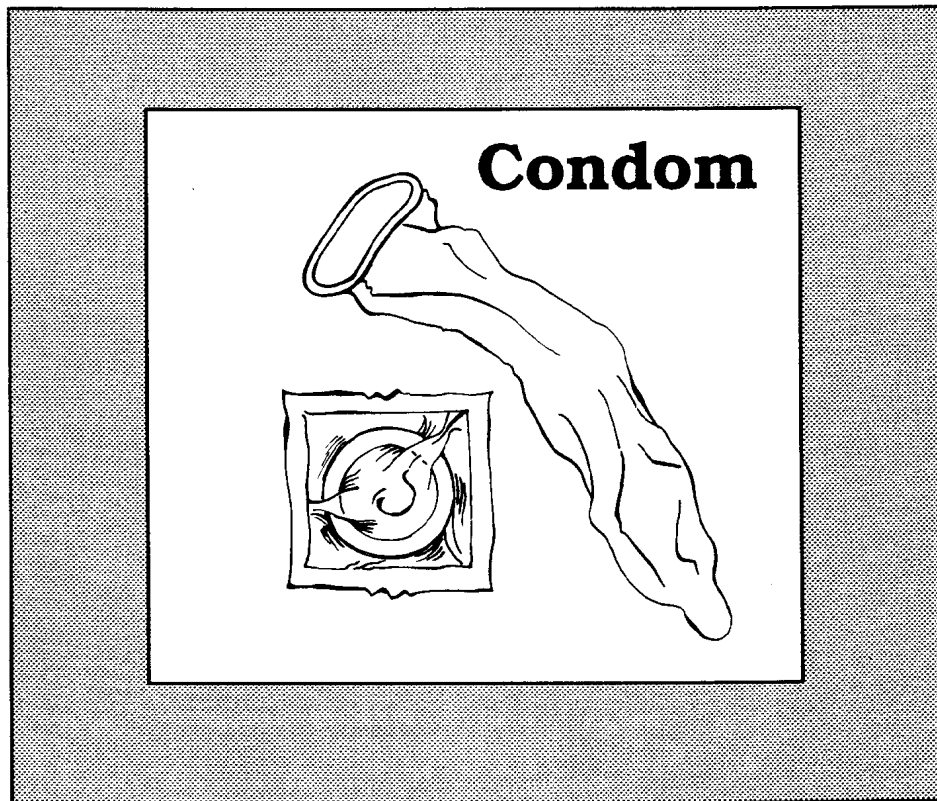


# Guide to adapting instructions on condom use



**World Health Organization  
Global Programme on AIDS**

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# Introduction for programme managers

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An increasing number of programmes are distributing condoms for family planning and/or the prevention of sexually transmitted diseases (STDs), including AIDS. Since condoms are effective only if used properly, it is worth while to supply clear instructions to condom users. Instructions help new users learn how to use condoms and reassure experienced users that they are using them correctly.

This document proposes two versions of a flyer (shown in detail in Annex 1) that illustrates and explains proper condom use. It was developed by the World Health Organization (WHO) to be adapted by national programmes for use in their own country. The document also includes step-by-step instructions on how to adapt the flyer to the cultural conditions of any country. WHO developed the document for staff associated with national AIDS programmes. It can also be used by other programmes that want to develop condom instructions.

The first draft of the flyer was developed after a thorough review of over 200 existing condom instructions. It was then pretested with 215 people in four countries: Kenya, Mexico, the Philippines, and Rwanda. (Pretesting means that, before the instructions were finalized and printed, drafts were shown to people who would be likely to use them. Elements that were not well understood in the draft instructions were changed and pretested again. This process of pretesting and changing the instructions continued until the instructions were well understood by most pretesting participants.)

The pretesting results from the four countries were incorporated into the two versions of the flyer that are suggested in this document. These versions reflect

## Introduction for programme managers

compromises that were made when, for example, the pretesting results from some countries suggested specific changes in the pictures or words and those from other countries suggested something different.

One version of the condom flyer has pictures that are “close-ups” of the body and the other version has “full-body” pictures. Pretesting in most of the countries showed that the close-up pictures were better understood and thought to be less offensive than full-body pictures. In one country, the full-body pictures were preferred.

### Assess the need to develop condom instructions

As a programme manager, you will decide whether your programme needs to develop condom instructions. To make this decision, we suggest that you and your staff first find out whether appropriate condom instructions already exist for your country. To be appropriate, they should have been *carefully pretested* and should address the basic messages shown in the flyer proposed in this document. If they are available, you may want to reprint them rather than adapting the flyer from this document.

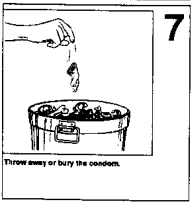
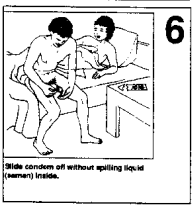
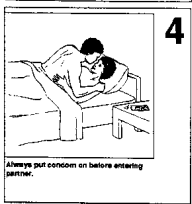
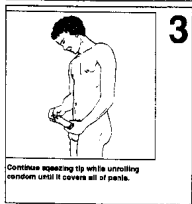
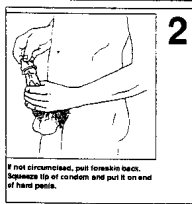
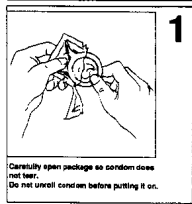
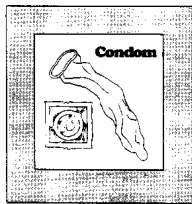
If appropriate condom instructions are not available, we recommend using the flyer and adaptation guidelines presented in this document as the basis for developing country-specific instructions.

### Gather background information on condoms

In order to justify expending resources on developing condom instructions, we suggest gathering existing background information for your country on the status of condom use and attitudes towards condoms. Such information may be available from the family planning association and the family planning or maternal and child health units of the Ministry of Health.

These institutions may keep statistics on the number and types of condoms they have distributed and may have conducted research, including knowledge, attitudes, beliefs, and practices (KABP) surveys. Pharmaceutical





**Remember:**

- Do not use grease, oil, lotion or petroleum jelly if you are to have condoms safely. These make condoms break. Only use a jelly or cream that does not have oil in it.
- Use a condom each time you have sex.
- Only use a condom once.
- Store condoms in a cool, dry place.
- Do not use condoms that may be old or damaged.
- Do not use a condom if:
  - the package is broken
  - the condom is dried or dried out
  - the color is uneven or changed
  - it is unusually sticky.

companies or multinational donors may also have useful statistics on the acceptability of condoms they have supplied in the country. These data can be used to support the development of condom instructions. For instance, if the number of condoms distributed has increased over the last few years, you can argue that it is critical to do everything possible (including providing instructions) to make sure that the condoms are being used correctly.

### Develop budgets

Budgets for the project need to include the cost of: (1) adapting the flyer; and (2) printing and distributing it. The budget for adapting the flyer would normally include the following line items:

- a graphic artist (who will draw approximately 7-14 pictures and/or adapt the drawings shown in Annex 1)
- a translator (if the flyer is to be translated into the local language[s])
- about one week per person for each of the pretesting team members
- per diem (if appropriate)
- photocopying
- transportation (to pretesting sites)
- office supplies (paper, pencils, etc.).

Since printing costs depend on the total number of flyers necessary for your programme, make a rough estimate of the number of flyers needed and get preliminary estimates from one or two local printers. Show the printers a sample of one of the versions of the flyer proposed in this document to make sure that they are equipped to print and fold in the format suggested and to give them a guide in making the estimate(s). Do not leave the sample flyer with the printer, since it will be needed during the adaptation process. Even though the final number of flyers may be different from your estimate, the committee(s) from which you may need to seek approval for the project will find it useful to have a rough idea of the printing costs.

If the funding for adapting, printing and distributing the flyer is to come from the national AIDS medium-term plan (MTP), you may want to examine the information, education, and communication (IEC) line item to see if

it can absorb the costs. If the IEC line item cannot absorb the costs, then the funds may need to be reprogrammed from another line item.

### **Seek support/permission for the project**

As you gather background data on the status of condoms in your country and prepare your budget, it is a good idea to approach the appropriate authorities and other interested parties for advice regarding the adaptation and printing. These parties vary from country to country but probably include the Ministry of Health, National AIDS Committee, and/or family planning association. Before formally seeking approval for the project, you may want to speak to key individuals in the organization(s) to gain their support. For instance, the family planning or STD specialists on the National AIDS Committee (or appropriate subcommittee) may have valuable insights on how best to present the project to the Committee at large.

### **Identify staff to work on the project**

At least two — and preferably four — persons will be needed to work in teams of two to carry out the adaptation process. The people on the pretesting team(s) should have good interpersonal communication skills and experience of working with people in the community and/or developing materials. If possible, two teams should be available - one team of women and one team of men. People normally feel more comfortable being interviewed by someone of the same sex when talking about a sensitive subject such as condom use.

You will also need a graphic artist to redraw the pictures in the flyer to reflect the pretesting results and to prepare the final artwork for the printer. If possible, the graphic artist should be one of the members of the pretesting team(s) because it will give him or her a good understanding of the changes that need to be made in the flyer. The pretesting teams will also need access to a photocopying machine.

If staff are not available through the national programme to adapt the flyer, arrange to have the project carried out by — or in association with — a local family planning organization or advertising firm.

**Carry out the adaptation process**

The remainder of this document has step-by-step instructions on how to adapt the flyer. Copies of these instructions and the two versions of the flyer should be given to the pretesting team(s). Through the pretesting process, the team(s) will be able to determine whether the close-up or full-body version of the flyer is appropriate for your country. They will also be able to make changes in the flyer so that it reflects the specific needs of your country.

**Distribute condom instructions with condoms**

Each programme distributes condoms through unique channels. This means that each programme must develop ways to ensure that people get the instructions at the same time they pick up the condoms. As soon as possible, identify ways to make sure the condoms and instructions are delivered together to the user. This may mean that the instructions and condoms will be packaged together or that service delivery personnel (family planning workers, doctors, pharmacists, etc.) should be trained to deliver the instructions with the condoms.

In addition to delivering the instructions with condoms, it is possible to communicate the instructions in other creative ways. For example, a project in Ethiopia used the condom instructions to educate people who have multiple sexual contacts. The instructions were adapted and printed as one of a series of education cards on the transmission and prevention of AIDS. Trained peer group leaders use the cards to conduct educational sessions in bars.

If you would like additional assistance, please feel free to contact the Global Programme on AIDS, World Health Organization, 1211 Geneva 27, Switzerland.

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# Introduction for adaptation teams

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You have been chosen to work on the development of a flyer on how to use a condom. In order to make your job easier, WHO has developed a draft flyer to use as an example from which to start your country-specific flyer. Two versions of the proposed condom flyer are given in Annex 1. (Please see the “Introduction for programme managers” for information on how the flyer was developed.)

Research has shown that printed educational materials like the condom flyer are more acceptable and therefore more effective when they are written in a local language and include images that are locally recognizable and messages that are locally relevant. *It is therefore important that you develop a version of the condom flyer that reflects the needs of men and women in your country.*

It is easier to adapt existing materials to suit local conditions than to create new materials. The basic messages shown in the proposed condom flyer are those that are important to include in any material on correct condom use. By doing research in your country, you can find out how the flyer should be changed to make it both well understood and acceptable. These guidelines explain how to adapt the flyer.

### **Getting started**

First, translate the text, if necessary. Then work in two-person teams to:

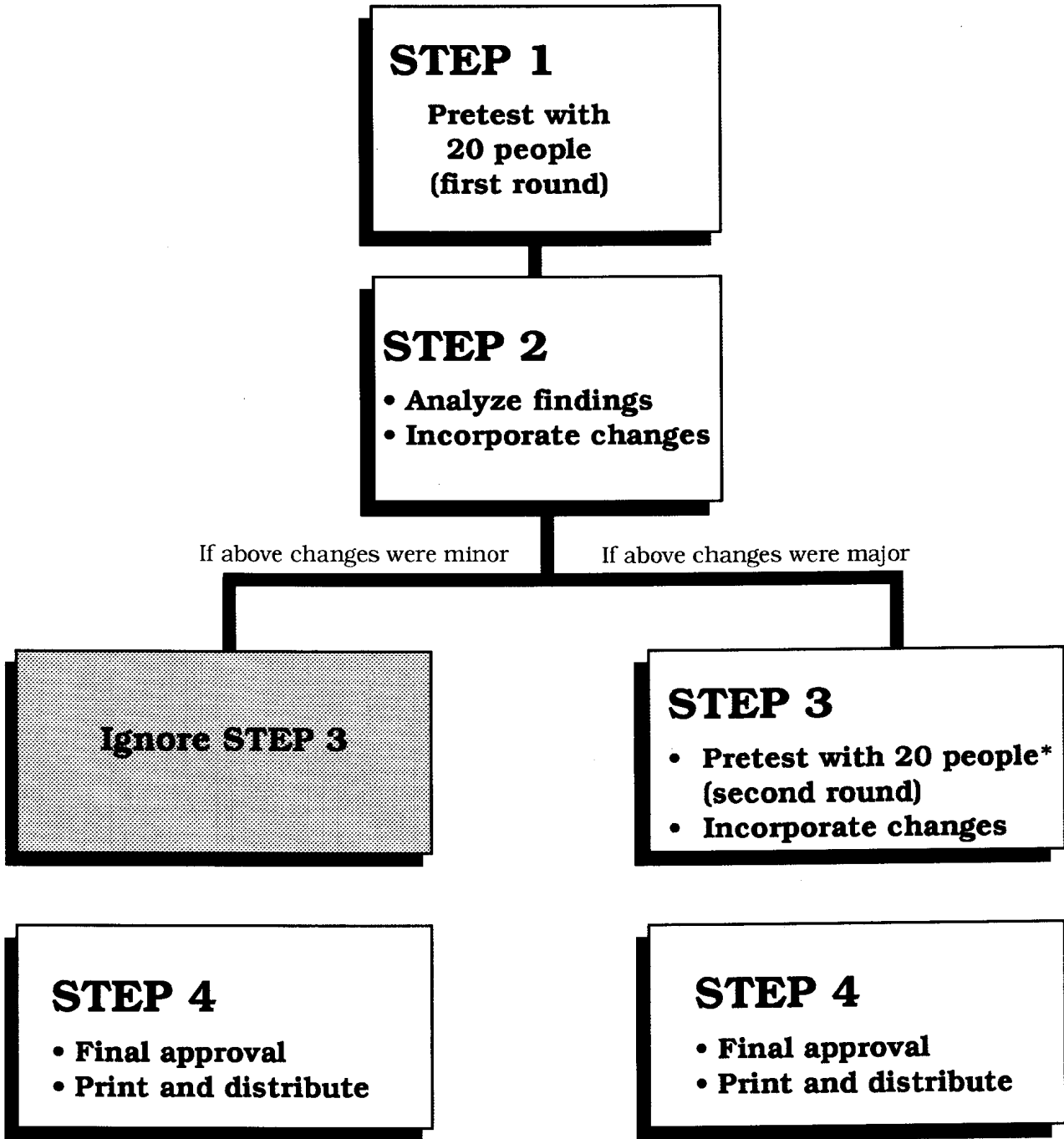
- pretest the condom flyer;
- analyse the pretesting findings in order to decide:
  - which version of the condom flyer should be used in your country;
  - what changes should be made to the condom flyer;
- give instructions to the graphic artist.

The graphic artist will make changes to the existing drawings, draw any new pictures for your country-specific flyer, and prepare the final artwork for the printer.

It should take approximately three to five days to adapt the flyer if the members of the pretesting team(s) are available to work full-time on the adaptation.

**The steps:**

The following steps will help you do the research necessary to adapt the condom flyer for your country.



\* If some of the messages are not well understood after the second round of pretesting, then additional pretesting should be conducted until the messages are well understood.

One of the principal activities for adapting the flyer is pretesting (Step 1). Pretesting means that the flyer is tested, before it is printed, with people similar to those who will eventually be using it. During pretesting, questions are asked to determine whether or not the flyer is well understood and acceptable and whether changes need to be made to reflect local behaviours.

The second activity for adapting the flyer is analysing the results of pretesting and incorporating the suggested changes (Step 2). If only minor changes are suggested for the flyer during the first round of pretesting, then no additional pretesting is needed. If the changes are major, then further pretesting needs to be done (Step 3). Finally, the flyer is submitted for approval, printed, and distributed (Step 4).

The following instructions explain how to conduct the four steps necessary for adaptation of the flyer.

# STEP 1

## First round of pretesting

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### **Translate the condom flyer**

Pretesting should be done in the language(s) in which the flyer will be printed. If translation is required, translate the text *before* pretesting.

If you translate the text, remember that people who have difficulty in reading will find it easier to understand the text if:

- the words are short and simple;
- there is no technical language;
- upper- and lower-case letters are used (like the text in the flyer proposed in this document);
- the sentence structure is simple (try not to use hyphenated words, parentheses, clauses, etc.); and
- there is plenty of space between words.

### **Prepare materials for pretesting**

Pull out or photocopy Annex 1 and prepare a sample of each version of the flyer by cutting out the panels, joining them to give a continuous strip for each version, and folding them as shown in the illustration on page 12.

If you have translated the text, you need to put the new text on the flyer. Cover the text on the flyer and write in (either by hand or typewriter) the translated text for each message.

Annex 2 at the end of this document has three pictures showing different ways of disposing of condoms. You will need to use these pictures during pretesting, so pull out and/or photocopy Annex 2.

If you plan to have more than one team of people pretesting the flyer, make a duplicate of each of the versions of the flyer and condom disposal pictures for each team.

### **Pretest the flyer with at least 20 people**

Pretest the flyer by interviewing 20 or more people, of whom:

- approximately three-quarters should be men (i.e., at least 15 men), and
- one-quarter should be women (i.e., at least 5 women).

It is best if about half of the pretesting participants have experience using condoms. They can tell you how people in your country use condoms. Include in the pretesting different types of people who might use the flyer. For example, you should include both younger and older sexually active people, individuals from urban and rural areas, people who can read and those who cannot read very well. It is very important to include people with different socioeconomic and educational backgrounds. You can find people by going to markets, factories, mines, waiting rooms in doctors' offices, and so forth.

### **Pretest the draft flyer with one person at a time**

Discourage anyone else, other than you and the note-taker, from listening to the interview. This is important because you want to make sure that the participant's answers are not influenced by others. Also, if someone else with whom you plan to pretest listens to the interview, it will be impossible for you to distinguish between what he or she knew previously and what he or she has learned from the other participant.

### **Have the pretesting participants review one flyer at a time**

Hand each pretesting participant one version of the flyer and let him or her review it from beginning to end. Then hand the participant the other version of the flyer and let him or her review it.

**Please note:** It is very important to "rotate" the order in which you present the two versions of the flyer. Half of the pretesting participants should see the close-up version first and the full-body version second. The other half of the pretesting participants should see the full-body version first and the close-up version second. This is important because research has shown that the order in which a person sees materials influences how he or she reacts to them. This influence can be minimized by



making sure that half of the pretesting participants see the close-up version first and the other half see the full-body version first.

### **Test the layout of the flyer**

The two versions of the proposed flyer are laid out with the messages in one column, from top to bottom, with each step numbered. We found that this made it easier for viewers to follow the sequence of messages. To be sure this is true in your country, observe how each person opens the flyer. If the flyer is consistently opened incorrectly or the viewers have trouble following the sequence of messages, you may need to experiment with alternative layouts to make sure the final flyer is clear. If the layout is confusing, be sure to ask for suggestions on how to improve it and pretest any changes you make.

### **Pretest the two versions of the flyer for acceptability**

After each pretesting participant has reviewed both versions of the flyer, ask:

***“Which version do you prefer?”; “Why?”***

This information will help you learn whether one version is more acceptable than the other. For instance, in some countries, one version may be found to be more “offensive” than the other, or one version may be much clearer and better understood than the other.

It is very important to find out through pretesting which version of the flyer is preferred. When the first draft of the flyer was pretested, the full-body version was expected to be considered the more conservative and therefore more acceptable. Pretesting showed that this was not true in three of the four countries. In some countries, people thought the full-body versions were more “pornographic” (because showing people’s faces gave them more of an identity). The full-body version was also found to be less clear because the smaller size of the condom and penis made it difficult to see details. It is therefore very important that you find out what people in your country think by pretesting with those who will be the eventual users of the material rather than simply selecting one version that you prefer.

### **Pretest the picture and the text of each message separately**

By now each pretesting participant should have selected which version of the flyer he or she prefers. Go through the preferred version with the participant discussing the message(s), one panel at a time. (This is less confusing and allows the participant to focus his or her full attention on one thing at a time.) Show the person you are interviewing the picture alone by covering the text with a piece of paper. Then, test both the picture and the text together by uncovering the text. This helps you identify exactly where the problems are with the messages: in the picture, in the text, or in both the picture and the text.

The last panel in the flyer, labelled "Remember," has text only. A dot separates each item to be remembered. When pretesting this panel, show the pretesting participant only one item at a time by covering the remaining text with a piece of paper. After you have finished discussing an item, you can review the next one by sliding the piece of paper down.

### **Talk to the person you are interviewing to find out:**

- If he or she understands each of the messages.
- What changes, if any, need to be made to the flyer to make it clearer and/or more acceptable.
- If the flyer includes all the information that is necessary to use a condom correctly.
- What local words should be used for condom, penis, ejaculation, lubricants with no oil in them, etc.
- What people in your country do when they are putting on, using, or taking off condoms that may affect how well condoms work.
- How he or she feels about the flyer.

To get this information, you can ask questions like those on the next page.

**Pretesting questions**

Show the participant both versions of the flyer and ask:

- “Which version do you like better?” “Why?”

For the flyer that he or she chooses, show him or her the picture (without the words) for each message and ask:

- “What do you see in this picture?”
- “What is happening?”
- “What do you think this picture is about?”

Then show the picture with the words and:

- Ask the person whether he or she can read. If so, then ask him or her to read the text aloud to you. (This will help you find out if any of the words are too difficult or are not clear.) If the person cannot read, read the text to him or her.

Then ask:

- “What do the words mean to you?”
- “Do the words explain the picture?” (If the answer is “no”, then explain what you are trying to convey and ask for suggestions on how to change the picture and/or text.)
- “How do you feel about the message?” “The words?” “The picture?”
- “Tell me the message in your own words.”
- “What would you change to make the message clearer?”

Once you have gone through all of the messages, ask:

- “What do you think about the flyer?”
- “Is there anything you like about the flyer?”
- “Is there anything you do not like about the flyer?”
- “In your experience, how is using a condom similar or different from the instructions in the flyer?” “Why?”
- “Do people have any problems when using condoms?” If yes, “what?”
- “How do people throw away used condoms?”
- “Do people use anything to make condoms slippery?” If yes, “what?” “How do they use it?”
- “What words do people in your community use for condoms?” “Penis?” “Ejaculation?” “Lubricants with no oil in them?”
- “How would you improve the flyer?”

## **First round of pretesting**

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It is very important to get in-depth information about the answers people give you. You can get this by asking follow-up questions like:

- “Why do you think that is the case?”
- “Can you give me some reasons why you think that?”
- “What you said was very interesting. Can you tell me more?”

It is also important to remember that you are *gathering* information during pretesting. Wait until after you have finished the pretesting session with an individual to correct any incorrect information that you may have been given or to answer questions about how to use a condom. You should not educate the pretesting participant during the pretesting session.

When pretesting, you should ask “open-ended” or probing questions because you will get more complete information. You should avoid using “leading” questions because they influence your respondents’ answers.

# Types of questions

	Open-ended questions	Probing questions	Closed-ended questions	Leading questions
<b>Suitable for use during pretesting?</b>	Yes	Yes	Sometimes	No
<b>Result of question</b>	Get longer, more thoughtful answers	Get more information about an answer to a previous question	Get very short answers so you get little information	Gives the respondent clues about how to answer the question
<b>Examples</b>	<ul style="list-style-type: none"> <li>• What is happening in this picture?</li> <li>• How would you improve the flyer?</li> <li>• How do you feel about the flyer?</li> </ul>	<ul style="list-style-type: none"> <li>• You said the man in the picture looked like someone from this country. Why do you think that?</li> <li>• Can you tell me more about how you think the drawing should be changed?</li> <li>• You just said that people unroll condoms before putting them on. Please tell me more about why they do that.</li> </ul>	<ul style="list-style-type: none"> <li>• What is he doing to the package?</li> <li>• What does the man have in his hand?</li> <li>• What do your friends call condoms?</li> </ul> <p>(Closed-ended questions should be used to get specific details or to help draw out a shy pretesting participant.)</p>	<ul style="list-style-type: none"> <li>• Does the picture of the man putting a condom on his penis bother you? (This question suggests to the respondent that the picture may bother him or her. It is better to ask "How do you feel about this picture?" and then ask "Why?")</li> </ul>

### **Ask about condom disposal**

People usually get rid of used condoms by throwing them in the rubbish bin (garbage can), putting them in a pit latrine, or burying them. You need to find out what means of disposal is most common in your country.

During the pretesting, you should:

- Ask how people get rid of used condoms (see the list of “Pretesting questions”).
- Show them the three condom disposal pictures (see Annex 2 on page 49) and ask them to pick the one they prefer.
- Ask them how they would change the picture so that the rubbish bin (garbage can), pit latrine, or burial site looks like those found in your country.
- If participants suggest getting rid of condoms through some means other than a rubbish bin, pit latrine, or burial, ask them how they would show it in a picture.

### **If you want to use colours, ask for suggestions**

When the first draft of the flyer was pretested, we asked, “How would you improve the flyer?” A frequent answer was “Use colours.” Printing the flyer in colours other than black and white can make it look more attractive, but will also make it more expensive. If you plan to use coloured paper or ink for the flyer, ask people during pretesting what colours they suggest. Once you have selected the colours through the pretesting, ask the artist to prepare a copy of the flyer using the chosen colours. You then need to pretest the coloured flyer to make sure it is acceptable.

### **Take notes during the pretesting**

While you ask the questions, a co-worker should take notes on what people say and how they react. The notes will help you remember the information you have gathered. The note-taker should:

- mark down which version of the flyer (close-up or full-body) is preferred by each pretesting participant,
- take clear, comprehensive notes,
- write down the exact words that the pretesting participants use for condoms, penis, ejaculation, and lubricants that do not contain oil,

- not talk during the session except to ask for clarification on anything he or she has not understood.

The note-taker should use a separate sheet of paper for each message. For instance, all the responses for the picture and text on the cover would go on one sheet, information on message 1 would go on a second sheet, information on message 2 would go on a third sheet, and so forth. Organizing the information this way will make it easier to analyse later.

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# STEP 2

## Analyse findings and make changes

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### **Review the results of the pretesting**

The pretesting team(s) should analyse the pretesting results together. You should first count how many people preferred the close-up version of the flyer and how many preferred the full-body version. In the flyer that you are preparing for your country, you should use the illustrations from the version that was selected by the larger number of people. If exactly half the people chose the close-up version and half chose the full-body version, then we recommend that you use the close-up version, because it was found to be better understood during our pretesting in three out of four countries.

You then need to examine the changes suggested for the pictures and the text of the flyer that was selected. For each message, make a list of things that were not understood and suggestions for changes in the picture and/or text. Also, make a list of findings for new topics, such as common local practices that may lead to condom breakage, or ways to dispose of condoms. Organizing the information by messages and topics will make it easier to find patterns or similarities in the pretesting results.

Points that are brought up by many of the pretesting participants are more likely to reflect what the target audience really thinks. If only one or two people mentioned something, it is not likely to be a broadly held belief. Once you list the answers for each message and/or topic, identify the most common answers (see right-hand column in the chart on page 22).

## Analyse findings and make changes

The chart below contains *examples* of the type of information you might get during individual pretests. The information you gather will probably be different.

<b>Examples of pretesting results</b>				
<b>Messages/ topics</b>	<b>Person 1</b>	<b>Person 2</b>	<b>Person 3</b>	<b>Most common answer</b>
<b>Cover (text): Most common names for condoms</b>	Durex Boot Sock	Boot Rubber Condom	Boot Condom	Boot
<b>Message 5: Withdrawal (close-up drawing)</b>	Not sure if penetration or withdrawal taking place	Well understood	Not sure if withdrawal or penetration taking place	Not sure if withdrawal or penetration taking place
<b>Last page of flyer: first item</b>	No jelly or cream without oil available in country	Does not know of a jelly or cream without oil	Never heard of jelly or cream without oil	Jelly or cream without oil is not available or known
<b>Practices that may lead to condoms breaking</b>	Unrolling the condom before using it	Use of oil- based lubricants (vaseline)	Blowing up the condom to see if there are any holes in it	No common answer(s)
<b>How do people get rid of condoms?</b>	Throw them in the rubbish bin or the latrine	Throw them in the latrine Bury them	Throw them in the latrine	Throw them in the latrine
<b>Continue with other messages or topics</b>				

The results in the example opposite suggest that you make the following *minor* changes in the flyer:

- Use the word “boot” for condom (or put boot in parenthesis after the word condom).
- Add an arrow in message 5 next to the man’s penis (pointing towards his stomach) to indicate withdrawal.
- Drop the last sentence (“Only use a jelly or cream that does not have oil in it.”) in the first item of the last page of the flyer. (Please note that it is important to include the first two sentences in this item in your flyer because it is a common mistake to use lubricants that contain oil. If lubricants with no oil in them — water-based lubricants — are available in your country, you should mention them by their brand name.)
- Use the picture of a latrine instead of a rubbish bin.

**If your first round of pretesting shows that the flyer needs:**

- **minor** changes, then incorporate the changes (see “Make changes in the condom flyer” below), get the flyer approved, and print and distribute the flyer (see Step 4).
- **major** changes (see following examples), then incorporate the changes and do at least 20 more individual pretests (see Step 3).

Examples of *major* changes are adding a new message about a practice that might damage condoms, or changing all the pictures because they were not acceptable. In the sample pretest findings in the chart opposite, no major practice was found that may lead to condoms breaking. As an example, however, what if many people had said that they blow condoms up before putting them on in order to see if they have any holes in them? Then you need to make a major change in the sample flyer (by adding a new message). The message might be, “Do not blow up condoms before putting them on. It may cause them to break.”

If you add a *new* message to the flyer, you need to confirm when you pretest again that the message really needs to be included. You should ask if the behaviour is something commonly done or not. If it is not common, then you should not include the message.

Another example of pretest results that would indicate

## Analyse findings and make changes

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that a *major* change is needed would be if people did not understand the full-body version of message 4 (see Illustration A below). The picture shows a couple in bed with a blanket over them. Let us suppose that most people thought the individuals were simply holding each other instead of having sexual intercourse. Let us also suppose they thought the people in the picture did not look like people from their region.

A similar drawing (see Illustration B below), but with the covers across the couple's calves (or with no covers), might show more clearly that penetration was taking place. Changing the couple's facial features could make it easier for the viewers to identify with the picture. These changes would involve a major re-drawing (changing body placement, showing more detail, and possibly showing a different angle), so they would be considered major changes.



Illustration A: Original picture

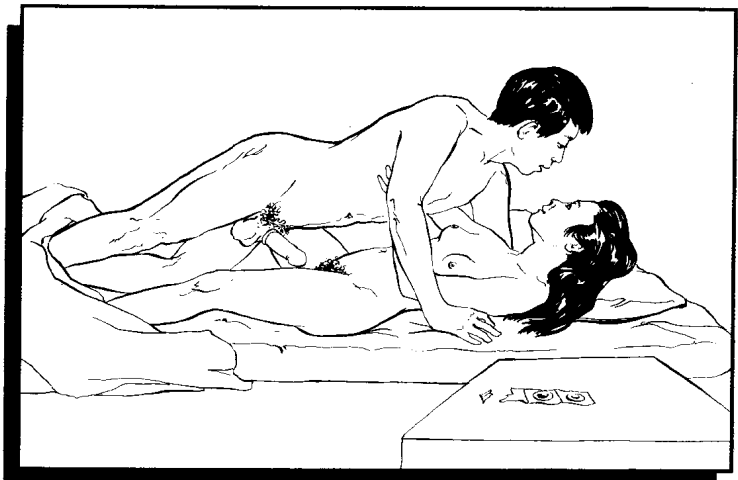


Illustration B: Picture modified to reflect pretesting findings

## Choose a picture to show condom disposal

The picture in panel 7 of your final flyer should be the disposal mechanism that was mentioned most frequently during pretesting. Have the artist make changes that were suggested for the picture that you will use (such as adding a box to sit on over the hole in the pit latrine or putting the word "garbage" on the trash can). If the changes are major, pretest the picture again (see Step 3).

If most people suggested a disposal mechanism other than a rubbish bin, pit latrine, or burial, have the artist draw a new picture to show the disposal mechanism. You should pretest this new picture (see Step 3).

**Make changes in the condom flyer**

Once you have reviewed all your first round pretesting results, ask the artist to make the necessary changes in the pictures. Remember:

- The pictures should clearly portray the objects you want to represent. The artist should draw pictures the same size as they will appear in the final flyer. If the pictures are drawn too large, critical details could be reduced beyond recognition when the pictures are reduced for printing.
- Draw people who look like people in your country.
- When appropriate, add pictures to illustrate new text.
- Incorporate into panel 7 the disposal mechanism that was selected during the pretesting.

When making changes in the text, remember to:

- Use the local names for condoms, penis, ejaculation, and lubricants that contain no oil.
- Include new messages about any practice that may result in improper use or breakage of condoms.

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# STEP 3

## Second round of pretesting

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**Remember:** *Only pretest again if your first round of pretesting indicated the need for major changes in the flyer.*

### **Pretest the flyer with at least another 20 people**

The characteristics of participants should be similar (three-quarters men, one-quarter women, about half experienced condom users, etc. — see Step 1) to those of participants in the first round of pretesting, but you should select individuals who did not participate in the first round. This will ensure that they do not know the intention of the messages being tested.

You do not need to pretest again those messages that needed only minor or no changes after the first round of pretesting. Messages that had major changes in either the text or the picture should be pretested again. If you are not certain whether a change is minor or major, then pretest it again.

However, it is important to show *all* the messages during every round of pretesting because it could be confusing to see only a few messages from the middle of the flyer. The context and sequence are important for understanding the drawings and the text. To pretest the changed messages, show the pretesting participants all of the messages (with text) in their proper order. Let people look quickly at the messages that were not changed, but do not ask questions about them. Ask questions only about the messages that *were* changed.

### **Analyse findings and incorporate changes**

Once the second round of pretesting is completed, analyse the findings and make changes to the pictures and text in the same way as described in Step 2.

### **If necessary, conduct additional pretesting**

If some of the messages need further **major** changes, continue making changes and pretesting until the messages are well understood.

## STEP 4

# Final approval, printing, and distribution

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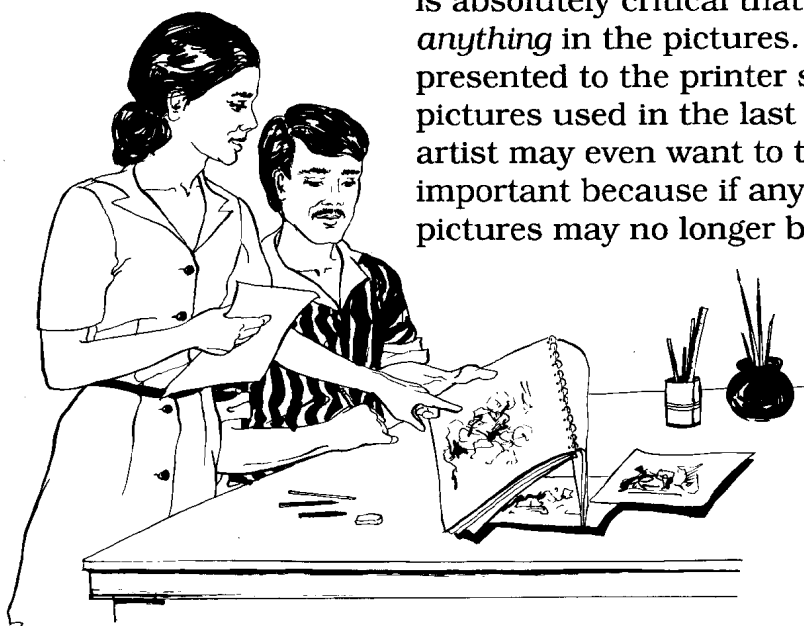
### **Submit the flyer for final approval**

As appropriate, get the flyer approved by the head of your organization, the top people in the Ministry of Health, and the same organizational or local advisory boards that you contacted and consulted before beginning the pretesting. If possible, make a presentation about what you learned during the pretesting. By telling the reviewers what the people in the community think, you will help them understand why the flyer is well understood and preferred in its current form.

If changes are recommended by the approval board, be sure to pretest them before printing (see Step 3). If no changes are recommended, then proceed with preparation of final artwork, printing, and distribution.

### **Produce final artwork and print the flyer**

- Have the artist prepare camera-ready artwork. When the artist is preparing the drawings for the printer, it is absolutely critical that he or she does not change *anything* in the pictures. The pictures that are presented to the printer should be identical to the pictures used in the last round of pretesting. (The artist may even want to trace the drawings.) This is important because if any details are changed, the pictures may no longer be clear to the audience.



- Remember to number each step and use the layout that was best understood in your country. (We found that one single column of pictures from top to bottom — as indicated in Annex 1 — is usually the easiest for people to follow.)
- Be sure to give the typesetter and/or printer specific details —in writing — about the size and style (typeface) of print, when and where to use upper- and lower-case letters, the size of paper, and where and what colours to use (if any). Follow the layout and size and style of lettering of the proposed condom flyer as closely as possible (unless you found through pretesting that another layout or lettering was more appropriate). Show the printer the sample flyer you prepared (see page 12) to indicate how it should be folded.
- Review the printer's final layout — check for mistakes and be sure it looks exactly the way you want it to look.
- Have copies of the flyer printed.

### **Distribute the flyer**

Once the flyer is printed, make sure it is distributed with the condoms. It is very important that the instructions get to the people who will be using condoms. Each country will have its own system for distributing the condoms and flyers. You should work closely with programme managers in appropriate agencies to make sure they give out the flyer with the condoms they distribute.

# Conclusion

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We hope these instructions on how to adapt the condom flyer for your country have given you useful information. Adapting the flyer is important because it will make it easier for people to use condoms correctly. By using condoms correctly, people in your country will protect themselves better from unwanted pregnancy and sexually transmitted diseases such as AIDS. If you have any suggestions on ways to improve the condom flyer, please forward them to the WHO Global Programme on AIDS.

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# Acknowledgement

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The World Health Organization acknowledges the valuable contribution made by the Program for Appropriate Technology in Health (PATH), Suite 700, 1990 M Street, NW, Washington, DC 20036, USA, in developing the proposed condom flyer.

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# **Annex 1**

## **Two versions of the condom flyer**

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On the following pages you will find the close-up and full-body versions of the condom flyer developed by WHO, printed at the size used in pretesting. The drawings on the panels numbered 3, 4, 5 and 6 are different in the two versions. The texts on all panels are the same in both versions, as are the drawings on the first panel and on the panels numbered 1, 2 and 7.

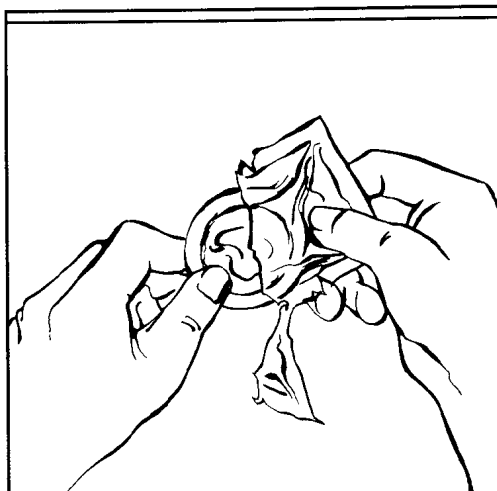
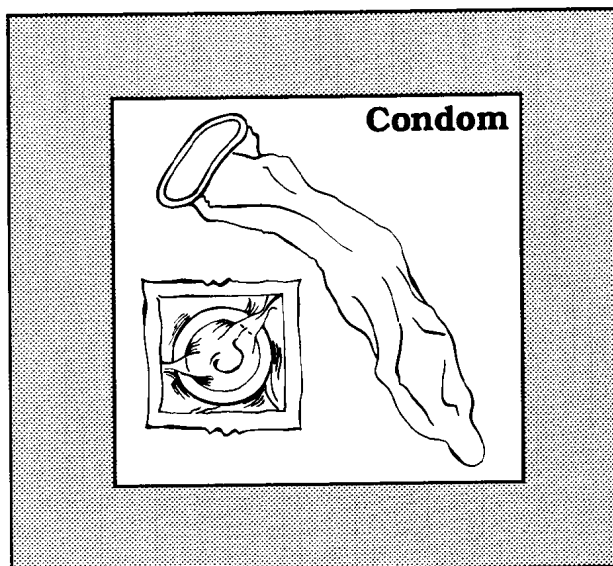
The proposed layout provides a sequence of messages printed on separate panels on one side of the paper. The paper is folded in alternate directions between each panel so that when the flyer is opened the viewer can see all the messages in a continuous column (see illustration on page 12). This format was found to be the most successful in pretesting.

During the adaptation process, consult with the printers you hope to use to ensure that they can print and fold the flyer in the format you wish to pretest.

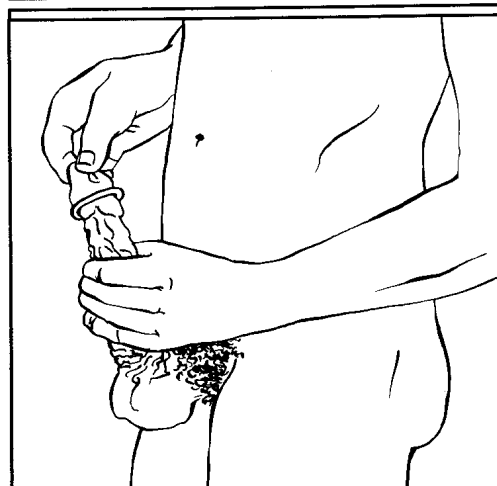
The two versions of the flyer are reproduced here as camera-ready copy which can be used directly by the printer or graphic artist.

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Close-up version



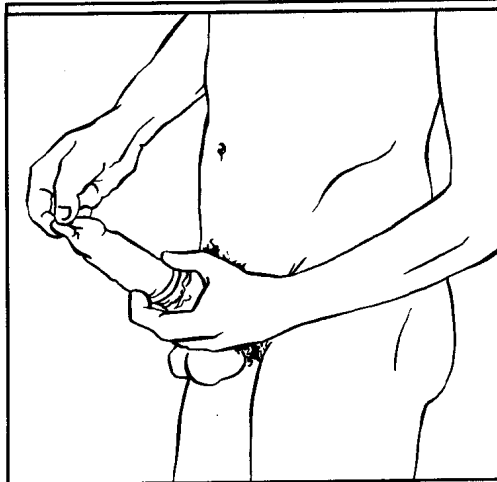
Carefully open package so condom does not tear.  
Do not unroll condom before putting it on.



If not circumcised, pull foreskin back.  
Squeeze tip of condom and put it on end of hard penis.

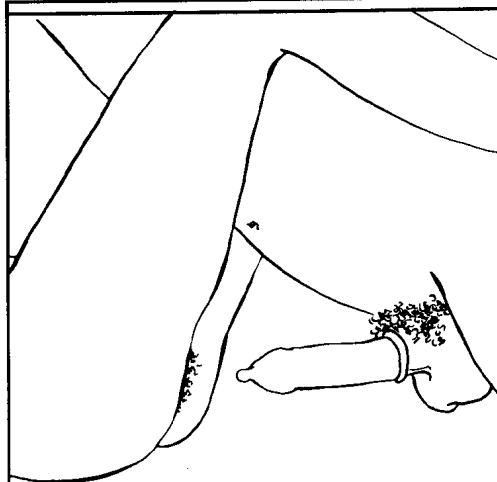
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**Close-up version continued**



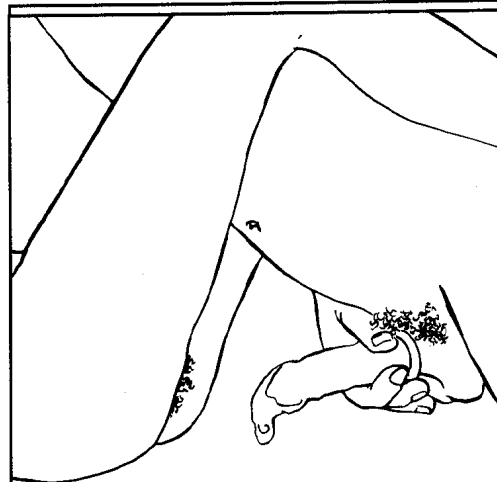
**3**

**Continue squeezing tip while unrolling condom until it covers all of penis.**



**4**

**Always put condom on before entering partner.**

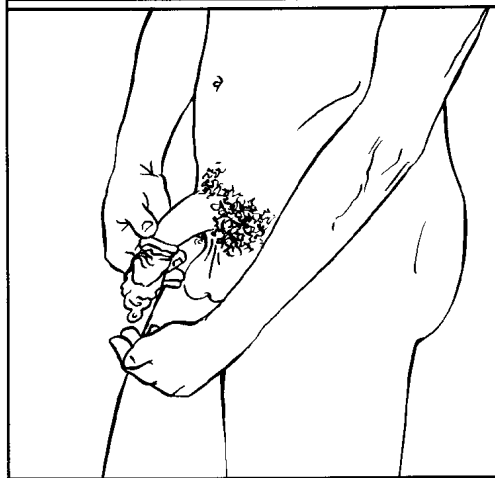


**5**

**After ejaculating (coming), hold rim of condom and pull penis out before penis gets soft.**

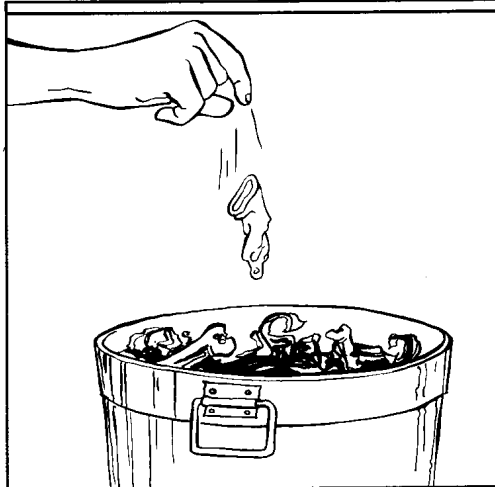
---

Close-up version continued



6

Slide condom off without spilling liquid (semen) inside.



7

Throw away or bury the condom.

**Remember:**

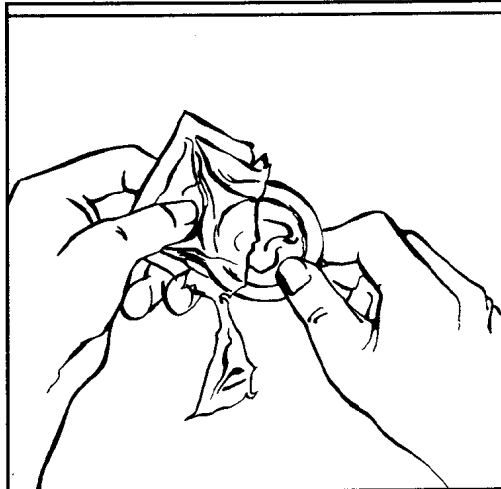
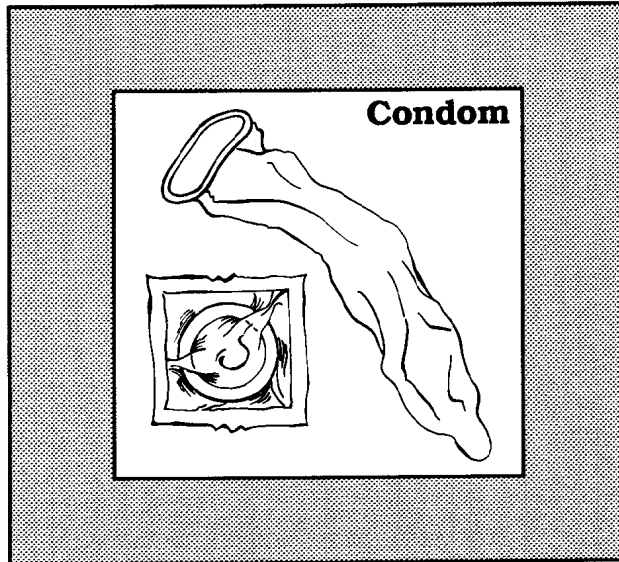
- Do not use grease, oils, lotions, or petroleum jelly (Vaseline) to make condoms slippery. These make condoms break. Only use a jelly or cream that does not have oil in it.
- Use a condom each time you have sex.
- Only use a condom once.
- Store condoms in a cool, dry place.
- Do not use condoms that may be old or damaged.

**Do not use a condom if:**

- the package is broken
- the condom is brittle or dried out
- the colour is uneven or changed
- it is unusually sticky.

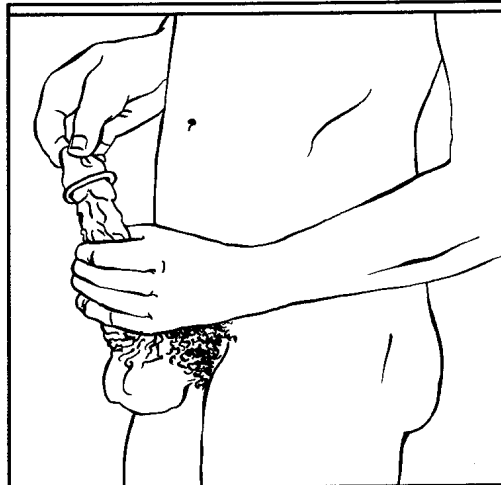
---

Full-body version



**1**

Carefully open package so condom does not tear.  
Do not unroll condom before putting it on.



**2**

If not circumcised, pull foreskin back.  
Squeeze tip of condom and put it on end of hard penis.

---

Full-body version continued



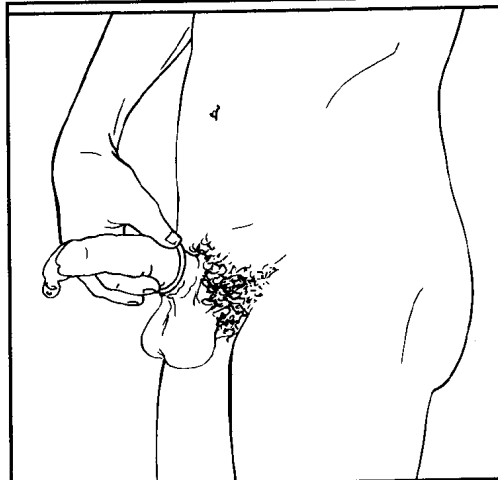
3

Continue squeezing tip while unrolling condom until it covers all of penis.



4

Always put condom on before entering partner.



5

After ejaculating (coming), hold rim of condom and pull penis out before penis gets soft.

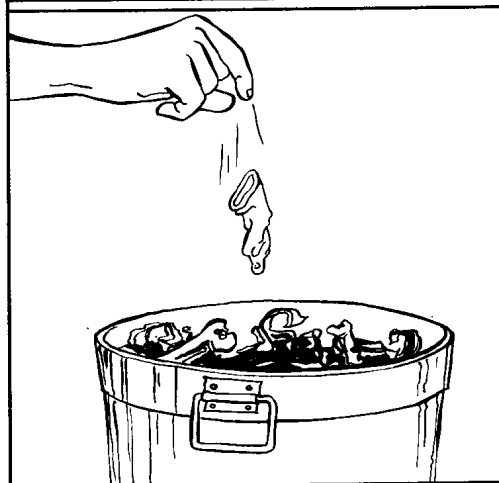
---

Full-body version continued



6

Slide condom off without spilling liquid (semen) inside.



7

Throw away or bury the condom.

Remember:

- Do not use grease, oils, lotions, or petroleum jelly (Vaseline) to make condoms slippery. These make condoms break. Only use a jelly or cream that does not have oil in it.
- Use a condom each time you have sex.
- Only use a condom once.
- Store condoms in a cool, dry place.
- Do not use condoms that may be old or damaged.

Do not use a condom if:

- the package is broken
- the condom is brittle or dried out
- the colour is uneven or changed
- it is unusually sticky.



# Annex 2

## Disposal pictures

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Use these pictures to pretest the most appropriate illustration to use in the flyer (on the panel numbered 7) for your country.

