

The FairPlay Campaign

History

Experiences in Switzerland, with the *Don Juan Project*, and in Berlin, with the *Healthy Client Campaign (Gesunde Kunde)*, showed that it is possible and effective to approach clients of sex workers regarding safer sex practices and their condition as clients.

The **FairPlay** campaign was created exclusively for the 2006 Soccer World Cup in Germany.

The occasion would be perfect because nothing is better to approach (potential) clients of sex workers than during a very “male” directed event, like a soccer World Cup!!

The idea was to use this occasion in which they were all together, in a very receptive and enjoyable situation, in a very party like atmosphere.

The idea was to carry out the campaign according to this situation: with lots of humour and joy.

The campaign was created under an initiative called **freiersein**, an alliance of NGOs and GOs in Frankfurt, under the umbrella of *Context*, a centre for sex work issues.

freiersein is a word play in German which means, on one hand, “be free” (frei sein), and on the other, “to be a sex worker’s client” (Freier sein), resulting in something like “be free, (to) be a sex worker’s client”.

Aims

1. To increase the respect for sex workers.
2. To inform about health prevention issues
3. To increase safer sex practices and the use of condoms
4. To sensitise and empower around the thematic of being a client
5. To establish standards through the **10 Golden Rules**
6. To reduce stigma and discrimination
7. To call attention to the working conditions of sex workers.
8. To sensitise them to the issue on trafficking in women.

The FairPlay Campaign

The action was carried out in 10 of the 12 cities where the games were carried out.

As support for the campaign, Context got 500 thousand condoms from DUREX, a condom manufacturer, and the same amount of printed postcards with the **10 Golden Rules** in German, English and Spanish.

Each city was responsible for:

- Organising itself in order to carry out the action through its own local network of NGOs and GOs,
- Getting the condom costumes done.
- Finding financial support to pay for the training, the costumes and working hours of the participants.
- Deciding whether to carry out the action only on the days on which there were games being played or on others as well.

Context was responsible for:

- Providing training for all those involved in the action,
- Providing the condoms
- Providing the cards with the **10 Golden Rules** in different languages.

The training

The aims of the training were:

- to exercise ways of approaching them, with sentences like:
 - We advocate for more respect for sex workers...
 - We advocate for sex workers and their clients...
 - We advocate for an increased use of condoms...
 - We are part of a HIV/STI prevention campaign...
 - We want to call your attention to AIDS...
 - Hello, can I give you a present?
 - Hello, we are distributing life insurances...
- to exercise how to deal with men in case they were drunk, or aggressive, or unwilling, or, or, or.

The action in Hamburg

- The action in Hamburg was only carried out on the days on which there were games being played. We were a group formed by AIDS prevention and (migrant + drug users) sex workers organisations. The financial support came from the local Public Health Authority.
- In five action days we distributed about 15 thousand condoms and cards.
- The actions were carried out at the biggest public viewing square in town, which is within the red light district, called *Reeperbahn*.
- Each action took about 2 hours. The teams were composed of 5 to 10 persons. All of them distributed condoms and cards and 3 to 4 persons wore condom costumes. One person was always in charge of a little shopping-car (*Grandma's Porsche*) which was full of condoms and cards, for further supply of the group during the action.
- We tried to compose the team according to the game: if, for instance, Argentina was to play, we tried to find people speaking Spanish, and so on.

Evaluation

The Campaign was a great success!

It was really fun to do. In no occasion whatsoever, we experienced aggression of any sort. On the contrary: men were always willing to talk, to play around, and to make jokes. Many of them even thanked us... Others asked for more than one condom.

Loads of them asked to be photographed or filmed with the “condoms”. We also had the press accompanying us during the action.

Many women wanted to know what it was all about and they got condoms as well. The cards however, were only given to men.

The atmosphere was so nice that even policemen got condoms and cards and reacted positively.

The campaign was so successful that we in Hamburg decided to also carry out the actions independently from such big events.

The results however, were also very positive but of a different quality. We did it on the same spot as during the World Cup (at the Red Light District, in the evening) and at the Main Train Station (at midday), with smaller teams and no condom costumes.

Although such factors as like joy, pleasure, informality, leisure, were not part of the atmosphere, the public, as men as well as women, accepted the condoms and the cards very well.

Therefore, from our experience, this sort of action can be done at any moment, everywhere. However, some points should be taken in consideration:

- It should be done by a bigger group of people, or a network of organisations
- It can be carried out during special occasions or (bigger) events, as well as on “normal” days
- It should be done on sites which there is a big concentration of people, like before a soccer game, or during a Friday or Saturday night, at the Red Light District,
- The condom costumes should, always when possible be present, as they are a lovely and very important eye-catcher as well as a joyful element.