

Key Communication Points

The Resource section provides references to materials and organizations that have developed a wide range of materials for FC programmes. Regardless of culture and economic status of the community and target audience, several points have been shown to be helpful:

- Know your audience. Find out their interests, needs behaviours and motivations.
- Educational outreach should include information about anatomy, the importance of sexuality, safer sex, negotiation strategies for FC use and staying healthy, and specifics about using FC.
- Pre-test communication materials with target audiences before use and wide application.
- Identify options for STI/AIDS prevention and contraception, and the use of each option.
- Communication and negotiation. Include vocabulary, conversational tactics and negotiation skills to help women and men talk about protected sex with their partners.
- Explain and promote 'dual protection' – FC provides protection against both unintended pregnancy and sexually transmitted infections, including HIV/AIDS.
- Show FC and how to use it and provide opportunities for prospective users to feel the product and practice.
- Peer support can strongly influence and encourage potential users to consider FC.
- Practice! Explain that potential users may need to practice with FC before feeling fully comfortable using it on a regular basis. Users should be encouraged to try FC at least three times before deciding to stop using it.
- Action. The central idea must be designed so it attracts the attention of the target audience and is persuasive enough for them to adopt its message. It is not enough for the message to be remembered; it must also lead to action.