



FOR IMMEDIATE RELEASE

LAUNCH OF THE NEW SEXUAL-HEALTH LOGO IN NUNAVIK

Kuujuuaq, February 13, 2012 – This week, the Nunavik Regional Board of Health and Social Services is launching a new logo for sexual health in Nunavik, to coincide with Healthy Relationships Weeks, which will be held February 12 to 18, 2012.



Unfortunately, for the past few years, Nunavik has had the highest documented rate of sexually transmitted and bloodborne infections (STBIs) in Québec for both chlamydiosis and gonorrhea. More precisely, in Nunavik, men and women aged 15 to 29 years have the highest chlamydiosis infection rates and those aged 20 to 29 years have the highest gonorrhea infection rates. The Nunavik Department of Public Health considers the situation alarming, and all the more so because risky sexual behaviour is behind this type of infection.

“Under the circumstances, it is now more important than ever to ensure action to better prevent and treat these STBIs,” stated Dr. Serge Déry, Nunavik Director of Public Health.

In March 2012, a regional campaign developed by the Nunavik Department of Public Health jointly with a group of Nunavik youths will be held to combat these infections and promote the adoption of safe sexual practices. The launch of the new logo is also the fruit of work accomplished with the workers and youths of various Nunavik communities to make this campaign possible.

Starting this week, various promotional items bearing the new logo will be distributed in the schools and grocery stores of Nunavik in order to raise public awareness.

*The NRBHSS is a public agency created in 1978 under the **James Bay and Northern Québec Agreement**. It is responsible for nearly the entire Québec territory located north of the 55th parallel in terms of the provision of health and social services for the inhabitants of the 14 communities.*

- 30 -

Source: Nunavik Regional Board of Health and Social Services
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This communiqué is also posted on our Web site at www.rrss17.gouv.qc.ca.