

Sexual and Reproductive Health

Marlene Williams & Anna Whitehead

**The New Zealand Sexual Health Association Society
Conference, 28 – 30 August 2008**

Plenary Session 3

30 August 2008

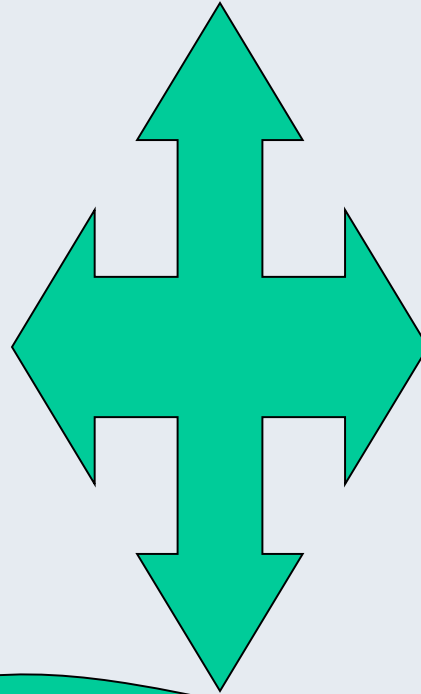
Social Marketing Campaign

- **NO RUBBA, NO HUBBA HUBBA**
- December 2004 – July 2005
- Increased likelihood of condom use
- Decrease in those that would still have sex with no condom available



Social Marketing Campaign

**Sexuality
Education**



**Chlamydia
Opportunistic
testing &
treatment**

Survey

Intent

- Focus on 15 to 24 year olds
- Sexually transmitted infections
- Reduce health inequalities between Maori and non-Maori

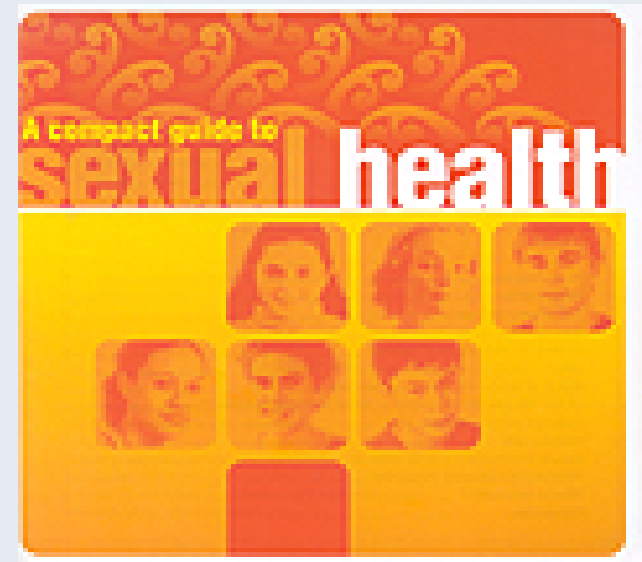
Social Marketing Campaign

- Literature review
- Workshops with key stakeholders
- Youth Voices [North & South Island]
- Support for parents and caregivers
- General practice strategies
- Māori access to services

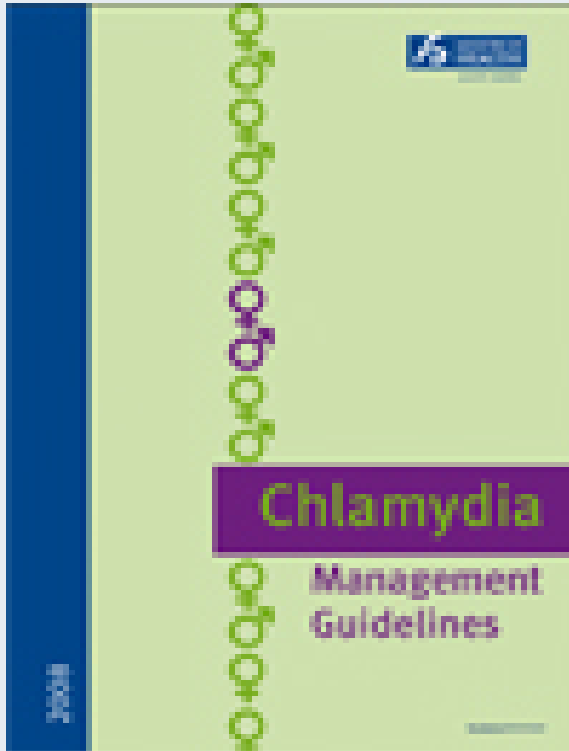
Social marketing
campaign
strategy

Sexuality Education

- Ministry of Education
- Systematic review & critical appraisal of literature
- Stocktake of resources for schools
- Evaluation of school resources



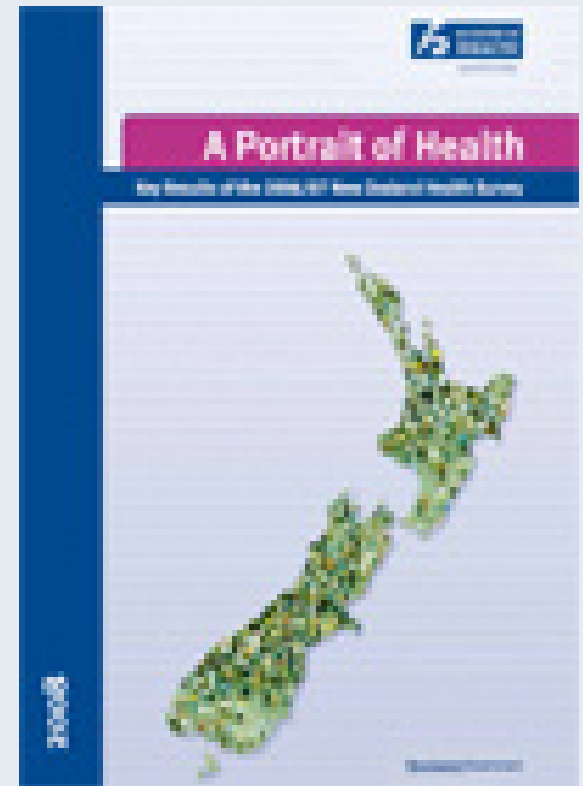
Chlamydia



- Draft Chlamydia Management Guidelines
- Pilot projects [Auckland, Lakes & Waikato DHBs]
- Posters & pamphlets

Health Survey

- **First** New Zealand Sexual and Reproductive Health Survey
- Pilot completed in 2006
- Health and Disability Intelligence



Contacts

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