



News Release

Government of Nunavut Launches Sexual Health Campaign “I Respect Myself”

IQALUIT, Nunavut (February 11, 2010) – A new sexual health campaign “I Respect Myself” aimed at youth to raise their awareness of sexual health and lower the incidence of sexually transmitted diseases was launched today by the Department of Health and Social Services in Nunavut.

“Nunavut has very high rates of Chlamydia and Gonorrhoea and this social marketing campaign is designed to change attitudes towards condom use,” said Dr. Sobol, Nunavut’s Chief Medical Officer of Health. “When people respect themselves they will also want to protect themselves.”

This campaign features a new informational website – www.irespectmyself.ca, promotional materials and safer sex products for distribution in all Nunavut communities. The campaign sends the message that Nunavummiut should choose to respect themselves and their partners by taking care of their bodies and their sexual health.

The website is designed to give youth the information they need to talk about sex with their partners and put them in control of the decisions they make regarding their sexual health and relationships.

The campaign also includes the distribution of condom “match packs” with a new design being introduced each month. The messaging is always the same and very important – “always use a condom” and “get tested.” Research shows that condom use is the most effective way to prevent the transmission of Sexually Transmitted Infections from partner to partner.

All Nunavummiut, especially youth, as well as those who work with youth, are encouraged to visit the new website – www.irespectmyself.ca – and learn about sexual health. Choose to respect yourself and your partner, by taking sexual health and healthy relationships seriously.

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