



AIDS 2026
26–31 July



**African
Alliance**

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THE RIO REPORT

**The African Alliance's Impact
and Advocacy at AIDS 2026**

FC2 EDITION

The Networking Zone, Global Village Booth 162
26th International AIDS Conference,
Rio de Janeiro, Brazil | 26–31 July 2026
Conference theme: Rethink. Rebuild. Rise.



1. Executive summary

At AIDS 2026, the African Alliance, the Female Health Company and Semina Brazil created a practical FC2 demand-creation platform rather than a conventional product display. Delegates could handle the internal condom, receive live demonstrations, ask questions through a multilingual AI companion, engage with demand-creation evidence from six African countries, and encounter the product in trans, gay men and sex worker spaces.

The conference activation was supported by substantial product distribution: 6,000 FC2 samples in a range of colours and scents + 2,000 Della generic brand, 50 demonstration models, and thousands of KY and Semina lubricant sachets sponsored by Semina Brazil were distributed across Booth 162 and partner spaces. Semina also brought critical host-country knowledge and market context, including the Brazilian Della positioning of the internal condom.

AIDS 2026 also generated work that continues beyond the conference itself. The Ring In or Ring Out? survey has moved from a conference pilot into a multilingual global recruitment phase in English, Portuguese and Spanish, supported through multiple digital platforms and engagement with global gay and trans networks. A separate 60-minute pleasure-centred conversation between Anna Matendawafa and Joy Lynn, Good Sex is Public Health, has been developed as a post-conference follow-on and will take place in the coming weeks.

Several lessons stand out:



Practical product literacy remains a major gap.

The dominant questions to Amor concerned what the FC2 is and how to use it. Even among an informed conference audience, the product still required basic introduction and demonstration.



Hands-on access matters.

Distributing 8,000 samples and providing 50 demonstration models meant that the product could move from an abstract prevention option to something people could see, touch, practise with and take away.



Pleasure should be designed into demand creation.

The forthcoming Anna and Joy Lynn conversation extends the activation beyond risk reduction by asking how protection, communication, culture, bodily autonomy and pleasure can sit in the same sexual-health conversation.



Multilingual, low-pressure engagement created useful insight.

The Portuguese Amor conversations were among the most substantive in the log, while the survey is now being pushed in Portuguese and Spanish as well as English.



Demand creation and access need to move together.

Interest quickly became a question about where the FC2 could be obtained. The African Alliance Demand Creation Research across Zimbabwe, Kenya, Zambia and the DRC points to inconsistent procurement and distribution as central constraints on uptake.



Key-population framing expands relevance.

Engagement with trans delegates, gay men and other men who have sex with men, and sex worker networks reinforced the value of presenting the FC2 as an internal condom and receptive-partner-controlled prevention option.



Ring In or Ring Out? is defining the next evidence questions.

The initial 12 responses are too small for population-level conclusions, but they show that inner-ring practice varies and that users are weighing comfort, insertion and stability differently. The larger survey push is intended to build the community evidence needed to design the next research phase more intelligently.



The three-part partnership model is strategically useful.

FHC brings product and manufacturer expertise, Semina brings Brazilian market, distribution and intimate-health experience, and the African Alliance brings community-led demand creation, research and network reach. AIDS 2026 showed the value of those functions working together.

The strongest strategic implication is therefore not a single conference metric. It is the value of an integrated model that links product availability, practical literacy, pleasure-centred communication, local market expertise, community credibility, multilingual engagement and a credible route to access. The next phase should consolidate that model and test it deliberately in priority markets.

2. Conference context

AIDS 2026 took place at a moment of significant pressure on the global HIV response. Reduced and uncertain financing placed renewed emphasis on prevention approaches that can be delivered efficiently, supported by communities and sustained beyond short project cycles.

For the FC2, that context matters. The product is user-controlled, provides dual protection against pregnancy and sexually transmitted infections including HIV, and does not require a clinical procedure. At the same time, the African Alliance Demand Creation Research shows that a useful product can still disappear from people's choices when procurement is inconsistent, distribution is weak, providers lack confidence or coordination fails.

The AIDS 2026 activation was designed around that tension. It did not treat demand creation as advertising. It treated demand as something built through knowledge, confidence, relevance, trusted messengers, pleasure, community experience and the practical ability to obtain the product once someone wants it.





IAS 2026 delegates visit the African Alliance and FHC booth , engaging with FHC products

3. What was delivered: an integrated demand-creation activation



Product distribution

6,000 FC2 samples in multiple colours and scents, 2,000 unscented Della samples, 50 demonstration models, and thousands of KY and Semina lubricant sachets distributed across the activation.



Live FC2 demonstrations

Four FHC-trained Master Trainers, Maya, Simone, Patricia and Joy Lynn, provided hands-on product demonstrations across Booth 162 and partner spaces.



Semina Brazil partnership

Semina provided host-country market knowledge, supported the Brazilian Della positioning, and sponsored thousands of KY and Semina lubricant sachets distributed during the activation.



Amor / Della

A multilingual conversational tool allowed delegates to ask product questions in English and Portuguese, with Shona used in registration. The log contains 22 conversational turns across approximately 10 sessions.



Demand Creation Research

Country findings from Zimbabwe, Kenya, Zambia and the DRC were displayed at the booth, with supplementary evidence from Nigeria and Mozambique and QR links to country briefs.



Key-population outreach

FC2 demonstrations and supplies were taken into the GATE Trans Networking Zone, Global Gay Men Connect Booth and Sex Worker Networking Zone.



Ring In or Ring Out?

The English, Portuguese and Spanish survey on inner-ring practice during receptive anal intercourse was launched at the conference and has since expanded through multiple digital platforms and global gay and trans networks.



Good Sex is Public Health

A 60-minute post-conference conversation between Anna Matendawafa and Joy Lynn has been developed and is scheduled for the coming weeks, extending the partnership into pleasure-centred demand creation.



Communications

Twenty-four evidence cards were produced across English, Kiswahili, Portuguese and Spanish, alongside social media threads, booth graphics and multilingual Ring In or Ring Out? campaign assets.



A delegate at the African Alliance and FHC booth uses art and visibility to celebrate HIV positivity, freedom and informed sexual health choices.

4. Semina Brazil: local partner and market bridge



Semina Brazil was a key partner in making the activation locally relevant. Founded in 1986, Semina works in intimate and reproductive health and has a long history in contraceptive products, educational materials and sexual-wellness products in Brazil.

Semina launched the Della internal condom brand on 13 December 2010 and acquired the KY brand in Brazil in 2018. FHC lists Semina as its FC2 contact and distributor in Brazil, and Semina is also an established supplier of female/internal condoms through Brazilian public-sector procurement.

That local role mattered at AIDS 2026. Semina connected the global FC2 partnership to Brazilian language, market realities and product positioning, while its sponsorship of thousands of KY and Semina lubricant sachets allowed lubricant to be integrated into practical demonstrations and conversations rather than treated as a separate issue. The Della positioning also gave the activation a host-country identity rather than simply importing global FC2 language into Brazil.

The partnership therefore brought together three distinct strengths: FHC product and manufacturer expertise; Semina's Brazilian market, distribution and intimate-health experience; and the African Alliance's community-led demand creation, research, multilingual communications and network reach. That combination is worth preserving in future Brazilian and regional work.



*Daniela Siqueira
Semina Indústria Brazil*

5. GOOD SEX IS PUBLIC HEALTH: the pleasure conversation still to come



Good Sex is Public Health did not take place during AIDS 2026. It is a post-conference follow-on currently being prepared for the coming weeks. A full 60-minute discussion framework has been developed for Anna Matendawafa and Joy Lynn, designed as an equal conversation between Zimbabwean/African and Hawaiian/Pacific perspectives rather than a scripted product presentation.

The framework starts from a simple premise: women have always passed knowledge to other women about bodies, sex, relationships, intimacy and what is expected of them. Some of that knowledge has protected women or created spaces of trust. Some has reinforced patriarchy, respectability and expectations that women should prioritise somebody else's pleasure. The discussion asks what should be kept, reclaimed, unlearned and passed on differently.

The planned conversation moves through intergenerational sexual knowledge, culture, colonisation, religion and patriarchy; what actually makes sex good; how women communicate desire, boundaries and protection; and how digital platforms and AI are becoming a new source of intimate knowledge.





The draft framework proposes that Anna explore African and Zimbabwean traditions such as Chinamwari/Chinamwali alongside contemporary realities, while Joy Lynn brings Hawaiian and Pacific perspectives. Those cultural sections remain intentionally open for both women to shape from lived experience rather than being presented as fixed cultural claims.

The inner condom is designed to enter that conversation naturally rather than through a stand-alone FC2 presentation. The questions are practical and relational: how do you introduce an internal condom to a partner; can trying something new be playful rather than clinical; does inserting it in advance change the sexual experience; how do partners talk about comfort and sensation; and can protection become part of intimacy rather than an interruption to it?

The final part of the framework returns to sexual knowledge and power: what women want younger generations to inherit, what should end with this generation, and what public health would sound like if pleasure, communication and women's agency were treated as seriously as pregnancy and disease prevention. Amor also has a natural place in this discussion, as the "new auntie in your phone" for questions people may feel unable to ask elsewhere, alongside an explicit conversation about the limits of AI.

For the partnership, this is not a side event. It is an opportunity to build a reusable pleasure-centred demand-creation asset after AIDS 2026, including a full recorded conversation, short clips, facilitator prompts and provider-facing content. The conversation forms part of the post-conference work programme, extending the Rio activation into a reusable pleasure-centred demand-creation resource.





A conference delegate explores the FC2 and Della product range.

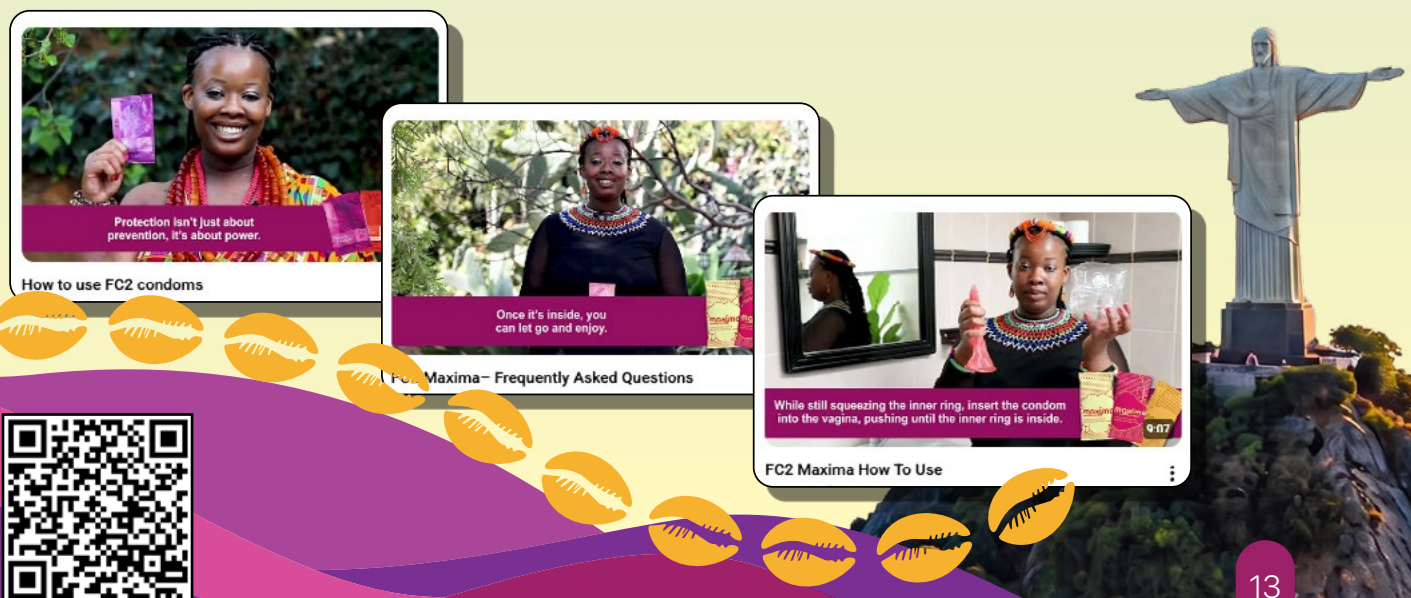
6. Live FC2 demonstrations and product distribution

Booth 162 was staffed by four FHC-trained Master Trainers, Maya, Simone, Patricia and Joy Lynn. Delegates could handle the FC2, examine the inner and outer rings and practise insertion on demonstration models. This tactile component gave people a way to move quickly from abstract questions to practical understanding.

Across the AIDS 2026 activation, 6,000 FC2 samples in a range of colours and scents, 2,000 unscented Della samples and 50 demonstration models were distributed. Thousands of KY and Semina lubricant sachets sponsored by Semina Brazil were also distributed, allowing lubricant to be discussed as part of sexual comfort, practical use and pleasure rather than as an afterthought.

The scale of physical distribution matters because the FC2 is a skills-based product. Questions that appeared in Amor, including how it is inserted, whether it is comfortable and how it stays in place, are easier to resolve when the product is physically present. The AI tool lowered the threshold for asking a question; the trainers and demonstration models provided the confidence and nuance that a digital interaction cannot replace.

This is consistent with the African Alliance Demand Creation Research, which identifies provider confidence and practical demonstration as important parts of the FC2 ecosystem. The conference activation worked best when information, samples, lubricant and hands-on demonstration were treated as one pathway rather than separate activities.





Live demonstrations happened at the Networking Zone throughout the conference, where delegates could learn, touch, smell, feel, and experience the FC2, supported by the on-site team in a range of languages.

7. Amor: When AI and SRHR meet

7.1. What Amor is

Amor is a conversational agent written in the first person as the FC2 itself. In Brazil, the persona was localised as Della. The tool uses warm, plain language and gives users two simple routes onward: an illustrated insertion guide and the option to receive the full FC2 guide by email.

The value of the format is not scale. The log is small. Its value is that it captured the questions people chose to ask when they could engage privately and without judgement.

7.2. What the log shows



Theme	Turns	Interpretation
Use and insertion	13 including follow-ups	The dominant information need once curiosity was established.
Product identity	7	The most common opening question.
Availability	3	Interest can quickly become an access question.
Comfort	2	Concerns about pain or discomfort surfaced without prompting.
Dual-condom use	2	A potentially important safety misconception.
Comparison with external condom	1	A prompt to explain agency, material and use differences.

7.3. What we learned from the conversations



Introduction. Even at an international AIDS conference, some visitors needed the internal condom explained from first principles.



Prioritise “how to use” content. Insertion and practical use were the strongest recurring information needs in the log.



Create space for sensitive questions. Comfort and dual-condom use emerged without prompting, suggesting that a private conversational interface can complement face-to-face counselling.



Connect information to access. A Portuguese exchange moved from product identity to comparison to local availability in a few turns. Demand creation is strongest when the local access pathway is clear.



Localise deliberately. The Portuguese sessions were among the longest and most substantive exchanges in the dataset, supporting continued investment in language and market-specific adaptation.



7.4. Accuracy and safeguarding improvements

The pilot also identified practical improvements before wider deployment. These should be treated as normal product-development learning rather than as failures of the activation.

1

Pain language. Replace absolute statements such as “it should never hurt” with more clinically defensible wording about discomfort, repositioning and when to stop and seek advice.

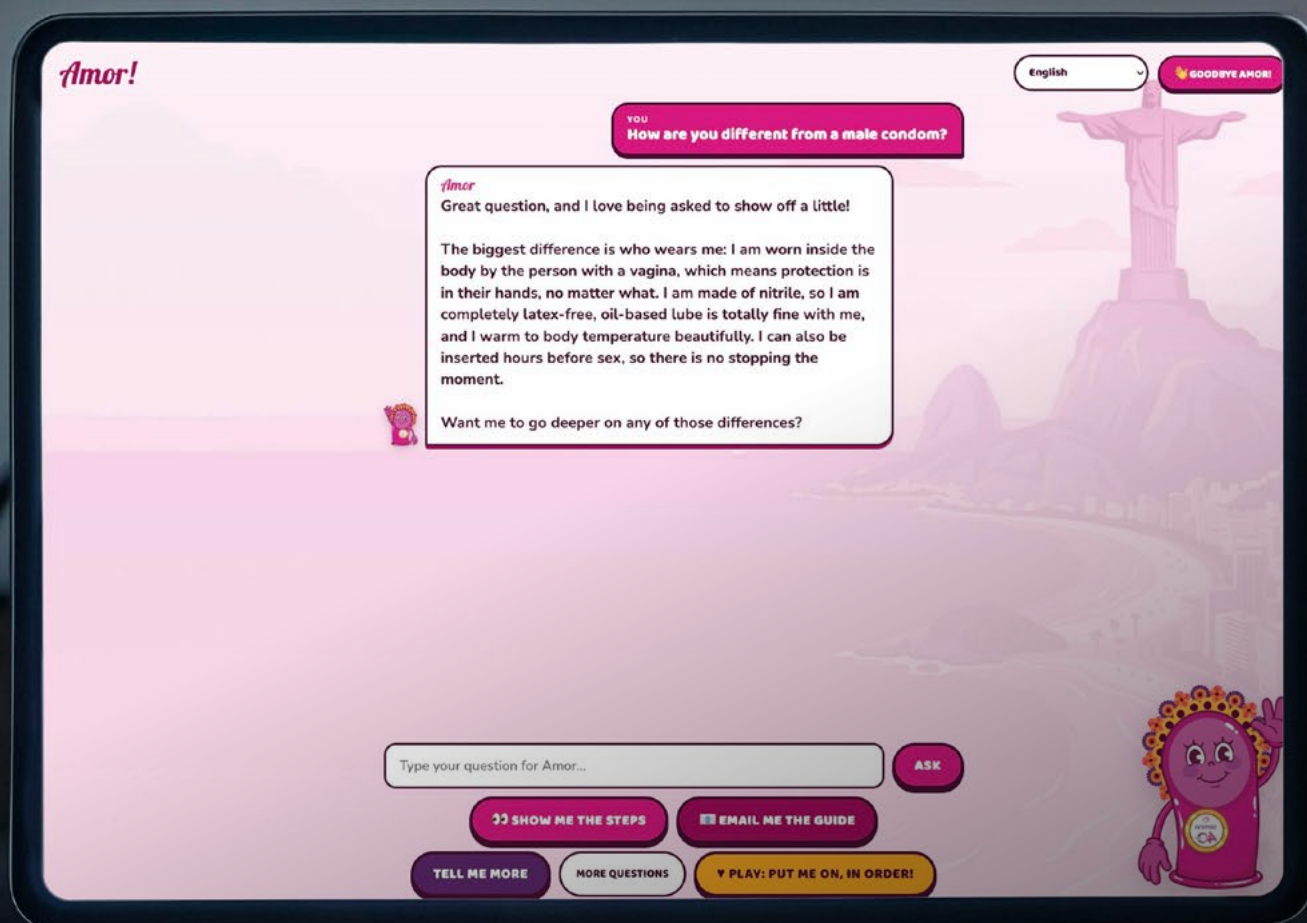
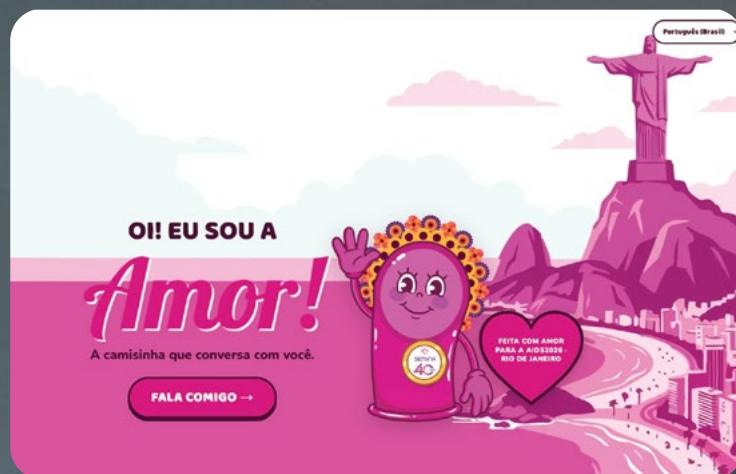
2

Country availability. Maintain a verified market-by-market access source so Amor does not provide outdated or uncertain procurement information.

3

Anal-use questions. Because the booth also hosted Ring In or Ring Out?, future versions should either include appropriately reviewed anal-use information or provide a clear referral path.

A short joint accuracy, escalation and data-protection protocol would make the tool safer and easier to scale under shared branding.



8. Demand Creation Research at the booth

The African Alliance Demand Creation Research assessed the FC2 ecosystem in Zimbabwe, Kenya, Zambia and the DRC, with supplementary evidence from Nigeria and Mozambique.

Across those settings, low uptake cannot be understood simply as low interest. Stakeholders pointed to inconsistent procurement, weak distribution, declining provider confidence and fragmented coordination as constraints that narrow choice before an individual has a meaningful opportunity to use the product.

At AIDS 2026, these findings were integrated into the booth through country briefs and QR-linked materials. This gave the activation an evidence base beyond the conference floor and helped connect individual questions about access to broader market and system conditions.



The 9 Pillars of Choice, Pleasure & Protection



Reliable Supply



Myth-Busting Education



Product Visibility



Live Demonstrations



Trained Providers



Integrated Prevention Services



Community Champions



Better Data



Transforming Harmful Gender Norms





9. Reaching key populations

A central feature of the AIDS 2026 strategy was to take the FC2 beyond the main booth and into spaces where the product could be discussed with receptive partners of different genders and sexual identities.



GATE Trans Networking Zone

From 27 to 30 July, Joy Lynn was stationed at the GATE Trans Networking Zone, providing FC2 samples, demonstration models and practical guidance to trans and gender-diverse delegates in a dedicated community space.



Global Gay Men Connect Booth

Patricia provided FC2 demonstrations at the Global Gay Men Connect Booth, creating a direct opportunity to discuss the internal condom with gay men and other men who have sex with men.



Sex Worker Networking Zone

The Sex Worker Networking Zone approached the African Alliance during the conference to request FC2 supplies and support. The importance of this interaction lies in the fact that demand was initiated by the network itself once the product was visible and accessible.

Why this matters

Together, these engagements support a broader positioning opportunity. When the FC2 is presented as an internal condom and a receptive-partner-controlled barrier method, its relevance is not confined to cisgender women. That framing opens more useful conversations with trans people, gay men and other men who have sex with men, non-binary people and sex workers of different genders.

The next step should be to move from opportunistic outreach to a defined key-population demand-creation strand with tailored materials, partner agreements and its own measures of reach, learning and follow-up.



10. Ring In or Ring Out? Building the evidence agenda on anal use



10.1. Why the anal-use question matters

The FC2 is approved for vaginal use. Anal use is off-label. At the same time, receptive partners have adapted internal condoms for anal sex for many years, and community practice has developed ahead of formal product instructions.

That creates a basic evidence gap: people are already making decisions about insertion, ring configuration, fit, stability and lubrication without authoritative user guidance specific to anal use. The inner ring is the clearest example. Some people retain it because they believe it helps anchor the condom and reduce shifting. Others remove it because they find removal more comfortable or easier for insertion. Both practices circulate through partners, friends, community educators and online sources. Until now, there has been little systematic information about which practices people use, why they choose them, or how confident they are in those choices.

That matters for any future research programme on anal use. Before a larger study can sensibly examine safety, acceptability or performance, it needs to understand what users actually do and which variables a protocol should account for. Ring configuration, insertion technique, fit, stability, slippage, comfort and lubrication are not secondary details if they shape real-world use. The African Alliance will continue exploring options for a more formal study of anal use, including what evidence would be required to pursue what an African regulatory pathway might look like. Ring In or Ring Out? is a formative community step within that wider question. It does not establish safety or effectiveness, and it is not itself a clinical or regulatory study.



The survey therefore aims to map practice before attempting to prescribe it. It asks a narrow question that can help define the next research questions: do users keep the inner ring in, remove it, or vary their practice, and what is driving that decision?

10.2. From conference pilot to multilingual global rollout

The survey was launched at AIDS 2026 in English, Portuguese and Spanish. It takes under two minutes to complete, is anonymous by default, and was designed to work on phones, tablets and lower-connectivity environments. The conference pilot demonstrated that the instrument could collect complete responses across several countries and that its branching logic worked as intended.

Since the conference, the multi-language survey has moved into a broader digital recruitment phase across multiple social platforms, using dedicated graphics and campaign copy. This matters because the next sample should not depend on who happened to walk past Booth 162 in Rio.

The African Alliance is also engaging global networks serving gay men, other men who have sex with men, and trans communities, including GATE, Global Gay Men Connect and MPACT, to circulate the survey through communities with direct experience of receptive anal sex. The aim is to build a larger and more relevant sample while retaining the low-barrier, community-led character of the instrument. Recruitment also needs to reach women deliberately, because no women were represented in the first 12 responses.

RING IN OR RING OUT?
GLOBAL Survey of user practices and preferences for the FC2 inner ring during receptive anal intercourse.

Take the survey

ANONYMOUS
15+ 2 MINUTES ALL GENDERS

WIN!!!
A YEAR'S SUPPLY OF LUBE!

Three lucky respondents attending AIDS 2026 in Rio stand a chance to win.

One little ring. Two schools of thought.
Some people keep the FC2 inner ring in for lube. Some take it out for comfort. Nobody has ever properly counted - so we're asking the whole world. Your answer shapes real community-led product research.

Ring In
Keep the inner ring in place - so some extra lube lubricates the condom and makes insertion easier.

Ring Out
Remove it before sex - so nobody has to have uncomfortable and painful sex with condoms.

Plus both are
Whether you're an FC2 aficionado or have never touched one, your preferences deserve to be heard.

Pesquisa sobre uso anal e conforto do FC2
Rápida e anônima; leva menos de 2 minutos. Suas respostas ajudam a moldar futuras pesquisas lideradas pela comunidade.

PASSO 2 DE 9
Qual é a sua identidade de gênero? *

☒ Mulher

☐ Homem

☐ Não binário / genderqueer

☐ Prefiro me descrever

☐ Prefiro não dizer

Voltar Avançar

10.3. First responses

We received twelve complete responses from nine countries between 26 and 30 July 2026. The sample is too small and self-selected to support prevalence estimates, but it is useful for identifying patterns and questions that merit deeper investigation.

Ring choice

Remove the ring before insertion	5
Keep the ring in	4
Sometimes keep it, sometimes remove it	2
Was not aware the ring could be removed	1

The useful finding at this stage is variation, not which option is “winning.” Respondents described different priorities, particularly comfort, ease of insertion and stability. With a sample this small, the data should be used to refine the next round of questions rather than to set guidance.

Reason selected

Easier insertion	5
More comfortable	4
Helps hold the condom in place	3
Recommended by partner, friend or online source	2
Reduces slipping or shifting during use	2
Was not aware removal was an option	1

10.4. Lubrication as a user and product question

Nine respondents indicated that they would want additional lubrication for anal use. Preferences were split between pre-applied lubrication and a separate sachet, with two respondents wanting both options. At this sample size, this is not a market preference estimate.

Would like additional lubrication for anal use

Yes	9
Not sure	2
No, current lubrication is enough	1

It is a strong enough formative signal to justify making lubrication a defined question in the next research phase.

The AIDS 2026 activation also made the lubrication discussion tangible because thousands of KY sachets sponsored by Semina Brazil were available alongside FC2 samples and demonstrations. That practical pairing reinforces the value of treating lubrication, comfort and technique as part of the same user experience.

10. 5. What the next phase needs to answer

Scale and representation. Build a substantially larger sample through Portuguese, Spanish and English digital recruitment, with deliberate inclusion of women, trans people, gay men and other experienced receptive partners.

Ring configuration. Understand whether keeping or removing the inner ring is associated with different experiences of insertion, comfort, anchoring, movement or slippage.

Technique and fit. Document how people insert and position the condom during anal use and what they do when it shifts or feels unstable.

Lubrication. Examine the amount, timing and preferred format of additional lubricant, and whether preferences differ by ring configuration or user group.

Confidence and sources of advice. Understand where users learn anal-use practices and how confident they are in advice from partners, peers, community organisations or online sources.

Future study design. Use the expanded community data to define the questions, user practices and outcomes that a separately designed formal study of anal use would need to address. Any safety, performance or regulatory conclusions would require that distinct study, not this survey.

Data quality. Maintain clean language tracking, distinguish conference and online recruitment, resolve duplicate handling, and keep prize-draw contacts operationally separate from sexual-practice data.

The survey has therefore moved beyond a one-off conference activity. It is now an active recruitment and evidence-development workstream intended to produce a more credible community baseline for the next phase of anal-use research.



Joy Lynn prepares giveaway packs of FC2 and Della condoms, lubricants and information materials for delegates visiting the activation booth.

Experience the Freedom!

An Interactive Journey into Choice, Pleasure & Protection

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Questions
always
to ask.

Get hands-on with
the future of
choice.



Scan. Watch. Learn.
Take the experience with you!
• Step-by-step demonstration videos
• Frequently asked questions
• My on-demand videos

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11. Communications and content assets

The activation produced a set of reusable communications assets that extend the value of AIDS 2026 beyond the conference itself.

FC2 evidence cards. Twenty-four insight cards drawing on the Demand Creation Research, produced in English, Kiswahili, Portuguese and Spanish.

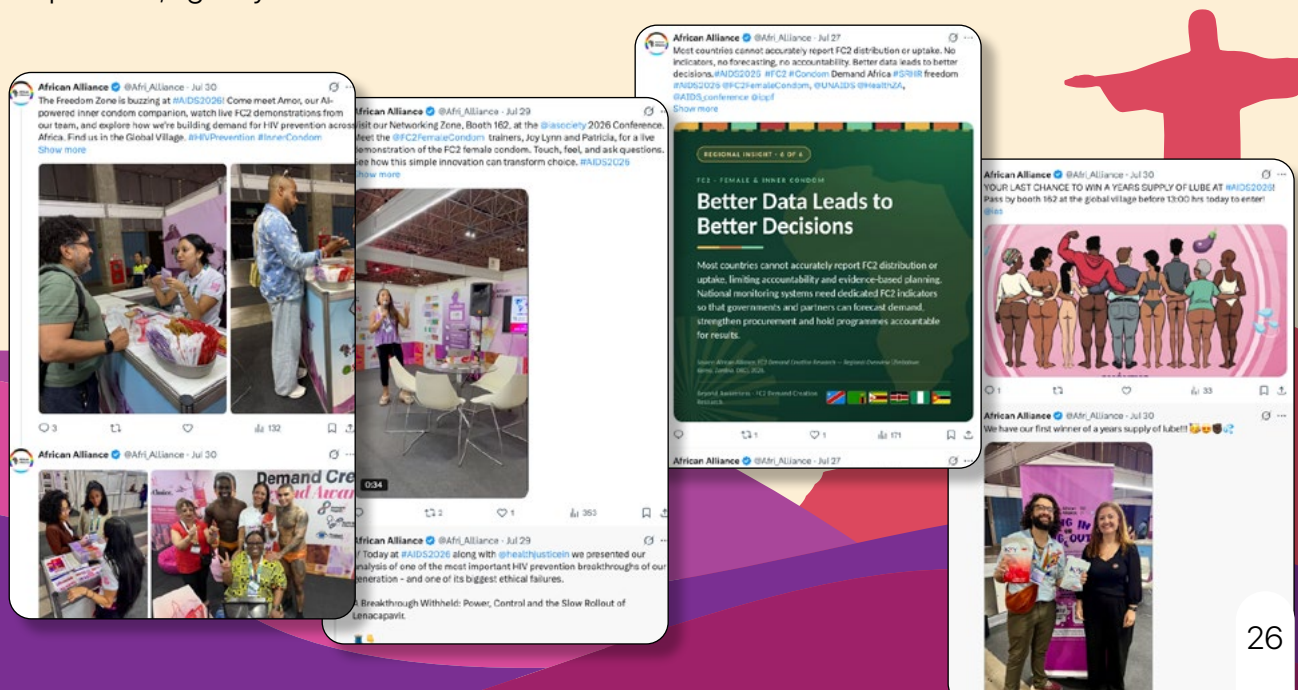
Social media threads. Four language versions built around the evidence cards and conference messaging.

Country briefs and booth graphics. QR-linked materials covering Zimbabwe, Kenya, Zambia, the DRC, Nigeria and Mozambique.

Ring In or Ring Out? multilingual rollout. The survey and campaign have now been released beyond the conference through multiple digital platforms, including Portuguese and Spanish promotion as well as English. The campaign includes a designer roll-up banner, social graphics, a seven-post thread and trilingual survey pages carrying African Alliance and FC2/FHC branding.

Network amplification. GATE, Global Gay Men Connect, MPACT and other global gay and trans networks are being engaged to drive survey uptake among communities with direct relevance to the anal-use questions.

Pleasure-centred content pipeline. The forthcoming Anna and Joy Lynn conversation provides a basis for a full recorded discussion, short social clips, facilitator prompts and provider-facing content on pleasure, agency and internal-condom demand creation.



12. What AIDS 2026 taught us

- a. **Awareness still needs to begin at the beginning.** The FC2 remains unfamiliar enough that product identity and basic use need to be part of any demand-creation strategy.
- b. **Physical availability changes the conversation.** Distributing 8,000 samples, 50 demonstration models and thousands of lubricant sachets allowed people to encounter the product as something usable rather than theoretical.
- c. **Pleasure should sit beside protection.** The post-conference Good Sex is Public Health conversation has been developed specifically to build language around choice, pleasure, communication and agency into the next phase of FC2 demand creation.
- d. **Demonstration is a conversion point.** People understand a skills-based product more quickly when they can see, touch and practise with it.
- e. **Digital engagement works best as a doorway.** Amor helped people ask low-pressure questions, while trainers and partner spaces provided the deeper human interaction.
- f. **Local language changes the quality of engagement.** The Portuguese exchanges and the ongoing Portuguese and Spanish survey rollout show why localisation should be built into the model rather than added after the fact.
- g. **Key-population relevance should be designed in.** Trans, gay men/MSM and sex worker spaces were not peripheral audiences. They are part of the FC2's potential user and advocacy base when the product is framed as an internal condom.
- h. **Demand without access is incomplete.** Interest becomes meaningful only when people can obtain the product. Awareness investments should therefore be paired with market-specific access pathways.
- i. **Local market partnership matters.** Semina's Brazilian market knowledge, Della positioning and KY sponsorship made the activation more locally grounded and materially stronger.
- j. **Community-led product learning can define research priorities quickly.** Ring In or Ring Out? has already identified variation in ring practice, uncertainty and lubrication as questions that should shape a larger anal-use evidence programme.



13. What delegates asked

The Amor log captured the language people used when they were free to ask simple or sensitive questions directly. Examples include:

- 
1. “What are you, exactly?”
 2. “How do I use you?”
 3. “Show me how to insert you”
 4. “Does it hurt?”
 5. “Can I use you with a male condom?”
 6. “Where can I get you in my country?”
 7. “Qual a diferença para a camisinha masculina?”
 8. “Onde encontro você no meu país?”



These questions are useful because they provide a practical content brief. Future FC2 materials should answer them directly, in the language people use, and connect each answer to demonstration or access information where appropriate.

14. Value delivered

Area	Value
Product distribution	6,000 FC2 samples in multiple colours and scents, 2,000 unscented Della samples, 50 demonstration models, and thousands of KY and Semina lubricant sachets distributed across the activation.
Trained human capacity	Four FHC-trained Master Trainers delivering practical demonstrations and community-facing product support.
Brazilian market partnership	Semina Brazil provided host-country market knowledge, Della localisation and lubricant support, strengthening the relevance of the activation in Brazil.
Pleasure-centred demand creation	A fully developed post-conference Good Sex is Public Health conversation framework, scheduled for the coming weeks, linking the FC2 to culture, pleasure, communication, agency and receptive-partner control.
Multilingual engagement	Amor/Della conversations and campaign content in priority languages, including substantive Portuguese engagement in the host market.
Market evidence	Demand Creation Research across six African countries, bringing procurement, distribution and provider-confidence barriers into the conference activation.
Key-population access	Direct engagement through trans, gay men/MSM and sex worker spaces, expanding the product conversation beyond a women-only frame.
Ongoing community-led analysis research	A tested trilingual survey instrument now expanding beyond AIDS 2026 through Portuguese and Spanish social promotion and global gay and trans networks.
Product-development signal	Initial user data identifying ring-practice variation and additional lubrication as questions for a larger sample and future study design.
Reusable content	Evidence cards, social media threads, country briefs, booth materials, survey campaign assets and a forthcoming pleasure-centred content package that can continue to be used after AIDS 2026.

15. Conclusion

AIDS 2026 demonstrated that the FC2 demand-creation challenge is broader than awareness. People need to know what the product is, understand how to use it, have the chance to handle it, see how it fits into the sex they actually have, feel able to ask questions without embarrassment, and know where to obtain it once interest is created.

The activation addressed those needs through several routes at once. Six thousand FC2 samples, Two thousand Della samples and 50 demonstration models made the product tangible at meaningful scale. Master Trainers provided practical support. Semina Brazil grounded the work in the host market and added thousands of KY and Semina lubricant sachets to the user experience. Amor created a low-pressure multilingual doorway into product questions. The Demand Creation Research located those questions within real procurement and distribution constraints. Key-population partnerships widened the audience. Ring In or Ring Out? has now moved from a conference pilot into an ongoing multilingual evidence-building effort through global gay and trans networks.

The work also continues beyond Rio. The forthcoming Anna and Joy Lynn Good Sex is Public Health conversation takes the demand-creation work into territory that conventional prevention programming too often neglects. People do not make sexual-health decisions only through the language of risk. Culture, pleasure, trust, communication, identity, bodily autonomy and the ability to say what one wants all shape whether a prevention option becomes meaningful, desirable and usable in people's actual sexual lives. The conversation will examine how these factors influence decisions about protection, including how people negotiate condom use with partners, whether trying something new can be pleasurable rather than clinical, and how protection can become part of intimacy rather than an interruption to it. The FC2 has a distinctive place in that conversation because it gives the receptive partner another way to exercise choice, while creating space to talk about protection alongside comfort, sensation, communication and pleasure.

The anal-use survey raises a parallel evidence challenge. Community practice already exists, but formal evidence and guidance lag behind it. The current survey cannot answer safety, effectiveness or regulatory questions. What it can do is establish which practices exist, what trade-offs users are making and which questions a future study must be designed to answer. That is a more useful starting point than designing a study around assumptions about how people use the product.

Success is then measured not simply by how many people encountered the FC2, but by whether people understood it, wanted it, could obtain it and had the confidence to use it!

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The African Alliance's Impact and Advocacy at AIDS 2026

The Networking Zone, Global Village Booth 162
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