Condom Fairy: Redesigning a More Inclusive Safer Sex Supply Program

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Health Promotion & Prevention

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Background of Condom Fairy

Condom Fairy is a free program that delivers safer sex supplies and educational information to Boston University (BU) students via on-campus mailboxes. Condom Fairy began in fall 2013, and since its inception, over 35,000 orders have been delivered to BU students. The program is managed by HPP professional staff, and student ambassadors package and mail the supplies. Condom Fairy offers external condoms, internal condoms, dental dams, and single-use lubricant packets. Students also receive information brochures on safer sex practices, consent, and healthy sexuality, and sexually transmitted infection (STI) testing. Students can order online as often as they like and receive their packages within 5-7 business days. Since its inception in 2013, Condom Fairy has distributed over 32,000 orders to BU students. The program is managed by HPP professional staff, and student ambassadors package and mail the supplies.

Rationale for Redesign

HPP received feedback from BU students about safer sex supply offerings and visual/verbal components of the program. HPP professional staff also identified that the program needs an early update to better meet student needs in 10 years of service. Condom Fairy materials prior to fall 2022:

1. Condom Fairy character:
   - Gender incongruence: The character (female) was not representative or reflective of the diverse BU student body.
   - Print materials included in orders:
     - Student word of mouth
     - Outreach tabling in student center
     - Promotions on digital screens across campus
     - Email newsletter (monthly to all BU students)
     - BU Today (campus news outlet) article

Redesign Process

1. Initial Student Feedback/Small Focus Group
   - HPP administered a survey via email to Condom Fairy users seeking preferences on specific aspects of the new Condom Fairy character.
   - Students preferred the artwork of Nicole Massie of House, Inc., a Boston-based artist identified through the BU Student Visual Art Collective of student artists.
   - HPP worked with Massie to develop new characters that reflected student feedback.

2. Artist Selection and Condom Fairy Brand Development
   - HPP identified several artists to begin the redesign process.
   - HPP administered a survey to Condom Fairy users seeking preferences on specific aspects of the new Condom Fairy character.
   - Students preferred the artwork of Nicole Massie of House, Inc., a Boston-based artist identified through the BU Student Visual Art Collective of student artists.

3. Condom Fairy Student Feedback Committee
   - Condom Fairy assembled a Condom Fairy Student Feedback Committee to ensure the redesign reflected BU students' diverse health needs. The committee consisted of 15 students from different academic years, schools, and disciplines. HPP intentionally sought to student groups who may not be equally represented in Condom Fairy and other health programs.
   - Committee members' time commitment was about 6 hours, and members were compensated with a $50 Target gift card. Committee members participated in focus groups and completed short surveys before the redesign launch (in AY 2022-23).

Focus groups:
- One-hour focus groups (via Zoom)
- Focus Group 1: Feedback on the first-gender Condom Fairy characters, including Condom Fairy character visuals such as color palette and clothing selection
- Focus Group 2: Student input on character creation and his associated print materials accompanying Condom Fairy orders, such as information about consent and healthy sexuality, STI testing, access to FDA and NSF and safer sex supplies are included.

Surveys:
- Survey 1: Feedback on the current safer sex supplies offerings met student needs, including:
  - If the visual/verbal health materials were adequately tested by real current offerings
  - If the proposed changes are appropriate for external condoms, dental dams, single-use lubricant options
- Survey 2: Feedback on on-campus tabling, outreach material, and social media.
- Survey 3: Feedback on Condom Fairy Student Committee experience: successes, areas for improvement, and potential future implementations of the committee.

New Characters & Educational Materials

- A total of diverse voices now represent the programs.
- Campus wide somatic engagement in STI testing, educational and conversation-stimulating student-choice, including how to figure out what you want, communicating boundaries, and managing feedback of rejections.

Marketing & Communications

- Special promotional giveaways
- September: promotional pin and button ($0.50 offered)
- November: promotional calendar ($3.00)
- February: B.U. school newsletter (cost to HPP $0.50)
- Instagram: Promotional social campaign across campus
- BU Today (can be posted with surplus budget)
- Condom Fairy administers health supplies and information
- HPP is an organization that makes sexuality education materials.

Safesex Supply Offerings

- Student feedback improved the continued need for the current safer sex supply offerings.
- New offerings were identified as essential. Students expressed interest in finger cots or latex gloves, however, due to manufacturer packaging, this is currently not logistically possible. Students are urged to purchase safer sex supplies and encourage health supplies available online. HPP is considering including these supplies as regular safer sex supply offerings to students.

Challenges

1. HPP staff capacity: The visual redesign is just the start. HPP will continue the ongoing process of planning and improving safer sex information.
2. Student expectations: Conflict. Expectations of the program in terms of delivery time and type of program offerings.
3. Cost: Making off-campus costs have increased.

Looking to the Future

1. New Condom Fairy character:
   - Condom Fairy pop-up stands. Some regular on-campus events.
   - Challenges associated: Cost.
   - Allowing for accessibility by students.
   - Student engagement.
   - Outreach tabling in student center.

2. Focus groups:
   - Students and peer educators.
   - Outreach tabling in student center.
   - Marketing mailing service.
   - Outreach tabling on-campus mailing service area from continental US to MA. Challenges: All off cost.

Feedback on Condom Fairy: Redesigning a More Inclusive Safer Sex Supply Program

Yes!

Do you like it?

Want to try it?

Nope. Can we ok with____?

What students are saying:

It is an easy accessible way for me to make sure that I am having safe sex. It also helps to get mail and little surprises.

I find myself ordering condoms to my casually active friends and using them more myself because of the brand. As I have access to more condoms than I usually would. I am practicing safer sex more often.

I love this program!!

It makes getting important messages like ‘sex safely’ much more fun.

It’s easy, convenient, and FREE. I would probably use fewer condoms without Condom Fairy. As a person with a partner, it’s nice having my own selection of condoms so I don’t have to rely on my partners to bring them.

I love this program!!

It makes getting important messages like ‘sex safely’ much more fun.

I would probably use fewer condoms without Condom Fairy. As a person with a partner, it’s nice having my own selection of condoms so I don’t have to rely on my partners to bring them.

As a college student, I do not have to worry about spending money on safer sex supplies. The products are affordable and of high quality. There’s also no judgment because everyone has different desires.