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From : Hong Kong AIDS Foundation
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FOR IMMEDIATE RELEASE:

HKAF new term "Sextitude" to encourage safer sex practices and HIV Testing

The Hong Kong AIDS Foundation ("HKAF") has expressed concern over the reviews on local HIV/AIDS situation in first quarter of 2016 as reported by the Centre for Health Protection, Department of Health.

The latest release showed that over 75% of local HIV infection was through sexual transmission, so the Hong Kong AIDS Foundation is determined to step up its publicity of the "practise-safer-sex" message in the community. Ms. Eris Lau, Chief Executive of the HKAF, said, "Hong Kong AIDS Foundation recently created a new word "Sextitude", which is composed of two words, "Sex" and "Attitude", to urge the public to keep an open mind yet positive attitude towards sex and to bear in mind the need to use a condom during all sexual intercourse to protect themselves and their partners."

As is widely recognised, education is one of the most important keys to effective prevention of HIV. Currently, the Foundation will share with the public FOUR key "safer sex" slogans, which carry the core meaning of "Love with Sextitude" in a bid to help establish a healthy and responsible attitude towards sex within our community:

Practise Safer sex –

Proper use of condom during all sexual intercourse to protect you against any HIV infection even in the most romantic and passionate moments. There is a risk of HIV infection from any unsafe sexual activity.



Don't Use Expired Condoms –

Using expired condoms can increase the risk of transmission of HIV and other sexually transmitted diseases. Make sure you do not use any expired condoms and check the pack before use. In addition, keep the condom away from heat and pressure. Therefore, never place your condoms in purses or trouser pockets.



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Sex with Condoms–

Without complete knowledge of your partner's sexual history and level of fidelity, the proper use of condom for every sexual intercourse is the best way to protect yourself from HIV infection and/or other sexual diseases.



Regular HIV Testing –

You can consider taking the HIV antibody test as a regular checkup. The HKAF is now calling those who have a history of unsafe sex to contact us at 2513 0513 for HIV testing after the 3-month window period.

– End –

ABOUT HONG KONG AIDS FOUNDATION

Hong Kong AIDS Foundation was established in 1991 and is a non-governmental social service organization. The Foundation's mission is to limit the spread of HIV infection in the community. Throughout the years, the Foundation has been actively engaged in the promotion of AIDS education, the provision of services, and the nurturing of a harmonious and caring environment for those infected with or affected by HIV/AIDS.