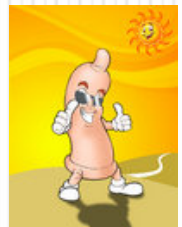


Safe Sex Marketing Campaign

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Office of the Chief Medical Officer of Health
New Brunswick
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3 Main Messages

- May be asymptomatic (chlamydia) or symptoms are unnoticed (syphilis)
- If at risk, get tested
- Always use a condom

Chlamydia campaign

Target group - 20-24 years old

Component s	Description
Posters and washroom boards	Posters 15" X 22" distributed to community partners by Public Health: "The Complete package" and "What's he/she carrying"
	Washroom boards 13" x 17", "The Complete Package" in 32 bars and pubs in NB
Pre-roll ads	15 sec. ad on CTV.ca and TOU.TV played before start of shows targeting 18-25 yrs old
On-line ads	15 sec. ad posted on Facebook and www.gnb.ca/WhoKnew
Print ads	"What's he/she carrying " poster on university campus papers (The Brunswickan (UNB), the Acquinian (STU), Le Front (U de M) and in HERE, a free magazine in 3 main cities

Syphilis campaign

Target group – men 18-55

Components	Description
Posters	To be displayed at gay bars, pride events, sex stores, campground, gym and in 'safe rooms'
Condom match-book	To be handed out at gay bars, pride events, ...
Online ads	Facebook
	MSM dating sites manhunt.com, gay.com, plentyoffish.com and others
T-shirts	Used by well-known/respected gays and by bartenders and other employees, at gay bar, seasonal event or gay pride events and service providers
Video on-line	Posted on YouTube and www.gnb.ca/WhoKnew and available on DVD

Enhanced Partner Notification (PN)

- Guideline to clinicians requesting that all cases of syphilis be referred to PH for follow-up and PN.
 - PH completes investigation questionnaire including risk factors.
 - Most cases reached by phone; some face-to-face or by e-mail.
- PN of anonymous contacts –
 - Information about syphilis outbreak posted on MSM dating sites and on Facebook;
 - Syphilis video posted on YouTube.

Enhanced access to testing

- **List of testing sites on website**
 - List of clinicians participating to chlamydia and syphilis testing;
 - List posted on campaign website www.gnb.ca/WhoKnew ;
 - Website printed on all material distributed.
- **Testing kits**
 - Aim : facilitate access to testing. No need to see a clinician to get a medical order for a chlamydia/gonorrhoea lab test.
 - Content of kits: lab requisition with a clinician's name, specimen collection info, factsheet and urine bottle ;
 - Distribution: Kits distributed in many clinics and other public places accessible to youth