

World Contraception Day (WCD) 26 September 2026 – Northern Ireland

Please note this toolkit is published under [World Contraception Day on the Sexual Health NI website](#).

This **World Contraception Day (WCD) 2026** provides an opportunity to raise awareness about the importance of contraception and empowering people to make informed choices about their sexual and reproductive health.

Dates: 26 September 2026

Theme: What works for you?

Produced and published by: Public Health Agency, Communications and Health Improvement teams, Overarching Communications Group including partner organisations from the community and voluntary sector and health care trusts.

Hashtags: #WorldContraceptionDay2026NI

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- Websites – Public Health Agency, Sexual Health NI
- **Sexual Health Services and Information**
- BHSCT: [Sexual health and HIV services | Belfast Health & Social Care Trust website](#)
- WHSCT: [Sexual and Reproductive Health Services | Western Health & Social Care Trust](#)
- SEHSCT: [Sexual Health Service - South Eastern Health & Social Care Trust](#)
- NHSCT: [Contraceptive and Sexual Health Services - Northern Health and Social Care Trust](#)
- SHSCT: [Sexual Health | Southern Health & Social Care Trust](#)
- NHS: [Sexual health - Live Well - NHS](#)
- SH:24: [Free Home STI \(STD\) Test | Sexual Health Kit & Contraception | SH:24;](#)
- Common Youth: [Free & Confidential Sexual Health & Wellbeing Advice | Common Youth](#)

The toolkit below is available for download in additional resources section of [World Contraception Day on the Sexual Health NI website](#). It is designed to help individuals, community groups, advocates, and organisations actively engage with and promote World Contraception Day 2026.

With a focus on What works for you? the campaign raises awareness about making informed choices about your reproductive health and empowering everyone to choose the contraception that best fits their life and needs. Let's support informed choices.

The Toolkit contains ready-to-use content (social media posts, images and posters) for Facebook, Instagram, X, LinkedIn, websites.

World Contraception Day objectives

- To increase awareness of Contraceptive Choices
- To improve understanding of correct use
- To promote informed decision making
- To encourage prevention-focused behaviours
- To address rising incidence of certain STIs
- To reduce stigma around sexual health
- To strengthen engagement with priority communities
- To ensure consistent messaging across partners

World Contraception Day alignment with Sexual Health Action Plan 2023-2026:

- Obj 2: Reduce transmission of Sexually Transmitted Infections (STIs).
- Obj 3: Support choice over reproductive health and minimise the number of unintended pregnancies, with particular attention on teenage pregnancy.
- Obj 5: Create a culture of openness about sexual and reproductive health and empower people with the information they need to make informed choices.
- Obj 6: Establish effective mechanisms for optimal communication and collaboration with stakeholders and service providers.

How to participate - Promotional strategies to help you engage your audience and boost participation during #WCD2026NI

Collaborate with partners

Partners play a key role in extending the reach and impact of the '**What Works for You?**' On World Contraception Day through our annual campaign.

You can get involved, below are practical ways you can participate in World Contraception Day 2026 as part of the campaign:

- **Share** campaign messages across your social media channels, websites, newsletters and internal and external communications.
- **Use** the campaign toolkit – distribute approved posters, messaging, and resources to ensure consistency and accuracy.
- **Support** events and outreach activities - host or attend events, workshops, and information stalls to raise awareness of contraceptive options and the importance of sexual health.
- **Display** campaign materials in your spaces - promote posters, leaflets, and digital assets in community spaces, clinics, and venues.
- **Engage** communities in conversations - encourage open, inclusive conversations about contraceptive choices, how to prevent unintended pregnancies and STIs, and the importance of sexual health
- **Signpost** to sexual health services and GUM clinics for a wide range of confidential supports.
- **Collaborate** with other organisations to extend reach and ensure messaging is accessible to diverse communities across Northern Ireland.
- **Promote** to help reduce stigma by supporting non-judgemental, sex-positive communication around prevention and care.
- **Provide feedback** - Share insights and learning to help improve current and future campaigns.

Host or attend WCD events

- **In-person:** Attend WCD events, host community workshops, panel discussions, information stalls/tables or outreach activities to facilitate open conversations, collaborate with healthcare professionals to raise awareness on the importance of Contraceptive options Where to get it, how to use it and who can get it.
- **Virtual:** Organise webinars, live Q&As, virtual peer talks focused on World Contraception Day – What works for you?

BHSCT

Date	Organisation	Location	Details of event
21-24/09/2026	Informing Choices NI	Video links	See regional section below to links to video regarding Contraception, contraception kit, FAQs and LARC
Currently available	Common Youth	Video links	See regional section below to links to videos regarding all matters Contraception
24 September 2026 7pm -9.45pm	Informing Choices NI	Dance Addiction Studios, 1A Parkgate Avenue, Belfast, BT4 1JA	Lady Bird Screening and Discussion Join Informing Choices for a screening of the award-winning film <i>Lady Bird</i> , followed by a discussion led by Megan Turner from Common Youth exploring themes of relationships, sexual health, and informed decision-making. Audience participation and reflection are encouraged. Free admission Booking required

			 Suitable for ages 16+ Tickets can be booked here
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SHSCT

Date	Organisation	Location	Details of event/resource
24/09/2026	SHSCT	4 x Videos YouTube	Contraception video - https://youtube.com/shorts/877H9KNlefE EMA video – https://youtube.com/shorts/Ty7blxpQjXE GUM video – https://youtube.com/shorts/8In0vDrqqYk HIV PREP video - https://youtube.com/shorts/lye0WEU-CU0
26/09/2026 10am-2pm	SHSCT	St Vincent de Paul Centre Lurgan	An ethnic minority outreach clinic offering STI testing and contraception advice.

NHSCT

Date	Organisation	Location	Details of event/resource
24/09/2026 1pm-2pm	NHSCT	Lunch & Learn Session	In celebration of World Contraception Day join Dr Sharon Porter to explore contraception – the various methods available, services available online and in person. Targeted at anyone who works with young people and adults, in particular those who are in a position to signpost to Sexual & Reproductive Health Services and those curious to know more about contraception and how best to access it. To register please email: emma.mcelhone@northerntrust.hscni.net

REGIONAL

Common Youth

As part of the World Contraception Day campaign, Common Youth has produced a range of short videos to raise awareness and increase understanding on contraception choices, they cover common contraception topics and frequently asked questions. These can be accessed and viewed at the links below:

Different types of contraceptive pill: <https://youtube.com/shorts/hYxjKmRqeN4?feature=share>

Condoms FAQs: <https://youtube.com/shorts/mfyzNYHn7qs?feature=share>

The contraceptive pill FAQs: https://youtube.com/shorts/MQbjDcr_cm8?feature=share

Emergency contraception FAQs: https://youtube.com/shorts/c_GC9AqF4nk?feature=share

Informing Choices NI (ICNI)

ICNI has also produced a range of short videos to raise awareness and encourage conversations about contraception. The videos include:

21/09/2026 Contraception Vox Pop – young people share the different types of contraception they are aware of and where they can access them.

<https://vimeo.com/manage/videos/1226953428>

22/09/2026 The £20 Contraception Kit Challenge – ICNI staff members compete to see who can put together the best contraception kit with a £20 budget.

<https://vimeo.com/manage/videos/1224963175>

23/09/2026 Contraception: Your Questions Answered – people with a learning disability ask questions about condoms, emergency contraception and contraception more generally, with an ICNI Education Worker providing accessible answers.

<https://vimeo.com/manage/videos/1225940521>

24/09/2026 LARC: Your Questions Answered – people with a learning disability ask questions about long-acting reversible contraception (LARC), with an ICNI Education Worker providing accessible answers.

<https://vimeo.com/manage/videos/1225948384>

Frequently asked questions –

- **What is contraception?**
Contraception refers to methods that help prevent pregnancy and enable individuals to make informed choices about if and when to have children.
- **Where can I find reliable information about contraception?**
Reliable information is available from healthcare professionals, HSC Sexual and Reproductive Health Services and websites such as [Home - Sexual Health NI](#)
- **Where can I access Free Sexual and Reproductive Health Services (SRH)?**
Sexual and Reproductive Health clinics (SRH) , also known as contraceptive clinics, are a free and confidential service offering a range of contraceptive methods and advice. Contraception is available free of charge. There are many different methods of contraception but not all methods are suitable for all people. Specially trained staff are available to help you decide what the right choice is for you. [Where do I get contraception? - Sexual Health NI](#)
- **What contraceptive methods are available?**
There are a range of options including condoms, contraceptive pills, patches, injections, implants, intrauterine devices (IUDs), and permanent methods, [Methods of contraception - Sexual Health NI](#)
- **Which contraceptive method is right for me?**
The best method depends on your health, lifestyle, preferences, and future pregnancy plans. A healthcare professional can help you choose the most suitable option. [Contraception - Sexual Health NI](#)
- **Why wear a condom and where can I get free condoms?**
Condoms are the only contraceptive method that help prevent both sexually transmitted infections (STIs) and unintended pregnancies. Free condoms are available through many sexual health / sexual and reproductive health clinics, youth services, community organisations, and condom distribution schemes such as the Common Youth C-card scheme : [Condoms \(male\) - Sexual Health NI](#)
- **What is emergency contraception?**
Emergency contraception can help prevent pregnancy after unprotected sex or contraceptive failure, e.g. a broken condom or a missed pill. There are two methods – the copper coil, which is the most effective, or a tablet often known as Emergency Hormonal Contraception or the ‘morning after pill’. Emergency contraception should be accessed as soon as possible and, despite the name, is available up to 120 hours after unprotected sex, the service is free, confidential and discreet [Emergency contraception - the "morning after pill" or "Plan B" - Sexual Health NI](#)
- **Can young people access contraception confidentially?**
Yes. Young people can access confidential contraception and advice and services from SH:24, Common Youth, C-Card Scheme, GPs and sexual and

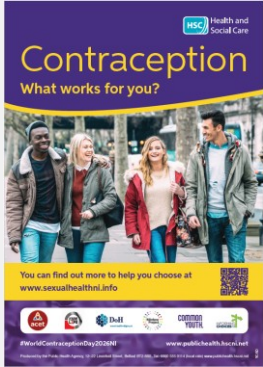
reproductive health clinics within health and social care trusts. For further information check out [Home - Sexual Health NI](#)

Evaluation and impact

- Let us know how you use the toolkit and about the social media engagement, hashtag reach, website visits, downloads, and event participation on your channels and platforms.
- Collect feedback from participants to measure awareness and engagement and send us some quotes.

Posters, web banner and email signature (digital only)

These digital materials were designed for public use, clinics, schools, universities and workplaces are available to download under [World Contraception Day on the Sexual Health NI website](#).

Resource	How to use
Click on image to enlarge and save Poster 	Optimised for sharing on social media platforms (Instagram, Facebook, X)
Email signature  Web banner 	Add to websites, newsletters, email footers to spread the message.

Social media posts

Social media graphics to be used during WCD 2026

Hashtags to use@

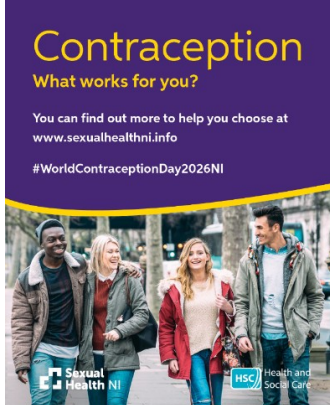
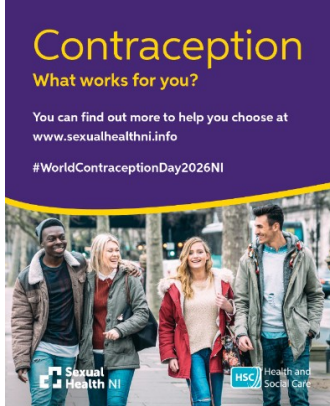
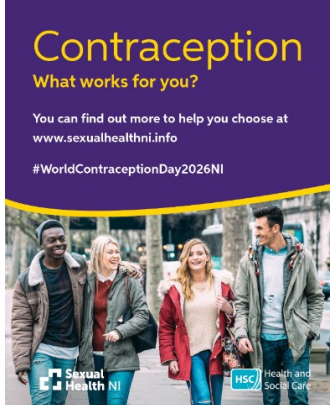
- #WorldContraceptionDay2026NI

Tagging:

X	Facebook	Instagram
• @healthdpt • @commonyouth • @PositiveLife_NI • @ICNI2019	• @DepartmentOfHealthNI • @commonyouthbelfast • @TheRainbowProjectNI • @PositiveLifeNI • @InformingChoicesNI	• @department_of_health_ni • @common_youth • @therainbowprojectni • @positivelife_ni • @InformingChoicesNI

Ready-to-use content (posts, images) for Facebook, Instagram, X, LinkedIn, websites.

Date	Graphic	Text
World Contraception Day socials for PHA channels		
26/09/2026		1. Graphic as above Saturday 26 September am #WorldContraceptionDay2026NI There are many free contraception options available across Northern Ireland, so find out more about what type of contraception works for you. Contraception can help protect against sexually transmitted infections as well unintended pregnancy. Find out more in comments below. First comment: This World Contraception Day (26 September) find out more at www.SexualHealthNI.info

24/09/2026		#WorldContraceptionDay2026NI Please look out for additional social media content that aligns with the PHA press release. This World Contraception Day (26 September) find out more at www.SexualHealthNI.info
Suggested content for partner organisations		
World Contraception Day 2026		Option 1 – find out what works for you #WorldContraceptionDay2026NI With many free contraception options available across Northern Ireland, the Public Health Agency is encouraging people to find out more about what type of contraception works for you. Contraception can help protect against sexually transmitted infections as well unintended pregnancy. This World Contraception Day (26 September) find out more at www.SexualHealthNI.info
World Contraception Day 2026		Option 2 – where to access contraception #WorldContraceptionDay2026NI Whether it's contraceptive pills, coils or condoms, you need to know where to get them. Contraception is available for free across Northern Ireland from a range of sources including community organisations, sexual and reproductive health clinics, pharmacies, GPs and even a discreet online delivery service SH:24. This World Contraception Day (26 September) find out more about contraception and where to get it at www.SexualHealthNI.info

		Contraception can help protect against sexually transmitted infections as well as unintended pregnancy.
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All graphics are available to download from the campaigns page on the Sexual Health NI website: [World Contraception Day on the Sexual Health NI website](#).

Press release

- Access published press release on [PHA's corporate site news page](#) on Thursday 24 September 2026