

SEXUAL HEALTH WEEK

SEPTEMBER 8TH - 14TH 2025

CAMPAIGN TOOLKIT

This year Sexual Health Week is celebrated from 8-14 September and aims to raise awareness of sexual health and relationship wellbeing.

Our theme this year is 'The more you know,' focusing on the power of accurate sexual health knowledge.

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 'The More You Know'

This year's theme, 'The More You Know', highlights the importance of accurate sexual health knowledge and its impact on overall wellbeing. By promoting inclusive and accessible conversations about sexual health, we can reduce stigma, empower individuals to embrace sex positivity, and support informed decision-making about their sexual health and wellbeing.

There are many topics that fit within this theme, including:

- Consent
- Safer sex
- Contraception (feeling confident about the choices that are available)
- Respectful relationships
- Communication.

Key messages

Information Matters: Access to accurate and inclusive sexual and reproductive health information is essential to help us feel confident, safe and supported in our sexual lives.

Consent and Communication: Open communication and consent empowers us to embrace sex positivity, and supports informed decision-making.

Power of Knowledge: Accurate, inclusive and timely sexual health information can help you make empowered decisions about your body, your health and your relationships.

Respectful Relationships: Knowing more can help you make informed choices and build better relationships.

Understand Your Sexual Health: Having the right information at the right time supports you to understand your sexual health and can help you feel more confident, connected and in control.

Breaking Stigma: Finding out the facts when it comes to sexual health can help break down stigma around STIs and combat misinformation.

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Suggested activities

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

- **Host a workshop or morning tea** where you chat about respectful relationships and sexual health facts.
- **Run a trivia session** with myth-busting questions about STIs, consent, and contraception.
- **Hand out 'knowledge kits'** with resources, condoms, and helpful links at your workplace or school.
- **Invite a speaker or show a short video** for a lunchtime info session on a sexual health topic.
- **Host an event inviting people to share** "one thing they wish they'd learned earlier" about sexual health.

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:

- Access to accurate, inclusive sexual and reproductive health information is essential. This Sexual Health Week (8-14 September), join us in exploring how knowledge shapes our rights, relationships and health. Learn more: www.shinesa.org.au/shweek
- When it comes to sexual health, knowledge really is power. This Sexual Health Week, we're diving into how accurate, inclusive info helps us feel confident, safe, and supported. www.shinesa.org.au/shweek
- Got questions about sexual health? This year's Sexual Health Week is all about how knowing more can help you make informed choices and build better relationships.
- What role does knowledge play in your relationships and wellbeing? This Sexual Health Week, we're exploring how understanding sexual health can help us feel more confident, connected, and in control.
- It's Sexual Health Week (8-14 September) and we're talking all things knowledge! This year's theme 'The More You Know' is a reminder that accurate info can help you make empowered decisions about your body, your health, and your relationships.
- It's Sexual Health Week! This year's theme 'The More You Know' highlights the power of having the right information at the right time. Let's break the stigma and talk facts.

Newsletter copy:

Sexual Health Week will run from 8-14 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.

This year's theme is 'The More You Know' and focuses on the importance of accurate sexual health knowledge and its impact on overall wellbeing.

For further information and resources:

- [The Busy Youth Workers' Guide to Talking Sexual Health](#)
- [Talk Soon. Talk Often. A Guide for Parents Talking to their Kids About Sex](#)
- [Video: Let's Talk About... Sex & Pleasure](#)