

Sexual health promotion resource

January 2024



#TakeTheRiskOutOfFrisky

www.devonsexualhealth.nhs.uk

Background

Sexually Transmitted Infections (STIs) continue to rise in young people aged 16-24 age within Devon and Torbay, with 2023 seeing an alarming rise in the number of gonorrhoea cases in young people in the region.

This six-month campaign is aimed primarily at young people aged 16-24 living in Devon and Torbay, and has been designed to:

- » help raise awareness of STIs
- » encourage conversations about safe sex
- » provide an opportunity to signpost additional sexual health messaging including STI testing and free condom schemes

By supporting this campaign, you can help empower young people and encourage them to protect themselves and their partners and to help de-stigmatise conversations about safe sex.



#TakeTheRiskOutOfFrisky

This is a fun campaign, aimed to attract attention and encourage engagement. The final campaign has used audience feedback to ensure it resonated with the target group. Our research with young people has also shown that they trust information that has NHS branding.



Get involved

We would love your support to spread the messaging regards STIs and condom use and have created a range of materials, including social media assets and posters, that you can use alongside your own sexual health messaging.

There are graphics available to download and we have included some suggested messaging that you can use to accompany posts and edit to include your own information e.g. free condom schemes, sexual health drop-ins etc.

Please feel free to add emojis.

Social media

Facebook & Twitter (X)

Suggested wording for messaging:

Every time you have sex, you could get a sexually transmitted infection (STI). Condoms can protect against STIs. Why take the risk? Find out more about STIs here: www.devonsexualhealth.nhs.uk/sti-facts

#TakeTheRiskOutOfFrisky

Having sex? Not sure if you should use a condom? Every time you have condom-less sex, you run the risk of getting a sexually transmitted infection. Is it worth it? Find out more about STIs here: www.devonsexualhealth.nhs.uk/sti-facts

#TakeTheRiskOutOfFrisky

Think you know it all about STIs? Do you know if you have one? Getting tested is the only way to protect you and your partner(s). Free STI testing is available from sexual health clinics, or order online at freetest.me

#TakeTheRiskOutOfFrisky

Who did you sleep with last night? Chlamydia or gonorrhoea? Free STI testing is available from sexual health clinics. Don't take the risk, wear a condom and test regularly. Find out more about STIs here: www.devonsexualhealth.nhs.uk/sti-facts

#TakeTheRiskOutOfFrisky

Condoms not only protect against STIs, they can also increase your pleasure. Check out ribbed and flavoured condoms for some safe-sex fun. www.devonsexualhealth.nhs.uk/contraception/condoms

There are many different types of STIs. They are very common and anyone can get one. If you've had condomless sex – best to get tested. Contact your local sexual health clinic or see freetest.me for more info.

Social media images to share with messaging:



Instagram carousels:

Suggested hashtags:

#TakeTheRiskOutOfFrisky
#RiskySex
#STIs
#condoms
#SafeSexFun
#FriskySex

Suggested wording for Instagram carousel:

Each time you have sex, you could get an STI. Condoms can protect against STIs. Why take the risk

Having sex? Not sure if you should use a condom? Every time you have condomless sex, you run the risk of getting a sexually transmitted infection. Is it worth it?

Do you have an STI? Getting tested is the only way to protect you and your partner(s). Free STI testing is available from sexual health clinics, or see [freetest.me](https://www.freetest.me) for online options.

Who did you sleep with last night? Chlamydia or gonorrhoea? Free STI testing is available from sexual health clinics. Don't take the risk, wear a condom.

Condoms not only protect against STIs, they can also increase your pleasure. Check out ribbed and flavoured condoms for some safe-sex fun.

There are many different types of STIs. They are very common and anyone can get one. If you've had condomless sex – best to get tested. Contact your local sexual health clinic or see [freetest.me](https://www.freetest.me) for more info.

Instagram carousel examples:

3-slide carousel



6-slide quiz carousel



Posters

Devon Sexual Health
Contraception, Sexual Health & HIV service

NHS

Netflix and chill?

If you don't know their STI status (or even yours!!), don't take the risk – wear a condom.

STI testing is free at sexual health clinics. Find your nearest clinic on our website.

#TakeTheRiskOutOfFrisky 

www.devonsexualhealth.nhs.uk

Devon Sexual Health
Contraception, Sexual Health & HIV service

NHS

Feeling frisky?

Every time you have sex, you increase the risk of getting a sexually transmitted infection (STI).

If you don't know if your partner has an infection, wear a condom.

#TakeTheRiskOutOfFrisky 

www.devonsexualhealth.nhs.uk

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NHS

Getting steamy?

Be aware; there are many types of sexually transmitted infections – a condom will help protect you.

Free STI testing is available at sexual health clinics and online at freetest.me for under 25s.

#TakeTheRiskOutOfFrisky 

www.devonsexualhealth.nhs.uk

These are designed to be self-printed.
If you require printed examples, please do let us know.

Videos

YouTube & widescreen

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Contraception, Sexual Health & HIV service

NHS

Getting steamy?

Be aware; there are many types of sexually transmitted infections – a condom protects you from all of them



Free STI testing is available at sexual health clinics and online at freetest.me for under 25s

#TakeTheRiskOutOfFrisky
www.devonsexualhealth.nhs.uk

TikTok, Instagram reel & Instagram story

Devon Sexual Health

NHS

Got a condom?



Every time you have sex, you increase the risk of getting a sexually transmitted infection (STI).
If you don't know if your partner has an infection, wear a condom.

#TakeTheRiskOutOfFrisky
www.devonsexualhealth.nhs.uk

Check out Devon Sexual Health social media

As well as STI information, we post regularly on our social media channels with lots of information regards clinic information, contraception, sexual consent, young person clinics, HIV testing and emergency contraception.

Please do follow and share our content when appropriate.

Thank you.



@DevonSHealth



@sexualhealthexe



@devon.sexualhealth



@devonsexualhealth2572



@devon_sexual_health

Resources

All assets are available to download.

Should you require any additional assets, please contact:
susan.mills31@nhs.net

Download our
resource pack



Other services that you may wish to signpost are:

- » Doink – Free condom service for 13-24s in Devon and Torbay
www.sh.uk/services/condoms/devon-and-torbay
- » HIV & sexual health services – The Eddystone Trust
eddystone.org.uk

More information on the different types of STIs can be found here:
www.devonsexualhealth.nhs.uk/sti-facts

More information on condoms can be found here:
www.devonsexualhealth.nhs.uk/contraception/condoms

Thank you for your support