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Sex Quest: A Facebook game to help Canadians complete their quest for knowledge about healthy sexuality

OTTAWA (Ontario) – Today, the Society of Obstetricians and Gynaecologists of Canada is launching its first Facebook game – Sex Quest – to help Canadians learn about healthy sexuality, contraception and STIs (including HPV). The goal is for them to do so in a fun and entertaining way, maximizing today’s new social media technologies.

“Sex Quest is a trivia game about a topic that is anything but trivial. Sex can and should be a positive experience. So should learning about healthy sexuality,” said Dr. Amanda Black, active member of the SOGC’s Contraception Awareness Program Working Group and obstetrician/gynaecologist at the Ottawa General Hospital and CHEO.

Inspired by the age of chivalry, this interactive game allows Canadians to “level up” through the social ranks, from that of peasant to various levels of nobility (squire, knight, baron/baroness, duke/duchess, prince/princess, etc.) by successfully answering trivia questions.

“Sexual health education in Canada is clearly not a priority. There is a lack of consistency in terms of content to be covered and of teaching materials available to educate tweens, teens and young adults,” added Dr. Black. “Canada’s young people need accurate information, from a credible source, in a format that they like, and that they can access when it’s convenient for them. Sex Quest and the sexualityandu.ca website provide them with exactly that.”

Sex Quest is part of the SOGC’s ongoing efforts to increase the reach and impact of its public education programs and to maximize all available resources and technologies available on the market today. During the past year, the Society has established a social media platform with the creation of a Facebook page, Twitter account and Youtube account to support the sexualityandu.ca website. The Sex Quest online game complements and builds on this social media infrastructure.

The SOGC is proud of this new addition to its award-winning www.sexualityandu.ca website. Although much progress has been made in terms of providing Canadians with credible information about sexuality so that they can make informed decisions, there is still much to be done to reduce the number of unplanned pregnancies in Canada as well as the spread of sexually transmitted infections. As more and more people turn to the internet for information, the SOGC believes that it is important to provide a trustworthy venue and suite of options for learning.

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About the SOGC

The SOGC is one of Canada’s oldest national specialty organizations. Established in 1944, the Society’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. The SOGC represents obstetricians/ gynaecologists, family physicians, nurses, midwives and allied health professionals working in the field of sexual reproductive health. For more information, visit www.sogc.org.