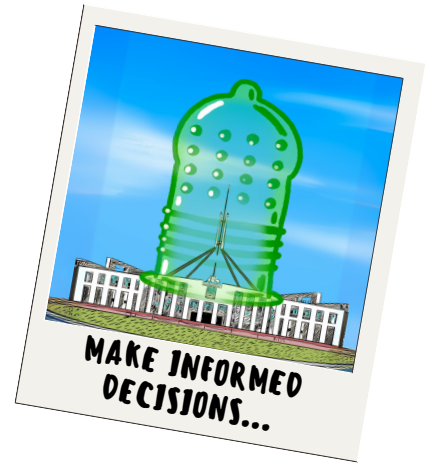


COVER YOURSELF IN CANBERRA

A five-year reflection on humour and cultural relevance in sexual health promotion

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Made in Canberra, for Canberra humour

Health promotion campaigns often rely on explicit calls-to-action to influence behaviour. However, in areas shaped by stigma, such as sexual health, directive messaging can limit engagement. Originally developed in 2002, *Cover Yourself in Canberra* promoted condom use while remaining suitable for the general community and visitors to the national capital. Redesigned and relaunched in 2021, the campaign uses shared cultural references and humour to make sexual health approachable, creating opportunities for engagement, connection and conversation. Five years on, its continued relevance has sustained and grown the campaign.

Five years of evolution



2021
Campaign imagery positioned on safer sex packs and postcards.



2023 - Winter
Seasonal designs released, reflecting Canberra's climate.



2023 - Spring
New monuments and limited event-specific designs created variety, exclusivity and interest.



2025
Cover Yourself in Canberra-themed bike tour.



2026
Reach extended online, with accompanying content and stickers launched.

From local humour to engagement



Recognition
'Hey, that's the owl!'



Humour
'That's so clever!'



Connection
'Have a favourite?'



Engagement
'I want one.'

Using shared cultural references and humour lowers barriers, encourages conversation and supports engagement without relying on direct behavioural instruction.

What does success look like?

Without a direct call-to-action, success is reflected in how people engage with, share and return to the campaign.



Safer sex packs being made **more approachable**.



Campaign materials being **sought out, collected, displayed and shared** around the world.



Designs **starting conversations**, favourites chosen.



People **returning** to Meridian stalls looking for the campaign.



Campaign imagery becoming a core part of how Meridian is **recognised in the community**.

Five years on, culturally grounded humour continues to provide an approachable entry point into sexual health.

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