

Prevention of HIV/AIDS and STIs in France

**Developments of communication plans
2010-2012**

Inpes - Sexual health team

- Our work is based on international recommendations :
 - International Conference on Population and Development (1994)
 - Sexual Health (WHO 2006)
- International recommendations about sexual education (UNAIDS, IPPF - international planned parenthood -, UNESCO, Canadian guidelines for education in sexual health).

Themes (WHO)

- STI's/HIV
- Unwanted pregnancies/ abortion/ contraception
- Sexuals troubles /infertility
- sexuals and gender related violences
- Younger sexual health and education for sexuality.
- Sexual orientation and gender identity.
- Mental health related/associated to sexual health.
- Impact of physical disabilities and chronic diseases on sexual well-being
- Promoting safe and satisfying sexual experiences

Main thrusts of the Inpes prevention programme

- Producing communication campaigns highlighting the most vulnerable groups;
- Producing brochures, tools and reference materials to support the health education campaigns;
- Provision of preventative measures (around 6 million male condoms and 850,000 female ones);
- Supporting associations in their prevention work (national projects) (by grants and methodological support);
- Carrying out research and studies to allow both proper direction of the intervention strategies and evaluation of the communication campaigns.

Frameworks

- **Youth health plan 2008-2011**
- National plan against B et C hepatitis
- Health policy for those placed under judicial -
Plan d'actions stratégiques 2010-2014
- **National plan against HIV and STI's 2010-2014**

Strategics

- **Encourage people to get tested for STIs (including HIV)**
- **Develop a comprehensive approach to promoting sexual health in priority populations and areas**
- **Develop specific prevention actions in priority populations and areas**

Screening

« Le progrès » 2010 and 2011 campaign

Objective :

Advertising for everybody on TV and cinema theatre

Videos and banners on Internet

Specific campaigns for MSM

Implementation of general population film with homosexuals for the Internet

Gays posters and press announcement
(22 gay press publications, Posters in gay bars)

Postcards with specific messages



Specific campaign for immigrants and people living in FDA

The campaign "my future is my health" in 2011 and 2012

= Posters for immigrants and people living in French Departments of America

Coverage in immigrant social areas

= Press announcement

Coverage in immigrant medias

Gay community targeted scheme

Targeted media campaigns

About primary-infection in 2010 and screening in 2011 and 2012.

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Prends-moi : a magazine on gay sexuality

- Explicit content on the mechanisms which influence behaviour in terms of sexuality and prevention
 - Internet cruising, older and younger, living with HIV, self control, body, porn and love (next year)
- A new website with all information : magazines articles, prevention information, videos...



Immigrant community targeted scheme

Targeted media campaigns :

About modes of contamination in 2009/2010, and about screening in 2011/2012

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Et la santé, on dit quoi ? : a magazine on health issues for african people living in France

Toi-même tu sais ? A series about health for african people living in France (DVD's, website...)

La santépourtous.fr A informative website on health issues for immigrant people living in France

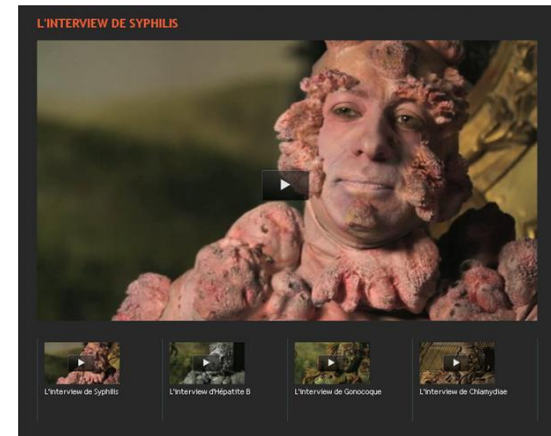
Young people campaigns :

About STI's's in 2011 and Chlamydiae in 2012

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Onsexprime.fr : a website on sexual health issues for young people

- Texts and videos about sexualities
- A series about first times : “Puceaux” (“virgins”)
- A facebook page.



People Living with HIV tools

Ce soir tu risques de
coucher avec léo qui a
couché avec alexandre
et he né qui ont couché
avec pat qui a couché
avec hypolite et ted qui
ont couché avec charles
qui a couché avec pierre

Cirrhose et cancer du foie dus à l'hépatite C
sont la première cause de mortalité
chez les personnes atteintes de sida.

Faites le test. Protégez-vous.

0800 900 900

SEXES & SANTÉ

ENTRE HOMME ET FEMME
VIVANT AVEC LE VIH