

Love Plus Police Academy at the Black Sea

PSI Romania's *Love Plus Police Academy* has invaded the beaches on the Black Sea in full force. Over 30 cadets implement 12 raids per week on the Romanian beaches but focusing on Costinesti since that has the reputation as the party beach. The Romanian Tourist Bureau estimates that over 4 million people will visit the beaches this summer between July and September. That means that there is very little room on the beaches for the cadets to implement their entertaining activities targeting youth 15 – 25 years old that present information on the risk of unprotected sex, STIs, dual protection of condoms, and importance of correct and consistent condom use.

An average day for the *Love Plus Police Academy* on the beach is that 10-12 members of the team (always pairing off in couples of male and female) raid a section of the beach to see if people are carrying condoms. If the person doesn't have a condom they are read the Safer Sex laws and given a citation with a self test and a brochure with a condom. Then they must give a correct condom demonstration in order to be released on good behavior.



Love Plus Police Academy

If the person has a condom they are rewarded with 2 more condoms and a lubricant.

On another part of the beach the other team of 18 cadets are implementing activities like beach swimming, flipper football, tug of war, condom hopping, and getting the fullest condom contests. The first place winners receive prizes like t-shirts and cell phone holders; the runner ups get a second chance to win by answering questions on safer sex, condom use, and STIs or show condom demonstrations in order to win condoms and lubricants.

Each evening the *Love Plus Police Academy* hosts a party at Disco Ring, Costinesti's biggest disco (capacity 7,500), where there are more condom demonstration contests and opportunities to win prizes. The highlight of course is when the popular Romanian bands play and participate in the activities. Many of the stars participate in the activities at the beaches.

Two national TV stations have been filming the activities and showing them on morning and evening programming. One national radio station is announcing the events and activities and a famous DJ shows up at the beach to help get the crowd warmed up.

Cadets are reporting that the most popular prize is the temporary tattoos that have Love Plus Collection. The cadets have even admitted that they have quite a few of them. We asked to photograph them but the cadets admitted that they were put in places that aren't for public consumption. The tattoos are placed in a spot that serve as a last reminder to use a condom.