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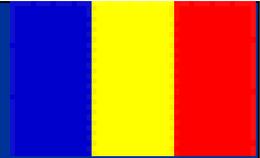
Romania

United Nations Development Programme

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Truth or Dare – knowing about sexuality helps HIV/AIDS prevention

United Nations Development Programme (UNDP) and the Society for Contraceptive and Sexual Education (SECS) launched a multi-media kit “**Love and Sex – Truth or Dare**”. This HIV prevention education CD-ROM is designed for teenagers over 12 years old.



Love and Sex – Truth or Dare

The event was moderated by Dr. Cristian Andrei, project team member who created the CD concept. The panelists were: Ms. Soknan Han Jung, UN Resident Coordinator and UNDP Resident Representative, Ms. Eugenia Dumitrescu, Teacher at Hyperion Highschool, Dr. Ioana Marian, Ministry of Health, Dr. Borbala Koo, Executive Director SECS and Dr. Dumitru Licsandru, Director for International Relations, National Antidrug Agency.

The CD-ROM is a product of a UNDP project "All about HIV/AIDS", better known as Sexdex (www.sexdex.ro). The project's website is the first one in Romania to offer comprehensive information, specialized advice and on-line confidential counseling to young people on HIV/AIDS and related issues, such as unwanted pregnancies, STIs, and substance abuse. With more than 300,000 visitors, the sexdex website has been recognized as a powerful, cost-effective way of reaching out to young people with health education messages. The project combines Internet-based activities with traditional media and off-line campaign across the country by the Sexdex Caravan, a mobile education unit.

The project team conducted research on youth interests and expectations, based on their interaction with youngsters and more than 5,000 queries submitted via the Sexdex website. The main conclusion is that classic HIV prevention messages have limited impact on youth, as they fail to address their real – and broader – concerns. Therefore, this educational kit has been created from a new perspective. Speaking their language and responding to their interests and needs, the CD-ROM includes guidance on approaching a relationship, and takes into consideration teenagers' reluctance to openly communicate with adults on issues that they consider as part of their private realm.

The CD-ROM was received with great enthusiasm both by the pupils attending the event and the media. Building on this successful launch, the Sexdex Caravan will carry it to teenagers in other parts of the country. UNDP hopes to inspire similar initiatives in Romania and abroad, as currently there are plans to replicate the project in other countries in the region.

For more information please contact UNDP Romania's Governance Section at governance@undp.ro.



Dr. Cristian Andrei, moderating – Pupils and journalists attending the event – Project team members: Florin Iorganda, Project Manager, Dan Dionisie, Head of Governance Section, UNDP and Sorana Vasoiu, psychologist.