Fewer Newly Diagnosed People With HIV in New Zealand

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A recent drop in HIV diagnoses in New Zealand has been attributed to a “sexy” new prevention campaign promoting condom usage, Voxy reports. Data from the AIDS Epidemiology Group at the University of Otago show HIV diagnoses decreased from 71 in the first half of 2010 to 58 in the first half of 2011. The New Zealand AIDS Foundation (NZAF) attributes the decrease to the launch of its “Get It On” marketing campaign in 2009. As part of the campaign, the NZAF handed out 300,000 condoms in 2009. It anticipates distributing another half a million by the end of 2011.

To read the Voxy article, click here.

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http://beta.docker.realhealthmag.com/article/NZ-Prevention-Effective-21664-3776