Letters to the Editor

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another example is Clamelle® (azithromycin), now the first oral antibiotic in the UK to be available without a prescription to asymptomatic individuals with a positive chlamydia test and their partners.

This year the Committee of Advertising Practice (CAP), which is concerned with regulating advertising in the UK, carried out a review of its code that involved a public consultation. The outcome of the CAP code review could facilitate the promotion of sexual health services in future. Some people do not support the advertisement of sexual health services, and there is a small chance the outcome may be different from that anticipated. However, in this regard, one study on direct to consumer advertising (DTCA) of medicinal products showed:

- It increases consumer awareness
- It motivates consumers to seek additional information from health professionals and other sources
- It aids patient-doctor discussions
- It even motivates the pursuance of lifestyle changes in place of POMs

In addition, a systematic review of the impact of DTCA on the consumer’s perspective concluded that:

- DTCA can facilitate the compliance process with older consumers (in this case, it will be compliance with a new treatment method)
- It appears to increase the demand for treatments and medicines (hopefully long-acting reversible contraception, in this case).

This evidence suggests that raising awareness through advertising has the potential to be successful and could help combat the country’s teenage pregnancy and sexually transmitted infection rates.

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Belfield T. What we say and how we say it... J Fam Plann Reprod Health Care 2004; 30: 11.

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1 Belfield T. What we say and how we say it... J Fam Plann Reprod Health Care 2004; 30: 11.

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Replay
This truly is a no-brainer. I recoil at the term “coil” and I definitely wheeze at the term “Tees”! Why do we have such a problem with using correct and accessible sexual health language? Contraceptive methods have evolved hugely over time; we now have safer, more effective methods, but our language around contraception remains archaic, unclear and confusing. Colin Parker suggests we are intrinsically language-bound... ‘Coil’ is a hard, cold, slightly sinister term, reminiscent of reptilian features. My suggested alternative, on the other hand, is monosyllabic, soft, warm, and friendly and may even endow the humble IUD with a flirtatious overtones. You should call IUDs ‘Tees’ (or “Tee”?). The intrauterine system (IUS), of course, would be “Hormonal Tees”. ‘Tee’ comes to think of it, I went out of those when I was younger. After a few years of colloquial use, I anticipate male pulses racing when they hear the phrase “Tee’s ready” but perhaps experiencing slight anxiety at the cautioning ‘Hormonal Tees’, or getting cold”. ‘Tee’ dances’ would take on a whole new level of life, not to mention “Tee parties” and ‘Tee for two’. So that is my New Year Resolution – I shall not use the term ‘coil’ ever again. It’s ‘Tee’ for me, and I hope all readers of this journal will follow suit. Anyway, anyone for ‘Tee’?

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Belfield T. What we say and how we say it... J Fam Plann Reprod Health Care 2004; 30: 11.

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Reply

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