

# HOW TO: USE OUR SHAPE PROMOTIONAL TOOLKIT

## Sexual Health and Peer Education (SHAPE) Program



**The SHAPE Program is a best practice peer education program for organisations that want to start a new sexual health peer education program with young people, incorporate sexual health into an existing peer education program, or enhance an existing sexual health peer education program.**

Peer education is a great way to communicate sexual health information among groups of young people, as they engage best with peers. In this toolkit you'll find promotional content designed for professionals working with young people to use to encourage peer involvement.

The SHAPE Program is to be promoted by anyone who works with or provides support for groups of young people. However, if you're not sure whether this could be helpful for you or not, use the [Play Safe Pro SHAPE Checklist](#) to see if the program is right for you.

Promoting sex-positivity is paramount to an inclusive and safe environment for young people. A sex-positive space is non-judgmental, uses inclusive language, promotes choice, and supports young people to be aware of their choices.

### WE PROVIDE:

- eDM assets: Included are a designed header, a half-page branded tile and a smaller branded tile in compatible file formats to be built into your email marketing campaign.
- Social assets: 1 x static post, plus supporting imagery, 2 x GIFs (short animation) and suggested supporting copy to be shared on relevant social platforms. For posting instructions, you can refer to [Instagram](#) or [Facebook](#) guides.
- HIV and STI promotional videos: These are informational and address topics that young people are most concerned about. They're downloadable video files that can be repurposed for your own promotional use and shared via email or other social media channels.
- Promotional videos: Additional content created to promote sign-ups for your peer education program. They're all in downloadable file format for easy uploads to your own communication channels and networks.