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health!

# *Engaging Youth: Adventures in Sex City*

Presenters:

Joshua Poynter BScN, RN

Lisa Kelliher BHSc



# Past Campaigns

- Message developed by Public Health Nurses
- Posters completed by graphic designer
- Posters focus tested with target age group
- Revisions made by graphic designer if necessary



# The Clinic

519-663-5446 50 King St. London

- Birth Control
- Pregnancy Testing
- Emergency Contraceptive Pill
- Testing and Treatment for Sexually Transmitted Infections
- Free Condoms
- Free Needle Exchange

**Know Your Choices**  
Sexual health for life

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# Chlamydia\*

\*(klə-mīd'ē-ə)

4 out of 10 can't pronounce it!  
8 out of 10 don't know they have it!



**FREE Condoms, Testing & Treatment**

Condoms help protect you against other STIs including HIV/AIDS

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# Get It On!



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# Youth Engagement

- Youth engagement can help achieve positive health outcomes
- In London there has been a Youth Action Alliance that has done great work related to tobacco

# Community Partners

- We worked with Mind Your Mind
- They have lots of experience facilitating youth engagement
- Their expertise was an asset in this process



**mindyourmind** is a non-profit mental health engagement program that works with youth, emerging adults and the professionals who serve them to develop reliable and relevant resources and communication platforms. These resources are designed using current evidence and research to reduce the stigma associated with mental illness and increase access and use of community support, both professional and peer-based.

Through the use of active engagement and technology mindyourmind inspires youth to reach out, get help and give help.

From the mindyourmind.ca website



# Doubts and Concerns

- “Youth do not know what they want”
- “They are unreliable”
- “Only nerds will volunteer for a health promotion project”

# Recruiting

- Posters at Schools, Libraries, College, University and Community Centres
- Most youth were recruited through word of mouth
- Interviews were done to help find representative sample

# Youth

- Age 16 – 20
- 4 Males and 4 females
- High school, University, College
- Paid an honorarium

# Groups

## Group #1

- Introductions
- Ground rules
- Getting to know each other

# Groups

## Group #2

- Education
- Sexual Health
- Marketing

# Groups

## Group #3

- Mock Campaigns
- Review other online sexual health resources

# Groups

## Group #4

- Brainstorm for campaign
- Determine key messages
- Magazine review
- Small group idea development

# Groups

## Group #5

- Present all ideas
- Shuffle ideas and groups
- Vote

# Groups

## Group #6

- Search web for photos
- Use Photo Shop for development
- Shuffle and continue

# Other Professionals

- Graphic Designer
- Web developer
- Game Developer

# Distribution

- Youth need to take responsibility
- School Public Health Nurses
- Bar campaign
- Health Fairs
- University and College
- Facebook, Twitter...



**PLAY**

ADVENTURES IN...  
**SEX CITY**



MIDDLESEX-LONDON

**SEX  
SQUAD**



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BEHIND  
THE SCENES

POSTERS



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# The Clinic

**519-663-5446** 50 King Street, London  
**519-245-3230** Kenwick Mall, Strathroy

- Birth Control
- Pregnancy Testing
- Emergency Contraceptive Pill
- Testing and Treatment for Sexually Transmitted Infections
- Free Condoms

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### Clinic Hours

**LONDON**  
STI Clinic: Mon. 5-7 pm, Wed. 5-7 pm, Fri. 8:30-10:30 am  
Birth Control Clinic: Call for appointment

**STRATHROY**  
STI and Birth Control Clinic: Call for appointment

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Look who's back!  
**Syphilis...**  
an old disease that's making a comeback



Have you had a sore or rash? Your "kiss-ass"? Maybe you have the symptoms.

**Get Tested**  
A single blood test can tell you if you are infected.

**Get Treated**  
Syphilis can be treated with antibiotics. If you get it early, it is curable.

**Get Protected.**  
Use condoms during oral & anal sex

**The Clinic 663-5446**

**Chlamydia**  
*(klay-mid'ee-ya)*  
Hard to say. Easy to catch!



**USE A CONDOM**  
Condoms Protect You Against HIV/AIDS & Other STIs

**The Clinic 519-663-5446**



**Chlamydia**  
*(klay-mid'ee-ya)*  
4 out of 10 can't pronounce it!  
8 out of 10 don't know they have it!



**FREE Condoms, Testing & Treatment**  
Condoms help protect you against other STIs including HIV/AIDS

**The Clinic 519-663-5446**  
www.theclinic.com

**STI TESTING.** Easy as pouring in a cup.



**THE CLINIC**  
519-663-5446

**ML HEALTH UNIT**  
www.theclinic.com



**Get It On!**



**FREE Condoms, Testing & Treatment at The Clinic**

**ML HEALTH UNIT**  
www.theclinic.com

**The Clinic 519-663-5446**

## Website Links:

### - Sex-Fu Challenge

[http://www.sexualityandu.ca/multimedia/games/sexfu/index\\_e.asp](http://www.sexualityandu.ca/multimedia/games/sexfu/index_e.asp)

### - Sexualityandu.ca

<http://www.sexualityandu.ca>

### - Go Ask Alice

<http://www.goaskalice.columbia.edu/>

### - Take Care Down There

<http://www.takecaredownthere.org/>

### - Spiderbytes.ca

<http://www.spiderbytes.ca/>

### - Scarleteen.com

<http://www.scarleteen.com/>

### - Sextetc.org

<http://www.sexetc.org/>

### - Rainbow health

<http://www.rainbowhealth.ca/>

### - Mind your Mind

<http://www.mindyourmind.ca/>



## Videos for Web

### Condom Dogs

<http://www.youtube.com/watch?v=Uqt3Zb7BItA&feature=related>

### Condom Gum

<http://www.youtube.com/watch?v=w4aub8W13IY>

### Condom Drawer

<http://www.youtube.com/watch?v=XHOc716NRXQ>

### Following

<http://www.youtube.com/watch?v=bizJWtJ0xXo&feature=related>

### Milkman

<http://www.youtube.com/watch?v=7BMXKlproVQ>

### Pick what you want

<http://www.youtube.com/watch?v=387xAhNwrHg>

### Plan B

<http://www.youtube.com/watch?v=pR94PRnzkbk>

### The Quarrel

<http://www.youtube.com/watch?v=mP-8u9VpY7E>

### You never know

<http://www.youtube.com/watch?v=xhbns7j6bpU&feature=related>





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Sexual Health for Life! confidential • non-judgemental

Sexual Health for Life! graphic with icons for Birth Control, Relationships, STI's, Sexual Health Info, Adventures in Sex City, General Information A-Z, and the Clinic. Includes contact info: health@mlhu.on.ca

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**TO DEVELOP THIS WEBSITE THE MIDDLESEX-LONDON HEALTH UNIT COLLABORATED WITH MIND YOUR MIND AN INTERNATIONALLY ACCLAIMED LONDON-BASED YOUTH MENTAL HEALTH WEBSITE AND SUPPORT PROGRAM.**

**TOGETHER WE RECRUITED A GROUP OF YOUTH AGE 16 - 20 TO COME UP WITH IDEAS ABOUT HOW TO MAKE SEXUAL HEALTH INFORMATION FUN AND INTERESTING.**

**EVERYTHING YOU SEE ON THIS WEBSITE HAS BEEN DIRECTLY INFLUENCED BY THE CREATIVITY OF OUR YOUTH ADVISORS. WITHOUT THEM NONE OF THIS WOULD HAVE BEEN POSSIBLE.**





**STI TESTING.** Easy as peeing in a cup.

**THE CLINIC**  
(519) 663-5446

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[www.healthunit.com](http://www.healthunit.com)  
[www.getitonlondon.com](http://www.getitonlondon.com)



# Look who's back! Syphilis...

an old disease that's  
making a  
comeback



Have you had a  
sore or rash  
you've ignored?  
Maybe you have  
no symptoms.

### Get Tested

A simple blood test  
can tell you if you  
are infected.

### Get Treated

Syphilis can be  
serious if left  
untreated. If  
treated early,  
it is curable.

## Get Protected.

Use condoms during oral & anal sex

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[www.healthunit.com](http://www.healthunit.com)

**The Clinic 663-5446**



# Chlamydia\*

\*(klə-mīd'ē-ə)

Hard to say. Easy to catch!



## USE A CONDOM

Condoms Protect You Against HIV/AIDS & Other STIs

**UW** **The Clinic** 519-663-5444

UW  
HEALTH  
INITIATIVE



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**The Clinic**

**519-663-5446**  
[www.healthunit.com](http://www.healthunit.com)



Get It On!



FREE Condoms,  
Testing & Treatment  
at The Clinic

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MLHU Article - London Clinic - Information and Hours - Microsoft Internet Explorer provided by Middlesex-London Health Unit


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## London Clinic - Information and Hours

The Middlesex-London Health Unit operates two types of clinics at our 50 King Street Office: a Birth Control Clinic (also called Family Planning Clinic) and a Sexually Transmitted

**Birth Control Clinic:**

At the Birth Control Clinic, we offer birth control, pregnancy testing, and counseling, emergency contraception, Pap tests and breast exams. Clients are counseled about birth control which can be purchased at The Clinic at an affordable price. Clients can attend the Birth Control Clinic by appointment only and must present a valid health card at each visit.

To make an appointment for the Birth Control Clinic, call 519-663-5446. Please bring your health card.

Birth Control Clinic Hours: (By appointment only)  
Monday – Thursday 9 am – 4pm

Pill Purchase:  
Monday – Thursday 9am – 7 pm , Friday 8:30 am – 4 pm

**Sexually Transmitted Infection (STI) Clinic**

The STI Clinic operates on a drop-in basis. No appointment is required and clients do not have to present a health card. STI testing and treatment are provided at no charge. Emergency and pregnancy testing is also available.

STI Clinic Hours: (No appointment)  
Monday and Wednesday 5pm – 7pm  
Friday 8:30 am – 10:30 am

Last Updated: 2009-08-19

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## Strathroy Clinic - Information and Hours

At the Strathroy Clinic, we offer birth control, sexually transmitted infection (STI) testing, pregnancy testing, and counseling, emergency contraception, Pap tests and breast exam counseled about birth control options, most of which can be purchased at The Clinic at an affordable price. A Nurse Practitioner will provide your care. Appointments are highly an appointment at The Clinic, please call 519-245-3230.

**The Clinic hours:** (by appointment only)  
Every Wednesday, 9:30 am – 4:30 pm  
1<sup>st</sup> and 3<sup>rd</sup> Thursday of the month, 9 am – 4:30 pm  
Evenings are available

Last Updated: 2009-08-19



- 9 short videos were shown at the conference.
- To get/view a copy, contact Joshua or Lisa

**Thanks**

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[lisa.kelliher@mlhu.on.ca](mailto:lisa.kelliher@mlhu.on.ca)