



The Little Black Dress

About Us

- Family Planning NSW is the state's leading provider of reproductive and sexual health services.
- We have five fixed clinics in NSW (in Ashfield, Fairfield, Penrith, Newcastle and Dubbo) and use innovative partnerships to deliver services in other key locations across the state with more 28,000 client visits annually.
- We also operate Talkline 1300 658 886, a confidential telephone and email information and referral service, connecting our expertise to communities across NSW.
- We provide information and health promotion activities, as well as education and training for doctors, nurses, teachers and other health, education and welfare professionals.

Family Planning NSW research



- Undertaken with the support of RSVP in 2009
- Survey of current female 'RSVP' users aged 18 to 70+ yrs
- 1,788 women; 62.2% aged 40+ years
- 41.2% aged 40+ yrs & 42.1% aged 18-39 yrs had met at least one new sexual partner online in the previous year
- Women aged 40+ years were significantly less likely to 'refuse unprotected sex with a new partner' than younger women

Development of campaign



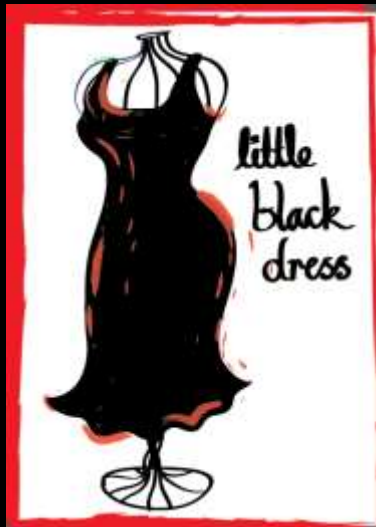
- Following the research, Family Planning NSW consulted with 70 RSVP members to create a tagline for the campaign
- **Safe Sex – its an easier conversation to have with your clothes on**
- With the support of RSVP, Family Planning NSW launched the Little Black Dress campaign
- An Australian first, the campaign is specifically aimed at 40 year olds and over





Further development of the campaign

- Articles on RSVP site Over 50 and Fabulous: launch of video; menopause; managing your sexual health
- Design of a safe sex pack – a single condom and sachet of lube housed in a discreet business sized wallet complete with instructions for use
- Media launch event in Sydney on Tuesday 25 September 2012
- Media campaign
- Production of a series of short educational videos and accompanying articles specifically for older Australians for posting on the RSVP website



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Family Planning NSW is a not-for-profit organisation funded by the NSW Ministry of Health

Get started today

login to RSVP

RSVP name or email: Password:

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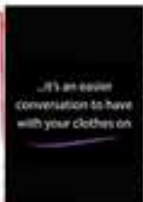
Most commented this week

What can you realistically change about a partner? 70

One of the biggest challenges I see singles try to...
[Read more >](#)

Making RSVP work for you 49
 New to RSVP? Feeling a little overwhelmed with all...

It's an easier conversation to have with your clothes on!



Posted by Dr Deborah Baines, Medical Director at Family Planning NSW on 12 Oct 2012 at 10:00 AM

According to Family Planning NSW, a leading provider of reproductive and sexual health services, the **safe sex conversation is much easier when you have your clothes on!**

With the support of RSVP, Family Planning NSW has launched its Little Black Dress campaign. An Australian-first, the campaign is specifically aimed at over 40 year olds with the message - Safe Sex is an easier conversation to

have with your clothes on.

Family Planning NSW's ground-breaking research, undertaken with the support of RSVP in 2009, made international headlines when it revealed that women aged over 40 were more likely to agree to sex without a condom with a new partner than younger women.

There are a number of factors at play here. Women may find it difficult to raise the subject of safe sex with their GP, post-menopausal women don't have the additional incentive of needing to use a condom for contraception and people in their 50s and 60s may simply not be part of the "condom generation".

Since sexually transmitted infections (or STIs) don't discriminate on the basis of age so it's important to practice safe sex with new partners, no matter your age.

Get started today

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Things you should know: Menopause - essential facts for women (and their partners!)



Posted by Dr Deborah Baines, Medical Director at Family Planning NSW on 10 Jan 2013 at 10:00 AM

Menopause is a time of change and one of the best ways to manage change is to be armed with information. Deborah Baines, Medical Director at Family Planning NSW has provided information about what happens at the menopause and some simple tips for managing some of the health issues that can occur at this stage of life.

So what exactly is menopause?

Menopause is the absence of menstrual periods for 12 months. While the average age of menopause for Australian women is 51 years, some women may experience early menopause from the age of 40.

What happens in the lead up to the menopause?

The lead up to the menopause is associated with fluctuations in hormone levels. Certainly the 40s can be a time of hormonal turbulence when periods may become heavier and premenstrual symptoms such as breast tenderness become heightened. Periods may come less frequently than before, sometimes with several months from one to the next, but some women experience an abrupt stop to their menstrual cycle. Even though the chance of a pregnancy at this stage of life is very low, it is not necessarily zero, and contraception can still be an important consideration.





Reaction to campaign

RSVP Over 50 and Fabulous Site

“ I absolutely love this video” (female)

“ Time we all started to be responsible and take precautions as a matter of course” (male)

“You may have sex with one person at a time but you have no way of knowing who their last partner was or what their health status was – or the one before that...” (male)

“Some men appear to have little or no interest in condom usage...they often figure that most women have a far lower partner count....and so perceive the risks to be lower” (female)

“It has been my experience that the question of condom usage is rarely (if ever) initiated by the man, along with the question of sexual screening and disclosure”

Safe sex for the over-40s

IN AN Australian first, Family Planning NSW has launched a safe sex awareness campaign for older Australians, telling over 40s: "Safe sex is an easier conversation to have with your clothes on."

The Medical Director at Family Planning NSW, Dr Deborah Bateson, said the new campaign aimed to educate people over 40 about the risks of having sex without using a condom and to equip them with the information they need to practice safe sex.

"It's all about communication and our message is to be upfront when talking about safe sex with a new partner," Dr Bateson said.

"We want people to have an honest and frank discussion with their partner about using a condom, and have that discussion early, before being swept up in the heat of the moment."



international headlines when it revealed that women aged over 40 are less likely to use condoms with new partners than their younger counterparts.

At the same time, national notification data highlighted the sharp rise in STIs in older Australians.

Latest figures from the National Notifiable Diseases Surveillance System show that STIs like chlamydia and gonorrhoea continue to rise in Australia, particularly among older Australians.

"People in the part of the 'condom and would have been using with sexual in the 1970s, many and the Grim Re of the late 80s hit consciousness."

"Older people comfortable disc and STI issues w or with their GP tainly don't want with their childr

"People may fe invincible at this life or, in the cas who've gone thr they don't have (eptive of using p prevent uninten

An awareness developed, base from women wh



WellBeing

BABY BOOMERS AND SAFE SEX

Posted on December 1, 2012 by Mary Jervis

BABY BOOMERS AND SAFE SEX!

Looking for love online has become very popular these days, it used to be a secret but now nobody really expects to admit it. On line dating is not only for the young, older Australians are also turning to the internet to find romance as many baby boomers find themselves single again.

With more Australian living longer and healthier lives and divorce rates on the rise, many will find new sexual partners later in life. Many of them, who have been in long monogamous relationships are now looking for more casual sexual encounters before they are reunited themselves again.

Especially women, who are now at a different stage in their life and are quite happy being single for a while. The children have left home and it is now time for them to have some fun. However a long period of sexual inactivity has left them ill-equipped about safe sex practices, they were on the pill and never ever used a condom. They missed out on the "safe sex messages" which were promoted in the 60s.

The Sydney Morning Herald

Get the idea: condom use can be fun

Posted on 02/12/2012

Our inability to talk about sex is hurting our health.

By Amy Condon
Health Editor, Sydney Morning Herald
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The Sydney Morning Herald

National Times

KEEP CALM AND

Sex and the older woman

September 26, 2012
Jenna Price
Comments: 0

Think it's the young who take all the risks? Single women over 50 are much more likely to have a one night stand than their Gen X daughters - or even their Gen Y daughters - according to new research from Nielsen, commissioned by dating site RSVP (which is owned by Fairfax Media).

And during those one night stands, those older women are much less likely to have protected sex.

That research is straight from RSVP's Date of the Nation, which surveyed 3300 Australians earlier this year and found that across all age groups, two to four dates is the average number of meetings before getting it on. And

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the date

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annual conference



30 - 31 August 2013 | Sydney

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