

Backgrounder

Launched in 2001, sexualityandu.ca is the ultimate Canadian web site committed to providing accurate and up-to-date information and education on sexual health. An initiative of the Society of Obstetricians and Gynaecologists of Canada, the site's mandate is to provide guidance and advice to help individuals develop and maintain a healthy sexuality. Content on the site is developed through the direction and collaboration of a team of interdisciplinary health experts including obstetricians, gynaecologists, general practitioners, public health representatives and health educators.

From sexually transmitted infections (STIs) to contraception awareness, lifestyle choices to talking about sex, sexualityandu.ca takes a real life approach to the questions and issues that matter most to Canadians.

With separate areas created specifically for different audiences - including teens, adults, parents, teachers and health professionals — visitors are guaranteed to find information that is relevant to their needs.



> **A revamped sexualityandu.ca**

sexualityandu.ca has recently undergone some changes to make the site more consumer-friendly. Enhancements to the site include easier navigation functions, enhanced search capabilities, one-to-one bilingual correspondence and more graphics.

Of particular interest is the new [Media Room](#), a one-stop source for journalists researching stories on sexuality and contraception.

> **Endorsements**

sexualityandu.ca's credentials are impeccable. It is endorsed by several recognized physical and sexual health associations, including the Canadian Pharmacists Association, the Canadian Public Health Association, the College of Family Physicians of Canada, the Federation of Medical Women of Canada, the Sex Information and Education Council of Canada (SIECCAN) and the Society of Rural Physicians of Canada.

> **Society of Obstetricians and Gynaecologists of Canada (SOGC)**

SOGC is a national organization devoted to the specialty of obstetrics and gynaecology. SOGC's mission is to promote excellence in the practice of obstetrics and gynaecology and to advance the health of women through leadership, advocacy, collaboration, outreach and education.