



SafeGames2010

News Release

MEDIA INQUIRIES CONTACT

Evolutionary Media Group

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SAFEGAMES 2010: Final Report Summary

PROJECT OUTPUTS

Outreach Project staff recruited 150 volunteers from the local community to provide outreach and referral, and to assemble SafeKits. After participating in a series of required orientations/trainings, volunteers conducted street and site outreach at high pedestrian corridors, at selected Olympic cultural events, and in bars and clubs. Outreach teams ranging in size from two to six people each conducted outreach in four-hour shifts, three times per day, throughout the 17 days of the Olympic Games. The SafeGames outreach teams provided information, referrals, and incentives; including SafeKits (a SafeKit contained condoms, lube, informational/resource cards, hand heaters, glow sticks, and other incentives).

TOTAL DAYS OF OUTREACH: 17 days

ESTIMATED # OF DIRECT CONTACTS: 51,000 individuals

MATERIALS DISTRIBUTED:

- **Safegames Condoms: 45,000**
- **Harm Reduction Resource Cards: 25,000**
- **Lubricant: 25,000**
- **SafeVibe Bar Coasters: 5,000**
- **SafeVibe Posters: 150**
- **Instant Hand Heaters: 10,000**
- **Low Risk Drinking Guideline Cards: 10,000**
(www.alcoholreality.ca)
- **Methadone Man & Buprenorphine Babe Informational Cards: 5,000**
(www.wheresthemethadone.org)
- **International Drug Policy Animated Report 2009 DVD: 5,000**
(www.soros.org/initiatives/drugpolicy)
- **CSW Welcomes The Olympic Cards: 5,000**
(<http://bccec.wordpress.com>)
- **Sexual Assault Service Resource Cards: 10,000**
(<http://www.bwss.org>)
- **Glow Sticks: 25,000**
- **SafeGames Posters: 150**

WEBSITE

A major component of SafeGames 2010 was the website, www.safegames2010.com, which was launched in January of 2010. The website:

- Provided original content on all aspects of SafeGames
- Provided SafeGames event information and news
- Served as a portal to SafeGames consortium member sites
- Provided quick links to sponsors, resources and other events
- Provided harm reduction strategies and resources
- Provided information on drug policy reform
- Provided instant access to harm reduction and related video content

According to Google Analytics, site usage for www.safegames2010.com during February of 2010 included 9,292 visits. 74% of these were first time visitors. The top 15 visitors ranked by country were: Canada, US, Czech Republic, UK, Australia, Pakistan, Germany, India, Norway, Poland, France, Sweden, Philippines, Russia. 6

MEDIA ADVOCACY CAMPAIGN

SafeGames worked closely with Evolutionary Media Group (EMG) to design and implement a media advocacy campaign highlighting the SafeGames project and its core value: An Integrated Approach to Public Health. A cross-platform approach was utilised to create press awareness for this project. Interest and buy-in was generated by EMG through a variety of channels and tactics, including distribution to bloggers, a press conference, online press release distribution, targeted press outreach, press packets, Search Engine Optimization (SEO), and Social Media Distributions. Social marketing efforts included SafeGames on Twitter and the SafeGames on Facebook campaigns, with significant contributions by EMG, volunteers, partners, and colleagues.

SafeGames 2010 was covered by hundreds of print, broadcast, and web based journalists across the world. In addition, numerous blogs ran stories about the intervention. What follows is a short list of media outlets which featured stories covering SafeGames 2010:

- Reuters Thompson December 22 International
- HIV Atlas Feb 09 International
- Yahoo Euro Sports February 16 International
- BBC World February 23 International
- WorldNews Network February 23 International
- Province Newspaper January 08 Canada
- CNews (Canoe) January 10 Canada
- Evolution 107.9 January 10 Canada
- CTV News Network February 01 Canada
- Edmonton Journal February 6 Canada
- Vancouver Sun February 6 Canada
- News1130 February 6 Canada
- Global TV News February 11 Canada
- CBC/TV February 14 Canada
- Vancouver Courier February 15 Canada
- Straight.com February 18 Canada
- Edmonton Post February 18 Canada
- Francopresse.ca February 19 Canada
- CBC Radio February 19 Canada
- Vancouver Courier February 19 Canada
- Franco Presse February 19 Canada
- Ceske Noviny February 26 Czech Republic
- NevaSport February 22 France
- Focus February 23 Germany
- NRA February 25 Latvia
- Vytautas February 26 Lithuania
- TVN24 February 21 Poland
- LiveSport February 2 Russia
- Aktulaiity February 4 Slovakia
- Bieler Tagblatt February 25 Switzerland
- Chicago Now February 11 US
- Stophedrugwar.org February 12 US
- CNBC February 16 US
- Forbes February 16 US
- USA Today February 21 US
- NPR February 23 US
- Examiner.com February 26 US 7
- Telegraph February 14 UK
- Sportsbeat February 2 UK
- Tin Phong February 25 Vietnam
- Other markets included CBS, NBC, ABC, and FOX throughout the US and Canada; and print in Mexico, Australia, Ukraine, New Zealand, India, Pakistan, Japan, and the Middle East.
- Copies of our press releases are attached.