

Health unit launches web game to combat STI

There's a new ally in the fight against sexually-transmitted infections (STIs) and misinformation about sex: the Middlesex-London Sex Squad.

The team of cartoon superheroes is part of Adventures in Sex City, a new online game launched today by the Middlesex-London Health Unit.

The game is part of www.getitonlondon.com, a new microwebsite aimed at teens and young adults that provides information and resources about sexual health. Adventures in Sex City was developed in partnership with local youth and Mind Your Mind, an award-winning, London-based, non-profit organization affiliated with Family Services Thames Valley with support from the Perth District Health Unit.

"Reaching teens and youth is a huge challenge for us, that's why we worked directly with them to develop a resource that would catch their attention while providing important information in a fun way," says Shaya Dhinsa, manager of sexual health at the Middlesex-London Health Unit. "We hope that a lot of young people visit our site, and that while playing the game they get useful information about sexual health."

In Adventures in Sex City players can assume the role of one of the four superheroes who make up the Middlesex-London Sex Squad.

By answering sexual health questions correctly, players can defeat the evil Sperminator, who threatens to infect Sex City. While playing the game, players can click on the Myth

Maniac, a mysterious ally of the Sex Squad, who demystifies commonly-held beliefs and myths about sexual health.

In addition to Adventures in Sex City, visitors to www.getitonlondon.com will find information about the Health Unit's Sexual Health Clinic, downloadable posters, videos, links to helpful websites, and a wide range of sexual health information.