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

2. **“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

3. **“High Quality”**
   *Ensure condoms meet quality standards*
   Develop a quality control system for every condom

4. **“Partnership with Government”**
   *Create an enabling environment for condom use*
   Government supports partnerships with all sectors in promoting condom use

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