

CELEBRATING CHANGE

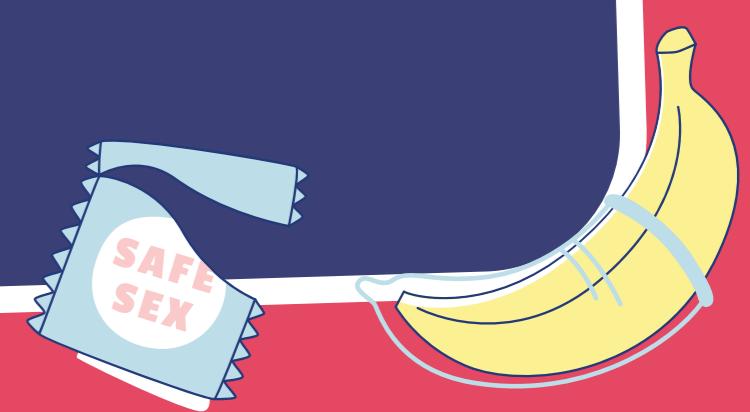
40 Years of Progress and the Future of Sexual Health in Western Australia.

SEXUAL HEALTH WEEK? WHAT'S THAT? ☀

WA Sexual Health Week is held annually in February, aligning with National Condom Day (February 14). The 2025 theme, Celebrate Change, took a human rights lens to highlight progress in dismantling stigma, improving access to sexual health services, and addressing systemic inequities. By recognising the social and cultural contexts of sexual health, the theme underscored how these shifts have led to better sexual health outcomes.

The 2025 event also marked the 40th anniversary of WAAC, celebrating four decades of activism, peer support, education, and community-led responses to HIV and other STIs.

As WA continues to experience rising or steady rates of STIs, including syphilis (King et al, 2024), this campaign aimed to target the general population using a sex positive, strengths-based approach to raise awareness of sexual health.



WHAT WERE THE OUTCOMES? ☀

WA Sexual Health Week engaged communities across WA and demonstrated the importance of accessible, grassroots initiatives in advancing sexual health. By combining humour and peer engagement, the campaign reflected a shift toward community-informed health promotion.

Community-led action has been central to WA's HIV and STI response over the past 40 years. As the landscape evolves, continued innovation, adaptability, and collaboration are essential. With the virtual elimination of HIV transmission in sight, new challenges emerge in improving quality of life for people living with HIV and preventing other STIs and BBVs. Sexual Health Week 2025 reaffirmed the need for equity-driven, future-focused approaches in sexual health.



WHAT TYPES OF THINGS DID YOU DO? ☀

11 SMALL GRANTS AWARDED TO REGIONAL ORGANISATIONS

Support local events, education sessions, and STI testing outreach. These initiatives reached over 100 people, successfully engaged priority populations, and mobilised regional communities to participate in and support their own health.



A VERY SUGGESTIVE CAMPAIGN AT YAGAN SQUARE...

High-visibility campaign on the big screen at a key transit and cultural hub.

OUTREACH AT PERTH FRINGE FESTIVAL

Alongside street interviews in the Perth CBD.

GAVE AWAY MORE THAN 100 POSTERS AND BADGES

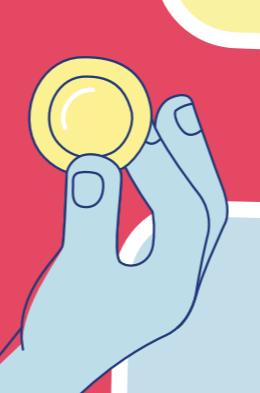
Sex-positive messaging distributed across WA.

“DUDE WITH A SIGN” STYLE MEDIA CAMPAIGN

Challenged sexual health misconceptions and engaged the public.

2X WORKFORCE DEVELOPMENT WEBINARS

Addressed common misconceptions and strengthened sector capability.



CONDOM PACKING PARTY!

Held at a local pub, attracting over 30 attendees promoting safer sex.