

**GOOD MEMORIES**  
**NO REGRETS**

## *Raising awareness & encouraging safer sex & safer drinking*

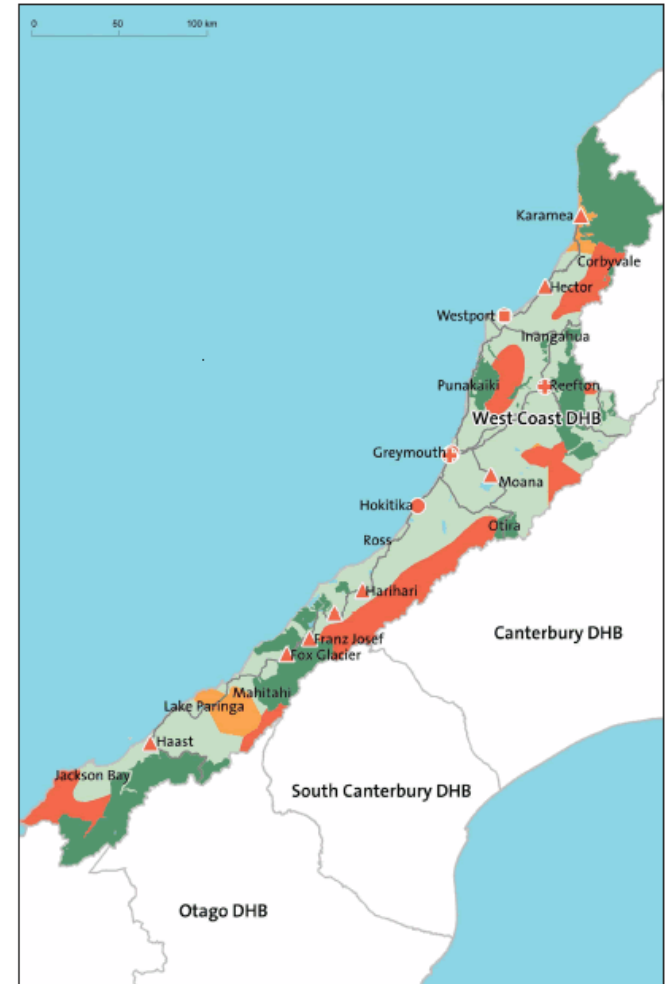
- ◇ Alcohol & sex are a major issue for young people in New Zealand
- ◇ Binge drinking often leads to unsafe &/or unwanted sexual experiences
- ◇ In 2009, on the West Coast, 81% of Chlamydia cases were contracted by the 15-24 year age group

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# West Coast specifics

- ◊ Widespread rural area
- ◊ Karamea to Haast = Wellington to Auckland
- ◊ Limited access to services

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◆ Accident and medical centre    ◆ Hospital    ■ Always available    ■ Sometimes available    ■ Never available  
● General practice    ▲ Nurse    ■ Other    ■ National parks    ■ Lakes and ocean

# West Coast sexual health

- ◇ High ECP usage
- ◇ PHO funds free sexual health for under 22s
- ◇ Under 25s in Glacier Towns
- ◇ Identified high risk events
  - Kumara Races
  - Wildfoods Festival
- ◇ Tourism hot spots
  - Franz Josef
  - Mahinapua Pub



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# GOOD MEMORIES



**DRINKING  
AFFECTS THE  
DECISIONS  
YOU MAKE**

*Keep  
yourself  
safe*

**CONDOM ON - LUBE UP**  
*Whoever, whenever, wherever*



# NO REGRETS



- ◇ Positive message
- ◇ Multi media
- ◇ Logo recognition
- ◇ Humour

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# Condom packs

800 distributed monthly Coast-wide

- ◇ Agencies
- ◇ Cafes & pubs
- ◇ Rural Nurse Specialists
- ◇ Health Centres & GPs



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# Topical condom packs

Olympics 2012



St Patrick's day 2012



Rugby World Cup 2011



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# Chlamydia water

“a cleverly engineered campaign to raise awareness of sexual health” (The Press, March 2012)

Part funded by ALAC



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