

Condoms and Viagra: An Exploration of Processes and Forces that Shape Notions of Sexuality and Policies

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Viagra vs. Condoms

- Examination of the development, propagation, acceptance and use of condoms and Viagra for exploring contexts, processes and factors that shape sexuality and policies related to sexuality.
 - Juxtaposing condoms and Viagra affords sharp contrasts, which focus attention on cultural and societal norms, religious injunctions, perceptions of femininity and masculinity, in the context of national identities and the neo-liberal economy. This understanding might help to better identify points and ways of influencing these processes.
 - This paper centres on the Indian experience; it attempts to tease out the processes and factors that have inhibited the acceptance of condoms, the project to develop a homogenised consensual version of 'Indian male and female sexuality.'
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Viagra – Bolt from the Blue



- Serendipitous discovery in 1996 while testing Sildenafil citrate for treating angina
- FDA approval in 1998 record time
- Emergence of treatment for erectile dysfunction (ED)
- Side effects
- Interaction with widely used medication for diabetes, hypertension, high cholesterol and recreational drugs eg. 'poppers'
- Patent for pulmonary arterial hypertension in 2005

Ayurvedic concepts

- Body miniature of the cosmos
 - Seven vital body fluids *dhatu* in harmony
 - 40 drops of food → 40 days → 1 drop of blood
 - 40 drops of blood → 1 drop of bone marrow
 - 40 drops of bone marrow → 1 drop of semen
 - Anxiety about semen
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Family planning policy

- Priority of the state to control the fertility of its citizens
 - Preference for permanent/semi-permanent physician controlled female centred methods, no place for condoms
 - Shift to male centred vasectomy, use of coercion
 - Severe backlash government falls
 - FP not emphasised
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Condoms in India

- Earlier low profile, favour women centred semi-permanent or permanent methods
 - Aggressive promotion with the HIV epidemic
 - De-emphasis of male condoms
 - Abstinence and ABC strategy advocated by PEPFAR
 - Downsizing of the estimate of the HIV prevalence in India
 - Advent of antiretrovirals and counselling and prevention taking a back seat
 - Currently want to re-emphasise prevention but no clear policy
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Debate of the vibrating condom

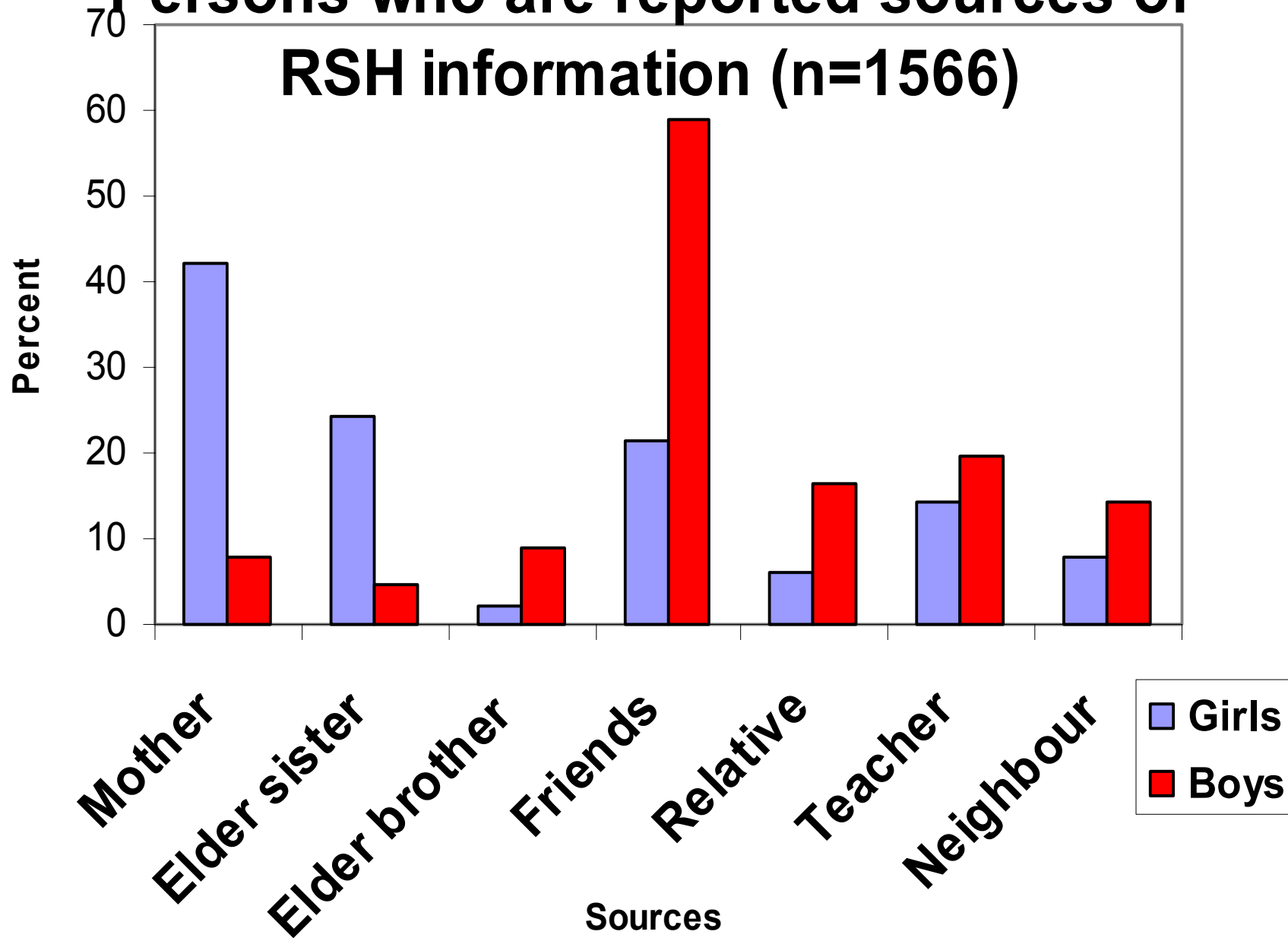


- From insert - Crezendo Vibrating Ring For Ultimate Pleasure --- you can take your lovemaking to places it hasn't been before, ...designed to take you for a 20 minute joyride through the realms of vibrating pleasure. It provides the ultimate stimulation for you and your partner. It is truly your passport to "The Republic of Pleasure"
- Banned because this sex toy will have serious repercussions on Indian way of life

Female condoms (FC)

- FC 2 received FDA approval 15 years after FC
 - Already in use for several years in many countries
 - FDA classifies female condoms differently from male, same category as implants such as pace maker, heart valve, silicone breast implant and requires clinical trial rather than reports of leakage and breakage
 - New FC2 over comes many design flaws but still cannot be used in secret
 - Many believe that it will have a niche market in women sex workers
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Persons who are reported sources of RSH information (n=1566)



Reported media sources of RSH information

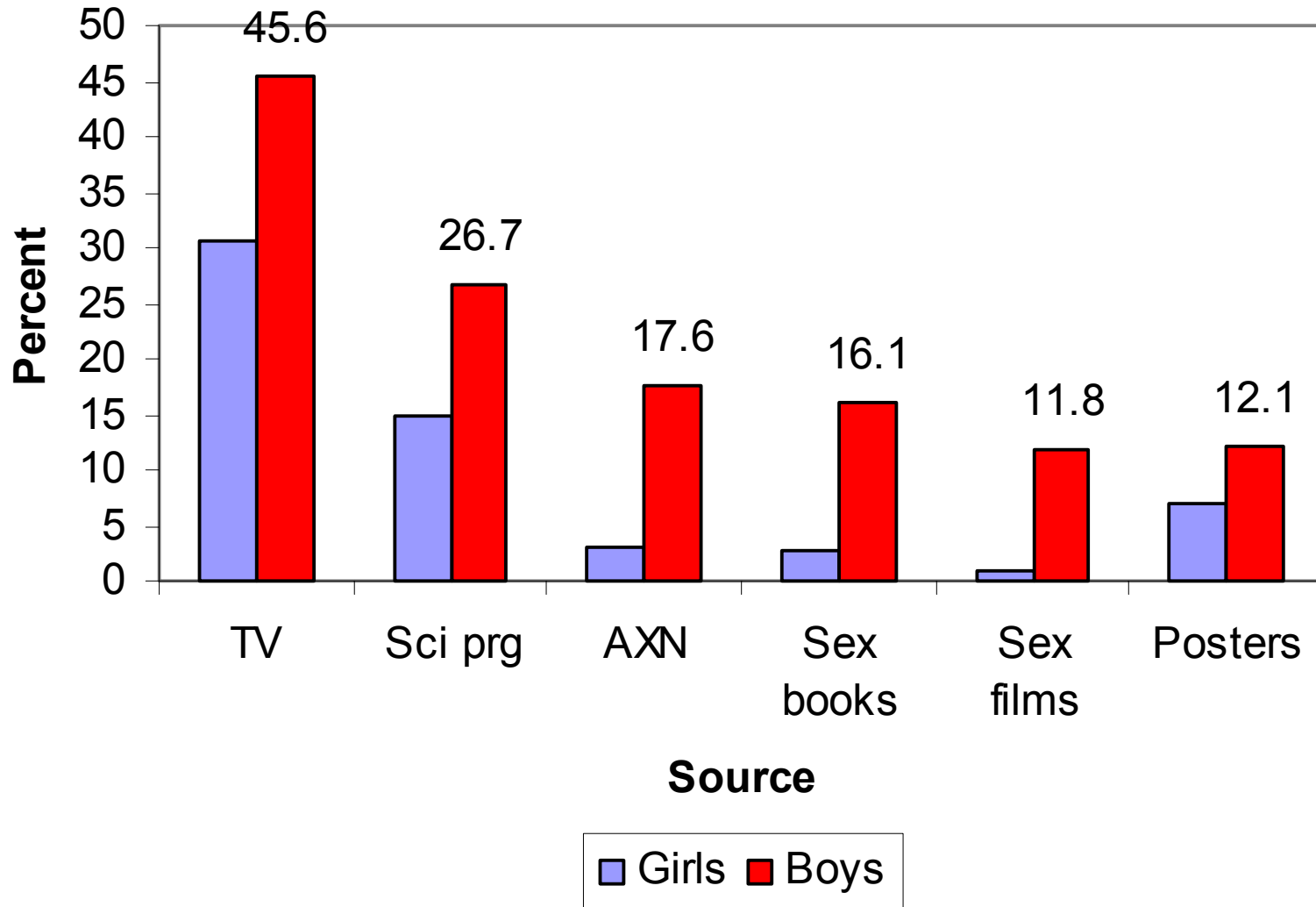
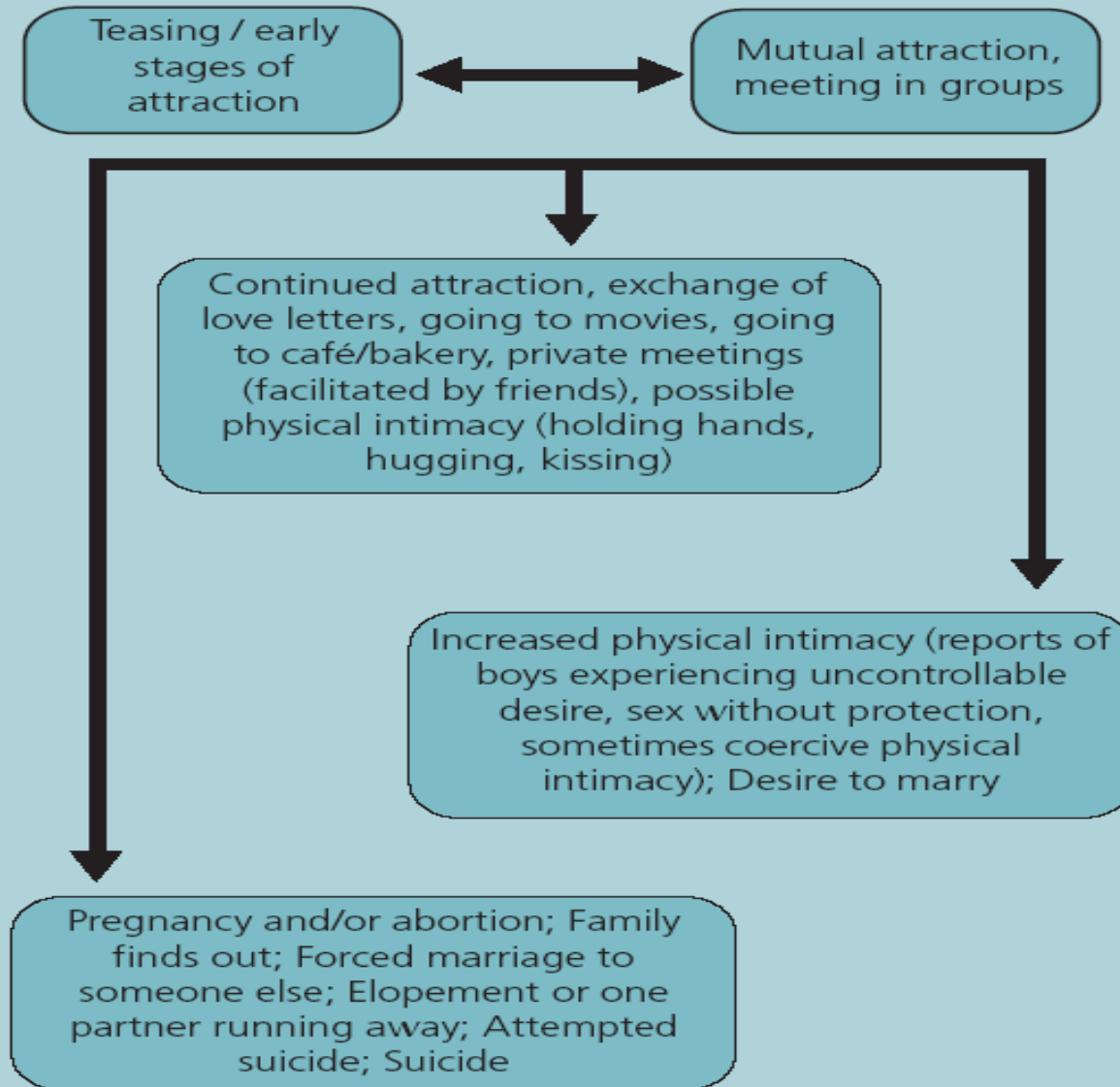


Figure 6: Representation of reported concepts of attraction, love, intimate physical relationships and possible outcomes*



** The representation is not meant to imply a linear and/or unidirectional progression*

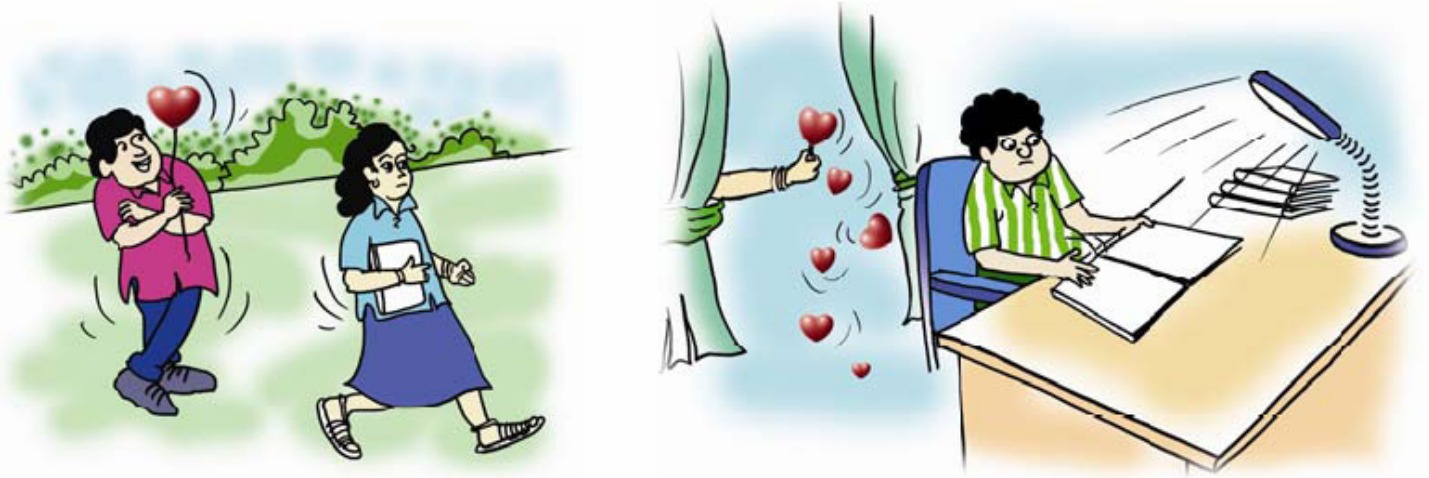
Only 5% girls and 25% boys know of condoms

Now sex education books that do not mention words like intercourse, condoms and masturbation

Sex education debate

- Contesting views, sex education encourages sexual permissiveness, an encouragement
 - Creates an 'immoral society' and collapse of the educational system
 - Should not contain illustrations and text that are 'too brazen and explicit and hurt peoples cultural sensitivity
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Abstinence stressed in school sex education



Wait for the right time to enjoy better times

NACO reports increase in condom sales, promote condom vending machines and condom ringtone

Emergency Contraceptives



A pill that
takes care of
the spill.

i-pill emergency contraceptive pill. Just one pill within 72-hours of unprotected sex.



i-pill is available without a prescription at all chemist outlets.
For more information call the i-pill helpline: 1800-22-9898 or visit www.ipillcpllo.com

- ☐ To be used for contraceptive failure, eg. Torn condom
- ☐ Modification of the Drugs and Magical Remedies Act to allow direct advertisements to consumers
- ☐ Advertisement language ambiguous
- ☐ Being used repeatedly as primary contraceptive
- ☐ No adverse reaction to this report

Ayurvedic Preparations advertised on the internet

Men's Health

Vitality Formula maintains normal sexual performance in men



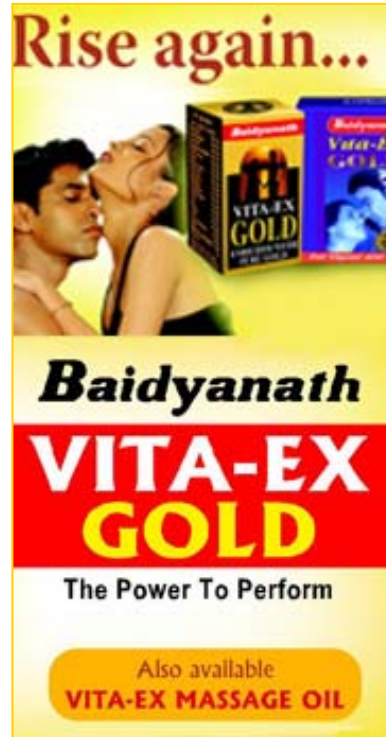
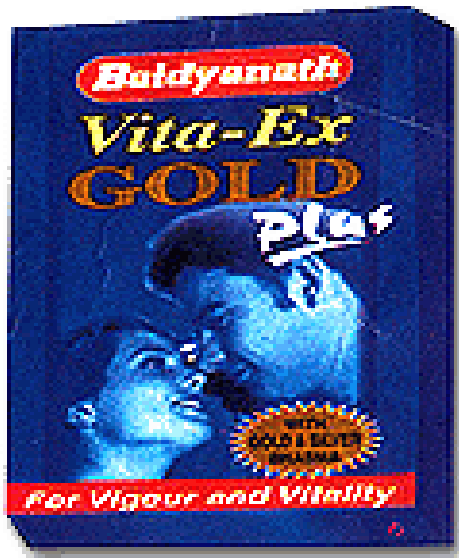
Women's Health

Vitality Formula supports normal healthy sexual performance in women



These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

Popular medicines for 'weakness'



- **Baidyanath Vita-Ex Gold Plus**
- **Description:**
- Recharge, Reactivate, Refresh your vitality and vigour. Go for Baidyanath Vita – Ex – Gold Plus. An Ayurvedic product of repute, enriched by Silver and Gold Bhasma. Fortified with additional 14 invaluable potent Herbs increase your pleasure and heightens your happiness for a longer time.
- 2 Pack:\$35
Free Shipping Worldwide

‘Weakness’ and Erectile dysfunction

- Ayurvedic holistic perspective -Physical and psychological
 - Social relationships - partners should be physically, emotionally and spiritually involved with each other. Further, it explains that touch; smell, food, music and ambience play a vital role in developing, increasing and prolonging intimacy
 - Pre-viagra biomedical treatment was essentially psychological
 - Viagra legitimised erectile dysfunction as a physical disorder the reductionist approach
 - Has this reduced the stigma of impotence?
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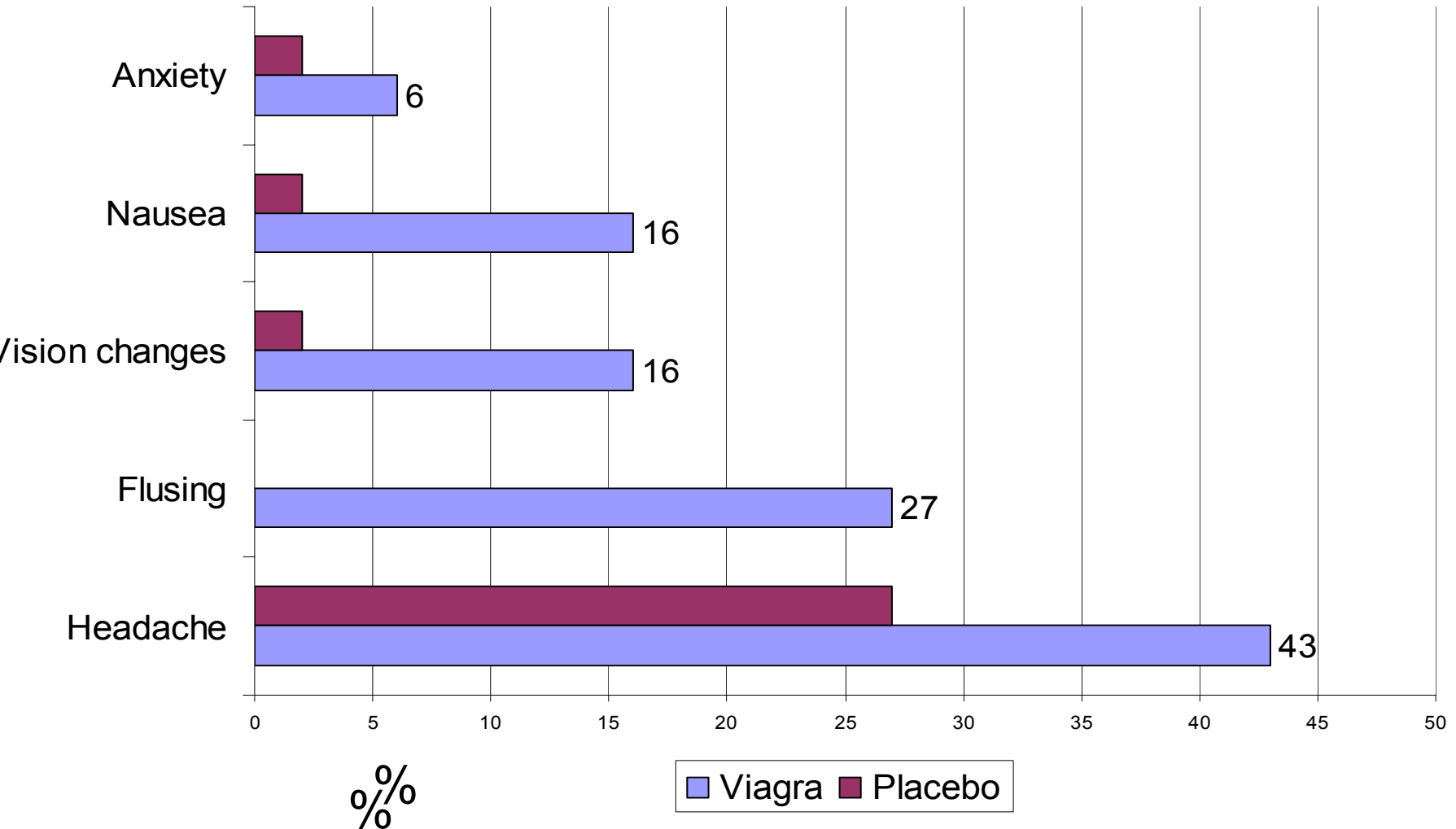
Performance of Viagra in the Indian market

- The patent regime did not work in viagra's favour
 - Price rather than 'original' product sways the market
 - Marketing promotion through medical professionals and pharmacist
 - Increasing awareness of health professionals and patients
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Viagra and women- new markets

- Women on antidepressants report sexual dysfunction
 - Non compliance to antidepressants attributed to this dissatisfaction
 - A small (49 in each group) prospective randomised double-blind placebo controlled trial
 - Subjective measurements
 - Women who took viagra report much higher side effects
 - Company funded but not 'influenced.'
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Adverse and side effects



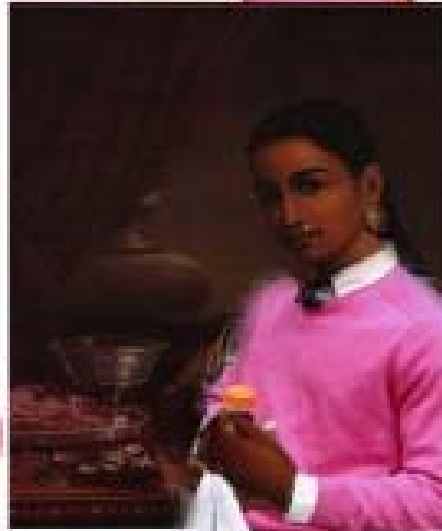
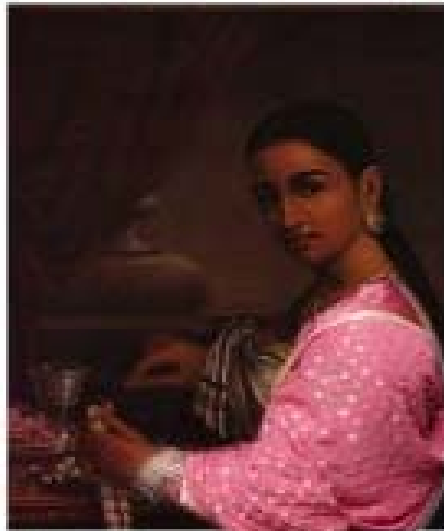
The Consortium of Pub-going, Loose and Forward Women



- Virtual network on Facebook, involved the apathetic elite
- Symbolism of 'chaddi' and pink
- Subvert, ridicule, and reclaim Indian culture
- Make the notion of Indian culture more inclusive
- Motivate and stimulate people to act

Indian Women

- The campaign has asked Indian to make short videos of what they think is Indian culture



**indian
cultures**





DO YOU ENJOY WATCHING
WOMEN BEING BEATEN UP?



Women across Karnataka are being attacked.
The state government isn't doing anything.
We need to intervene! Tomorrow it will be one of us!

Don't turn a blind eye.

1. Call the police.
2. Remember what the the attackers looked like.
3. Note down details of the attackers' vehicles .
4. Shout, throw things, gather a crowd, chase the attackers away.



People's Health Manifesto 2009

Gender and Health

- Abolish all coercive laws, policies and practices that violate the reproductive and democratic rights of women, including the two child norm.
- Stop coercion in the use of contraception; make user-controlled contraceptives available.
- Ensure safety, transparency and accountability in all clinical trials, and guarantee that the post-trial benefits of research are made available to women even from marginalized groups. Ensure disclosure of funding and of potential conflict-of-interest in all clinical trials, medical research and publications.
- Make mandatory the inclusion of women's organizations and women's health advocates on ethics committees, from national to local and institutional level.
- Recognize violence against women as a public health issue and ensure provision of necessary services. Ensure prosecution and conviction of violators.
- Include the topic of "Violence against women" and "sexuality and gender" as part medical and paramedical curricula.
- ~~Repeal Section 377 of the Indian Penal Code, and other laws, policies and practices that discriminate on the basis of sexuality.~~

Condom and Viagra Paradox

- A time tested safe preventive technology is accepted with reservation while new uncertain potentially dangerous technologies are embraced
 - Partly explainable by
 - ❑ Privileging of curative over prevention
 - ❑ Enhancing male capabilities
 - ❑ Backed by current 'science' and methods
 - ❑ Global trends- globalisation, free market, neoconservative ideology, resurgence of conservative elements in all religions, reassertion of national identities
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