovenia

RTV Slovenija

http://www.rtvlo.si/zabava/modload.php?&c_mod=rnews%2F&op=sections&func=read&c_menu=1&c_id=17860

Alaska, USA

Anchorage Press

<http://www.anchoragepress.com/archives-2006/strobelightvol15ed19.html>

Four A's Newsletter

<http://www.alaskan aids.org/documents/4AsSummerNews.06.pdf>

LIFE GUARD

Washington Post

<http://www.washingtonpost.com/wp-dyn/content/article/2006/11/30/AR2006113001462.html>

The Washington Informer

<http://www.washingtoninformer.com/ARCondom2007Feb8.html>

MSNBC

<http://www.msnbc.msn.com/id/17280823/>