

DIRECTORATE OF INFORMATION & COMMUNICATION

Media Advisory

Date: 27th August 2021

What: Sexual Health Campaign: *Turn it On: Sexual Health in a Digital Age*

When: Friday, 3rd September 2021 to Friday, 10th September 2021

Who: The Women, Gender, and Youth Directorate of the African Union Commission, in collaboration with UNAIDS, UNFPA, WHO Liaison Offices to the AU and UNECA, and WHO Cervical Cancer Elimination Initiative.

Background:

Inequities in sexual health and wellbeing are shaped by socio-structural, systemic, and political factors. The COVID-19 pandemic has worsened existing barriers to accessing support, community, and services. The Protocol to the African Charter on Human and Peoples' Rights on the Rights of Women in Africa (the Maputo Protocol) is the main legal instrument for the protection of the rights of women and girls in Africa. Article 14 of the Maputo Protocol guarantees women's right to health, including sexual and reproductive health. Under this Article, States Parties are called upon to ensure that the right to health of women, including sexual and reproductive health is respected and promoted. This year, World Sexual Health Day (WSHD) focuses on sexual health in our digital age, and what that means for policy, practices, public health, and education for the protection and promotion of gender equity.

In line with Article 14 of the Maputo Protocol, the Women, Gender, and Youth Directorate (WGYD) of the African Union Commission in collaboration with the UNAIDS, UNFPA, WHO Liaison Offices to the AU and UNECA, and WHO Cervical Cancer Elimination Initiative commemorate the World Sexual Health Day, through a Digital Campaign which runs from the **3rd to the 10th of September, 2021** theme ***"Turn It On: Sexual Health in a Digital Age"***.

The specific objectives of the sexual health campaign are to:

1. To raise the awareness of African youth on the continental sexual health frameworks/policies including the online sexual harassment/exploitation
2. To expand the young people's knowledge around the correlation between HPV, HIV, and Cervical Cancer through unpacking the Global Strategy for the Elimination of Cervical Cancer.
3. To spark conversations amongst African youth around the importance of their sexual health and well-being.

This campaign consists of a series of activities that aim to raise the awareness of Africa's youth on sexual health in a digital age.



ARTS, CULTURE
& HERITAGE:
Levers for Building the
Africa we Want

Stay glued to the African Union Youth Program social media handles and participate in the digital Sexual Health Campaign:

- ★ **Egumeni Session: Podcast Series Monday, September 6 - 9 September 2021**
- ★ **Register for the Egumeni Session: Tea and Talk here:**
bit.ly/SexualHealthEgumeniSession **Friday, September 10, 2021,**
15:00hrs - 16:30hrs (GMT+3)

Journalists are invited to cover the campaign.

For further information, please contact:

Ms. Nyandoh Paho Tadfor, AUC Youth Division Communications Officer, via E-mail: TadforN@africa-union.org

Follow us the African Union Youth Program:

Facebook: <https://www.facebook.com/africa.youth/>

Twitter: <https://twitter.com/AUYouthProgram>

TikTok: @AUYouthProgram

Instagram: @auyouthprogram