# **Theme and event toolkit for Sexual Health Week 2025**

**Theme:** Open Conversations

**Dates:** 10-16 February 2025

**Published by:** Public Health Agency, Communications

**About the toolkit:** This toolkit is designed to help you get involved and promote Sexual Health Week effectively.

**Who is this toolkit for?** An individual, a community group, or an organisation, this toolkit will provide the resources you need to participate in and promote this event.

# **Objective**

To create a culture of openness and empowerment around sexual health by encouraging **open conversations**. This aligns with Objective Five of the Sexual Health Action Plan 2023-26, which aims to create an environment where people feel confident in seeking and sharing information about their sexual health.

# **Marketing materials**

This section contains customisable assets for you to use during Sexual Health Week.

## 1. Social media posts, images, videos, hashtags

We’ve created ready-to-use social media templates for you to post on Facebook, Instagram, X, and LinkedIn. These can be downloaded and shared with your community.

Follow us to keep up-to-date with PHA’s participation during the Sexual Health Week:

[Facebook **@PublicHealthAgency**](https://www.facebook.com/publichealthagency)

[Instagram – **@PublicHealthNI**](https://www.instagram.com/publichealthni/)

[LinkedIn – **public-health-agency-pha**](https://www.linkedin.com/company/public-health-agency-pha/)

[X – **@publichealthni**](https://x.com/publichealthni)

[Public Health Agency corporate site](https://www.publichealth.hscni.net/)

Public Health Agency (Vimeo): [https://vimeo.com/PublicHealthAgency](https://vimeo.com/publichealthagency)

Public Health Agency (YouTube): <https://www.youtube.com/user/PublicHealthAgency>

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| **Date** | **Graphic** | **Caption and hashtags** |
| Sun 9 Feb |  | This Sexual Health Week (10-16 February) we’re encouraging people to talk about sex, including sexual wellbeing and healthy relationships, and benefit from the confidence that comes from being informed.  [www.sexualhealthni.info](http://www.sexualhealthni.info)  #sexualhealthweek  #letstalkaboutsex |
| Mon 10 Feb | Video of Frances  <https://vimeo.com/1053448492> | This Sexual Health Week (10-16 February) let’s talk about sex. Get to know more about sexual wellbeing, healthy relationships and the confidence that comes from being informed.  [www.sexualhealthni.info](http://www.sexualhealthni.info)  #sexualhealthweek  #letstalkaboutsex |
| Tue 11 Feb |  | Let's talk...TESTING  Have an HIV test if you:  • have a new sexual partner;  • have had unprotected sex;  • have paid for sex;  • have shared injecting drug equipment.  Testing for HIV is free and involves a simple blood test. It can be done from home through an online testing kit or by visiting your local clinic.  You can get a free home testing kit for HIV at [www.sh24.org.uk](http://www.sh24.org.uk)  [www.sexualhealthni.info](http://www.sexualhealthni.info)  #sexualhealthweek  #letstalkaboutsex |
| Wed 12 Feb |  | Let's talk...CONTRACEPTION   * There are a range of contraceptives available to help prevent unplanned pregnancy and what works best will depend on what matters to you. * Condoms are the only form of contraception that can help protect against both pregnancy and STIs. * Get tested quickly if you think you might be at risk of an STI.   For more info see [www.sexualhealthni.info](http://www.sexualhealthni.info)  #sexualhealthweek  #letstalkaboutsex |
| Thur 13 Feb | Video of Rachel  <https://vimeo.com/799150146> | This Sexual Health Week (10-16 February) let’s talk about sex. Get to know more about sexual wellbeing, healthy relationships and the confidence that comes from being informed.  [www.sexualhealthni.info](http://www.sexualhealthni.info)  #sexualhealthweek  #letstalkaboutsex |
| Fri 14 Feb |  | Let's talk...PROTECTION If you are [#sexuallyactive](https://www.instagram.com/explore/tags/sexuallyactive/) it is important to help protect yourself:   * always use a condom; * limit your number of sexual partners; * avail of vaccines and support services; * get tested quickly if you think you; might be at risk of a STI.   For more info see [www.sexualhealthni.info](http://www.sexualhealthni.info)  [#SexualHealthWeek](https://www.instagram.com/explore/tags/sexualhealthweek/)  #letstalkaboutsex |
| Sat 15 Feb |  | Let's talk...CONSENT  **Always trust your instinct and be empowered to say ‘No’ to anything or any situation you are uncomfortable with.**  For more info see [www.sexualhealthni.info](http://www.sexualhealthni.info)  #sexualhealthweek  #letstalkaboutsex |

## 2. Hashtags to use

* **#SexualHealthWeek**
* **#LetsTalkAboutSex**

# **How to participate**

Promotional strategies to help you engage your audience and boost participation in Sexual Health Week:

## 1. Collaborate with partners

* Partner with local organisations, schools, clinics, and influencers to promote the message of open conversations. Use cross-promotion on social media to extend the event’s reach.
* Share the Sexual Health Week event schedule and encourage others to attend or participate in online discussions or workshops.

## 2. Host events

* **In-person events:** Host workshops, discussions, or outreach activities to facilitate open conversations. [collaborate with healthcare professionals to address common sexual health concerns].
* **Virtual events:** Organise webinars or live chats focused on sexual health topics [awareness sessions internally in your organisation similar to HIV awareness sessions].

## 3. Share testimonials and success stories

* Share personal stories or experiences from people who have benefited from open conversations about sexual health [young people, healthcare professionals, or advocates].
* Feature quotes or video clips from participants who have shared their experiences on social media.

## 4. Create content

* **Video content:** Create and share short videos explaining why open conversations about sexual health matter.

# **Key messages to share**

* **Talk openly, live openly:** Open conversations help reduce stigma and empower people to make informed choices about their sexual health.
* **Sexual health is health:** Sexual health is a vital aspect of overall well-being, and discussions should be open, supportive, and non-judgmental.
* **Empowering individuals, especially youth:** Encourage individuals to talk to young people and help them make informed, empowered decisions about their sexual health.

# **Additional resources & support information**

* **Events and videos:** Find out about [events happening during the week, watch inspiring videos](https://sexualhealthni.info/events/sexual-health-week/) of young people, healthcare professionals
* **Downloadable resources:** Social media assets available within this toolkit.
* **Press release:** Check the [PHA’s corporate site news page](https://www.publichealth.hscni.net/news) on **10 February** for the press release.