

# 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**

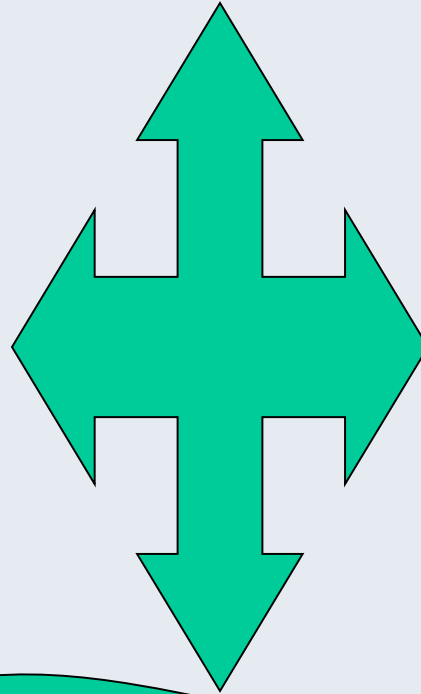
# Social Marketing Campaign

- **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

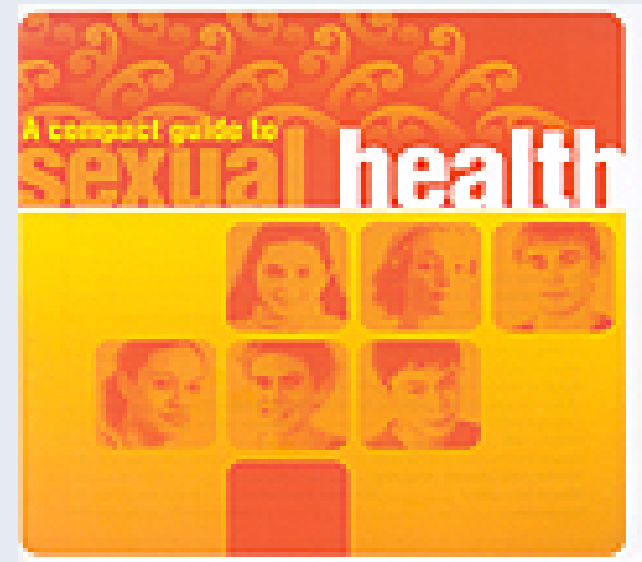
# Social Marketing Campaign

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

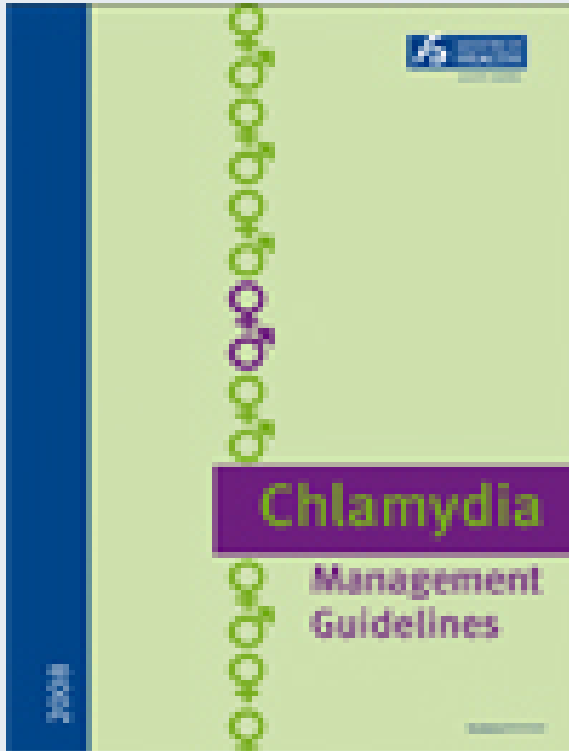
Social marketing  
campaign  
strategy

# Sexuality Education

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



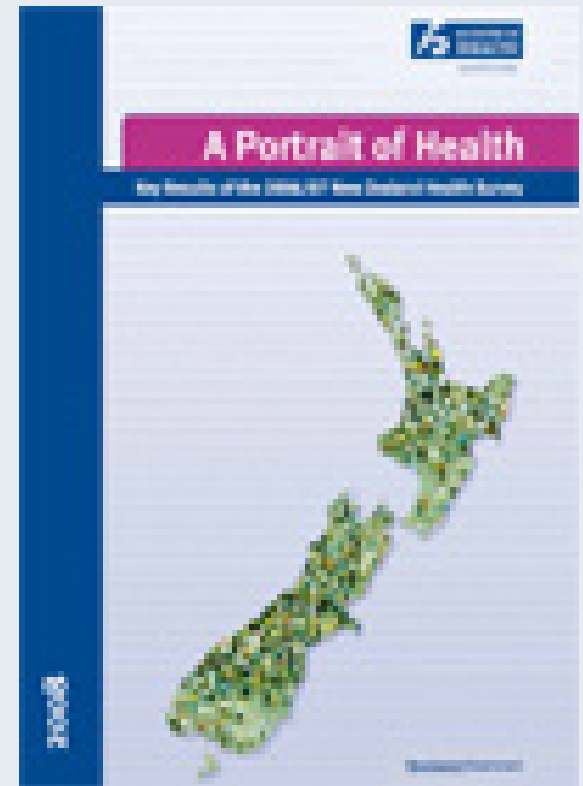
# Chlamydia



- 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

Marlene Williams

Senior Portfolio Manager

Public Health Operations

Telephone 07 858 7010

[marlene\\_williams@moh.govt.nz](mailto:marlene_williams@moh.govt.nz)

Anna Whitehead

Project Manager Sexual Health

Public Health Operations

Telephone 07 858 7057

[anna\\_whitehead@moh.govt.nz](mailto:anna_whitehead@moh.govt.nz)