



World Sexual Health Day 2025 Toolkit

About

Since 1978, the World Association for Sexual Health (WAS) has been the pre-eminent global organization concerned with sexual health and rights. Our membership represents thousands of professionals as well as experienced sexologists from a variety of disciplines.

WAS launched the first World Sexual Health Day in 2010 to bring the global community together to promote sexual health and well-being. WAS calls on all its organizations to celebrate World Sexual Health Day on September 4th - and throughout the month of September - to promote greater social awareness of sexual health, rights, justice, and pleasure across the globe.

What's in this Toolkit?

1. [Email Announcement for World Sexual Health Day](#)
2. [Messaging and Key Talking Points](#)
3. [Conversation Deck](#)
4. [Participation Guide](#)
5. [Presentation](#)
6. [Social Media Graphics and Messaging](#)

Email/Newsletter Announcement: World Sexual Health Day

For use in email and newsletter announcements. Adapt as desired.

September 4th Is World Sexual Health Day.

This year's theme is Sexual Justice: What Can We Do?

What is Sexual Justice?

Sexual justice exists when all people have the power and resources to make free and healthy decisions about their bodies, sexuality, and reproduction, and have equal access to sexual health services, including education and care. Sexual justice means building a world where everyone can experience sexual health, rights, and pleasure, free from discrimination, violence, or exclusion.

This year, WSHD has four focus areas under the main theme of sexual justice.

The first is **Sexual Rights**. The core message for this focus area is that sexual justice is essential for the achievement of sexual health, rights, and pleasure for all people without discrimination, fear, shame, and stigma.

The second is **Sexual and Reproductive Rights**. The core message for this focus area is that sexual justice means protecting and promoting the right to bodily autonomy and reproductive choice for everyone and everywhere.



The third is *LGBTQ+ Adolescents: Transgender, Gender-Diverse, Gay & Lesbian Youth*. The core message for this focus area is that sexual justice means affirming and defending the rights, dignity, needs, and identities of all LGBTQ+ people, especially trans, non-binary, gay, and lesbian adolescents.

The fourth is *Access to Information*. The core message for this focus area is sexual justice means ensuring access to accurate, uncensored, evidence-based information about sexuality and health.

Please join us in celebrating World Sexual Health Day 2025.

Messaging and Talking Points

What is Sexual Justice?

- **Sexual justice** contributes to a more equal and inclusive world and is essential for the achievement of sexual health and rights for all people without discrimination, fear, shame, and stigma.
- **Sexual justice** is a central dimension of social justice, as it relates to sexuality and sexual health, and is essential for the respect, protection, and fulfillment of sexual rights as human rights.
- **Sexual justice** is fundamental for just societies and addresses the social determinants and structural conditions of inequalities and discrimination that persist globally in relation to sexual health and rights, that particularly impact oppressed, marginalized, and discriminated populations.
- **Sexual justice** requires a challenge to societal norms, power dynamics and institutions, attitudes, and prejudices that perpetuate discrimination and violence in relation to sexuality and sexual health, and demands structural changes in societies.

Sexual Justice:

- Is not optional
- Should NOT be political
- Is the foundation of health, dignity, equity, and equality

Sexual Rights

Core message: Sexual justice means the ability to achieve sexual health, pleasure, and rights for all people without discrimination, fear, shame, and stigma.

Sexual pleasure, freedom from discrimination, access to healthcare, and a stigma-free environment are some sexual rights that we should all have, regardless of gender, economic status, disability, religion, or where we live.

Recognition of sexual rights is mandatory for the fulfillment of sexual justice.



What can we do?

- Recognize that sexual pleasure is a fundamental sexual right (WAS Declaration on Sexual Pleasure)
- Destigmatize sexual health topics in everyday life and conversation
- Advocate for laws and policies that fight against discrimination
- Challenge institutions and people who perpetuate discrimination and violence related to sexuality and sexual health
- Raise awareness about sexual rights, pleasure, and stigma

Sexual and Reproductive Rights

Core Message: Sexual justice means protecting the right to bodily autonomy and reproductive choice for everyone, everywhere.

Abortion bans, funding restrictions, and stigma threaten women and girls' sexual and reproductive autonomy. Barriers to contraception and care harm the most vulnerable. *When people can't make decisions about their own bodies, there is no justice.*

What can we do?

- Speak up when reproductive rights are under attack, locally and globally
- Support organizations and providers offering safe, legal abortion and contraception
- Push back against policies like the Global Gag Rule that silence care providers
- Educate ourselves and others about the real and devastating impact of restricted access to health care
- Educate yourself and others — awareness drives action
- Engage in discussions with official institutions and NGOs
- Lobby with politicians

LGBTQ+ Adolescents: Transgender, Gender-Diverse, Gay & Lesbian Youth

Core Message: Sexual justice means affirming and defending the rights, dignity, needs, and identities of all LGBTQ+ people, especially trans, intersex, non-binary, gay, and lesbian adolescents.

In many parts of the world, LGBTQ+ youth are facing increasing threats to their rights, health, safety, and visibility. Laws are being introduced & enforced that criminalize identity, restrict healthcare, ban inclusive education, and fuel discrimination. Gender-affirming care is being banned without clinical or scientific justification. Trans identities are being erased from schools and laws. Youth are left unsupported, unheard, and unsafe.

Justice means being able to live & be seen as who you are.



What can we do?

- Listen to LGBTQ+ youth and center their voices — their lived experience is essential to shaping just policies and support systems
- Stand against laws that criminalize identity, deny healthcare, or restrict free expression, whether targeting gender-affirming care, same-sex relationships, or inclusive curricula
- Advocate for safe, affirming environments in schools, clinics, communities, and families where every young person is respected and celebrated
- Celebrate LGBTQ+ identities, from Pride to policy, and refuse to be silent in the face of hate, homophobia, or transphobia
- Speak out against hate and silence

Access to Information

Core Message: Sexual justice means ensuring access to accurate, uncensored, evidence-based information about sexuality and health.

Books are being banned. Evidence-based content is being removed from schools and social media. Without information, people can't make safe, informed choices. *Access to truth is access to justice.*

What can we do?

- Share trusted resources, amplify expert voices, and share accurate, inclusive sexual health information
- Defend the right to comprehensive sexuality education (CSE) in schools and communities.
- Challenge censorship of books, websites, and social media content about sexual health
- Create space for open, respectful conversations across generations
- Start honest conversations — in homes, classrooms & online

Conversation Deck

[Click here](#) to access printable cards to spark thoughtful, respectful, and inclusive conversations about sexual justice. These prompts are designed to be adaptable across age groups, settings, and regions. The cards are ideal for youth groups, university classrooms, community dialogues, professional development spaces, WAS member organization workshops, and more.

When printing the deck, choose landscape and four slides per page.

Events

Planning an event for World Sexual Health Day 2025? Already held an event and want to submit details and photos? [Complete our short form](#) and submit for inclusion in our World Sexual Health Report.



WSHD Participation Guide

Films and Documentaries

Sexual Rights and Reproductive Rights

- After Tiller | Documentary by Lana Wilson and Martha Shane | POV PBS
- The Janes | Directed by Tia Lessin and Emma Pildes (Documentary)
- Aftershock | Documentary | by Paula Eiselt and Tonya Lewis Lee
- Break The Silence: Reproductive & Sexual Health Stories | Dir. by Willow O'Feral
- Happening (L'Événement) | Directed by Audrey Diwan

Trans and Nonbinary People

- Trans in America: A Documentary Series | American Civil Liberties Union
- Transhood | Directed by Sharon Liese (Documentary)
- Gender Revolution: A Journey With Katie Couric
- The Pearl of Africa by Jonny von Wallström
- Always Amber | Directed by Lia Hietala and Hannah Reinikainen

Access to Information

- The Turning Point: To Be Destroyed - MSNBC Films
- Banned Together- Directed by Kate Way and Tom Wiggin (Documentary)
- A Sexplanation -Dir. Alex Liu (Documentary)

Books

Sexual Rights and Reproductive Rights

- You're the Only One I've Told: The Stories Behind Abortion by Dr. Meera Shah
- The Turnaway Study by Diana Greene Foster, PhD
- Birth in Eight Cultures | Edited by Robbie E. Davis-Floyd and Melissa Cheyney
- Bodies Under Siege by Sian Norris
- The Means of Reproduction by Michelle Goldberg
- Sexuality, Health and Human Rights by Sonia Corrêa, Rosalind Petchesky, Richard Parker

Trans and Nonbinary People


- He/She/They How We Talk about Gender and Why It Matters by Schuyler Bailar
- American Teenager: How Trans Kids Are Surviving Hate and Finding Joy ... by Nico Lang
- Free to Be | Book by Dr. Jack Turban
- Before We Were Trans: A New History of Gender by Kit Heyam

Access to Information

- On Censorship: A Public Librarian Examines Cancel Culture in the US by James LaRue
- Too Hot to Handle: A Global History of Sex Education by Jonathan Zimmerman



Presentation

A complete presentation on the 2025 theme *Sexual Justice:What Can We Do* is available to share [online on the Canva platform](#). Simply click on the arrow button  on the bottom right corner of the screen to share a full screen version of the presentation.

Social Media Graphics and Messaging

It's easy to promote WSHD on your social media channels. The WSHD website has several social posts you can share to educate your followers about consent on September 4 and beyond. [Click here](#) to download all of the images below in a single file.

The website also offers a carousel of images on the WSHD 2025 theme. These are designed to be used in one post on social media. However, they can be used separately. You can [download all of the carousel images in a single file](#).

The hashtags for World Sexual Health Day 2025 are #WSHD2025 and #SexualJustice.