

5 Components of Thailand's National Condom Strategy

1



“Normalize Condom Use”

Increase acceptability and reduce stigma

Promote attitude changes:
Carrying condom = prepared
Using condom = sexual pleasure + safe

“Available and Correct Use”

Support access to and correct use of condoms

Increase condom distribution and channels
and promote correct use of condoms for all



2

3



“High Quality”

Ensure condoms meet quality standards

Develop a quality control system
for every condom

“Partnership with Government”

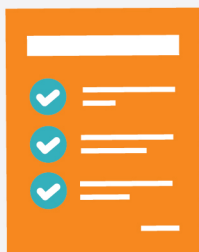
*Create an enabling environment
for condom use*

Government supports partnerships with
all sectors in promoting condom use



4

5



“Strategy Effectiveness”

Monitor and evaluate for effectiveness

Develop monitoring and evaluation system
for strategy improvement

To prevent HIV, sexually-transmitted infections,
and unwanted pregnancy

