

SEXUAL AND REPRODUCTIVE HEALTH:

Do Malaysian students really know much about sexual and reproductive health?

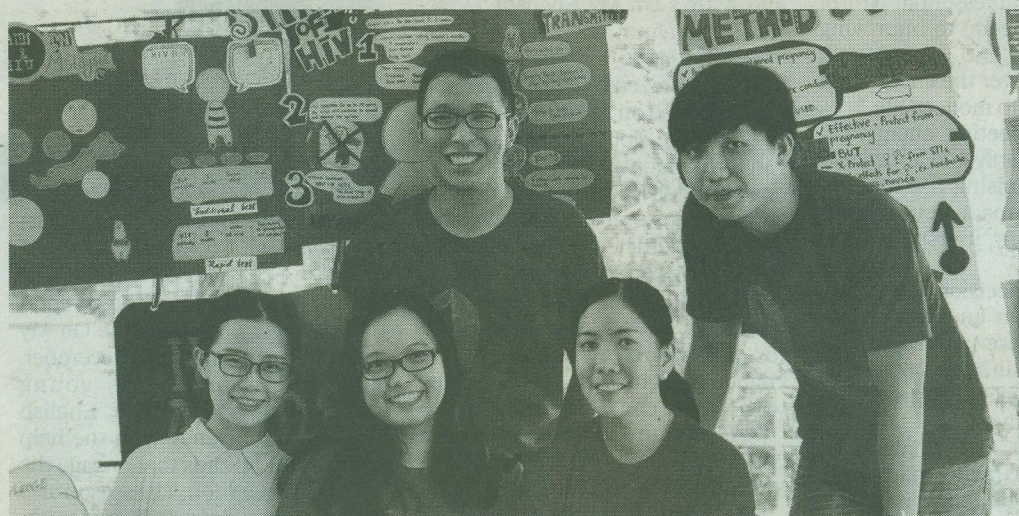
This is the concern Durex Malaysia hopes to address through its #SomebodyLikeMe Choose2Protect campaign, currently into its third year.

It has recently roped in new partners, including Universiti Tunku Abdul Rahman Perak campus (UTAR) and Universiti Putra Malaysia's Faculty of Medicine and Health Sciences (UPM) to educate young Malaysians about sexual and reproductive health at tertiary institutions nationwide.

The campaign is a peer-to-peer outreach programme driven by youth in response to the growing sexual and reproductive health issues in the country. As part of the programme, select undergraduates will be trained as peer educators to conduct awareness talks on campus. Since 2013, the campaign's network of 190 peer educators have conducted sessions throughout the year reaching out to more than 50,000 students nationwide.

Speaking about the programme, Durex Malaysia and Singapore marketing manager Karin Chan said:

Undergraduates roll out peer educator programme



UTAR peer educators at their sexual and reproductive health booth on campus.

“Leveraging on the success that we have collectively built since 2013, we are intensifying our efforts nationwide as we believe education should be a continuous process. In line with

our corporate vision of Healthier lives. Happier homes, we want to empower youth by educating themselves and their peers, one person at a time.”

Founding partners, including AIESEC in Malaysia, Women's Aid Organisation and the Federation of Reproductive Health Associations Malaysia (FRHAM) have also reaffirmed their commitment this year to heighten the awareness among youth. This year, UTAR and UPM together with AIESEC have recruited 90 undergraduates from eight universities to be trained as peer educators.

This year's programme will also expand its outreach to those in the under-served communities, both in suburban and rural areas. In addition to intensive training conducted by FHRAM and WAO, each peer educator has been provided with an in-depth sexual and reproductive health module developed with input received from all partners.

Chan added: “By involving youth in the advocacy efforts and to run their own programmes, the campaign creates a greater impact on students by breaking down communication barriers among peers on the topic which is largely perceived as embarrassing.”