

## **THE HEALTH PROMOTION/HIV PREVENTION TOOLKIT**

### **The Aim Of Sexual Health Promotion**

To improve the positive sexual health of the general population and to reduce inequalities in sexual health

### **One Definition Of Sexual Health Promotion**

Any activity which proactively and positively supports the sexual and emotional health and well-being of individuals, groups, communities and the wider public and reduces the risk of HIV transmission.

### **Direct Methodologies for Sexual Health Promotion**

Media campaigns	Community development
Screening and testing	Sex and Relationships Education
Group work	One-to-one work
Detached and street-work	Peer education programmes
Outreach work	Promoting self-care
Targeted work with particularly vulnerable groups	Arts work
Production and dissemination of materials	

### **Indirect methodologies for Sexual Health Promotion**

Training courses and workshops	Conferences and seminars
Information dissemination	Needs assessments
The development of policies and strategies	Research
Promotion of strong inter-agency working	Work with commissioners
Work with the voluntary/community sector	Media work

### **The Values And Principles Which Underpin Good Sexual Health Promotion**

- A positive and holistic model of sexuality and sexual health
- Ensure sexual health promotion is accessible to all
- Affirm diversity
- Ensure that individuals and groups are able to resist coercion
- Support the development of self-esteem
- Build a clear sense of rights
- Enable people to develop practical skills

### **All sexual health services, support and sexual health promotion initiatives should:**

- Be offered in non-judgmental, respectful and sensitive ways
- Provide clear, accurate, up-to-date information
- Offer support enabling people to make healthy sexual choices and relationships.
- Be provided by staff who are aware of the values base described here

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