



AUCKLAND DISTRICT HEALTH BOARD

Communications

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ADHB Media Release

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Campaign Launched Encouraging Safe Sex During Rugby World Cup

A new campaign aimed at encouraging safe and responsible sexual behaviour during the Rugby World Cup has been launched today by Auckland District Health Board (ADHB).

The 'Play Fair, Play Safe' campaign borrows rugby imagery to encourage World Cup patrons to think about the consequences of unprotected sex and promotes the use of condoms.

The campaign is being led by ADHB's Auckland Sexual Health Service (ASHS) and will also be used by other DHBs across New Zealand during the World Cup period.

"At least 85,000 international visitors are expected to arrive in New Zealand for the World Cup and we don't believe simply telling people to abstain from sex as a single strategy is a realistic way of sending out effective messages about sexual health," said ASHS Programme Supervisor Nick Laing.

"This campaign is acknowledging the realities of a major event like the World Cup where there is a large influx of people partying and celebrating, which is conducive to a potential rise in sexual activity.

"People need to be thinking about preventing sexually-transmitted infections and unintended pregnancies.

"It's also important for people to think about issues around consent when they are intoxicated."

The campaign will see posters and condom wallets distributed throughout the World Cup encouraging consensual and safer sex practices.

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