

SEXUAL HEALTH WEEK

16 - 22 SEPTEMBER 2024 PLEASURE POSITIVE

Campaign Toolkit

Sexual Health Week is celebrated from 16-22 September 2024 and aims to raise awareness of sexual health and relationship wellbeing.

Our theme this year is 'Pleasure Positive' and focuses on the important role of pleasure in our sexual health and wellbeing.

This toolkit includes:

- Information on the theme
- Key messages
- Suggested activities
- Sharing the Sexual Health Week assets (including copy for social media, newsletters etc)

The meaning behind 'Pleasure Positive'

The theme 'Pleasure Positive' focuses on the role that pleasure plays in our sexual health and wellbeing. Pleasure is a broad concept and there are many topics that fit within this theme, including:

- Safer sex
- Contraception (feeling safe and prepared for sexual activity helps us experience pleasure)
- Consent
- Respectful relationships
- Communication.

Key messages

Pleasure is Essential: Understanding and embracing pleasure is a key to our sexual health and overall wellbeing.

Consent and Communication: Open communication and consent is foundational to pleasurable sexual experiences.

Inclusive Pleasure: Sexual pleasure should be inclusive, respectful, and considerate of all individuals' boundaries and preferences.

Education is Key: Providing education on pleasure can support individuals to make informed decisions about their sexual lives.

Suggested activities

There are all types of events that can help start conversations around pleasure, sexual health and relationship wellbeing. Here are some ideas to get you started:

- host a workshop with a guest speaker
- run a sexual/reproductive health quiz and activities
- host a workshop activity with a session on consent and pleasure in relationships
- resource distribution - distribute brochures, Fact Sheets, and infographics on pleasure and sexual health (resources are available via the SHINE SA website and Library and Resource Centre).



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Sharing the Sexual Health Week assets

Social media posts, posters and other assets can be downloaded via the Sexual Health Week page: www.shinesa.org.au/shweek

Please tag or mention SHINE SA in your posts! (Handle: @SHINESAINC)

Social media post caption ideas:

- Sexual Health Week (16-22 September) is here and the theme is Pleasure Positive! Let's talk about pleasure and its fundamental role in our sexual rights, health and wellbeing.
- Sexual Health Week is here, and this year's theme is Pleasure Positive! Join us in celebrating the important role of pleasure in our sexual health and wellbeing.
- Pleasure is a key part of sexual health and wellbeing! This #SexualHealthWeek, we're focusing on being #PleasurePositive. Learn more at www.shinesa.org.au/shweek.
- This Sexual Health Week, we're focusing on how consent and good communication leads to more enjoyable sexual experiences. Learn more at www.shinesa.org.au/shweek.
- Pleasure and consent are inseparable! at www.shinesa.org.au/shweek.
- Pleasure is a fundamental part of our sexual rights, health and wellbeing. This Sexual Health Week (16-22 September) let's talk about pleasure. Learn more at www.shinesa.org.au/shweek.

Newsletter copy:

Sexual Health Week will run from 16-22 September!

Each year, SHINE SA encourages organisations and individuals to take part in Sexual Health Week to raise awareness of sexual health and relationship wellbeing.

Our theme this year is 'Pleasure Positive' and focuses on the important role of pleasure in our sexual health and wellbeing.

Learning more about pleasure and sexual health

Throughout Sexual Health Week SHINE SA will be sharing resources and information on sexual health and pleasure.

For evidence-based information on sexual and reproductive health visit:

- www.shinesa.org.au
- SHINE SA Library and Resource Centre & Online Shop

For pleasure-focused information:

- www.thepleasureproject.org
- www.ippf.org/resource/watch-lets-talk-about-sex-pleasure
- www.shinesa.org.au/sex-pleasure-consent/

The logo for SHINE SA, featuring the word "SHINE" in a large, bold, black sans-serif font, followed by "SA" in a smaller, bold, black sans-serif font.