



# The Pleasure Playlist

A social media campaign educating viewers on how to pleurably use barrier methods

# NGALA KAADITJ WADJUK MOORT KEYEN KAADAK NIDJA BOODJA

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We acknowledge the Wadjuk people of the Noongar nation, the first and true custodians of the land on which we meet today. We pay respect to the Elders, past, present and emerging and their immutable strength and resilience.





Free condoms and safe sex resources




Testing and sexual health services – M Clinic



Counselling



Supporting LGBTQIA+ young people 



HIV support



Education, training and health promotion

Harm reduction services for people who use drugs



We work to make a difference around HIV, STIs and sexual health in Western Australia



# The Pleasure Playlist

## What is it?

Social media campaign targeted at young people launched **Friday 16th of September**

## Aim

increase the number of young people using barrier methods and lube

## Objectives:

- Increase knowledge of how to make condom use more pleasurable (including, finding a correctly sized condom)
- Increase knowledge of dams and how to make dam use pleasurable
- Increase knowledge of different types of lube, and how to choose the best lube for you!



# The Pleasure Playlist

## What resources are available?

- Social media tiles
- TikTok videos
- Brochure
- Posters – available by request from Friday 16th
- Products on the WAAC store



# Why

## Rationale

- Perceived reduction in pleasure is one of the main reasons people choose not to use condoms (and other barrier methods) (Webster, Michie, Estcourt, Gerressu, Bailey, 2016, Bailey et al., 2016).
- The majority of STI notifications in WA are in young people 29>
- Digital based individual behavior change interventions targeting sexual health/STI related behaviors are an effective means for targeting young people (Flowers et al., 2017)

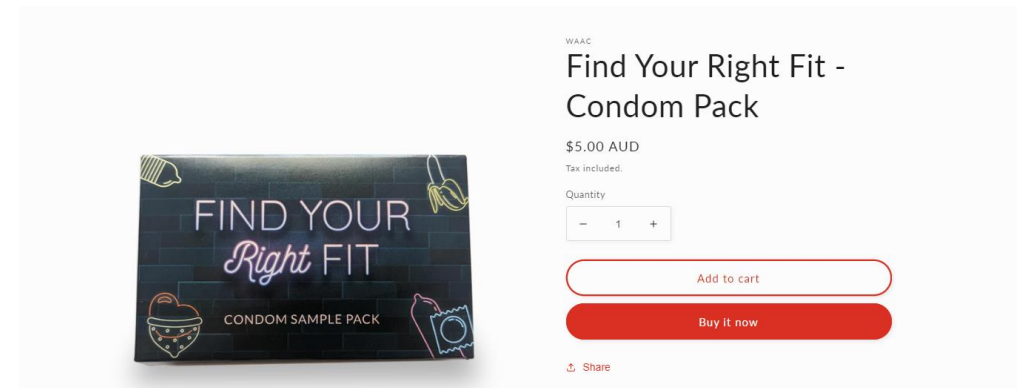
This campaign will aim to increase the number of young people using barrier methods and lube, by discussing how to use them pleurably.





# Where will you see it?

- Socials -TikTok, Instagram, Facebook
- Website
- Leavers – flyers, posters and playlist
- WAAC store – wider selection of products – 1kg lube, 5 kg lube, Find Your Right Fit – Condom Pack
- Spotify – you can listen to the playlist

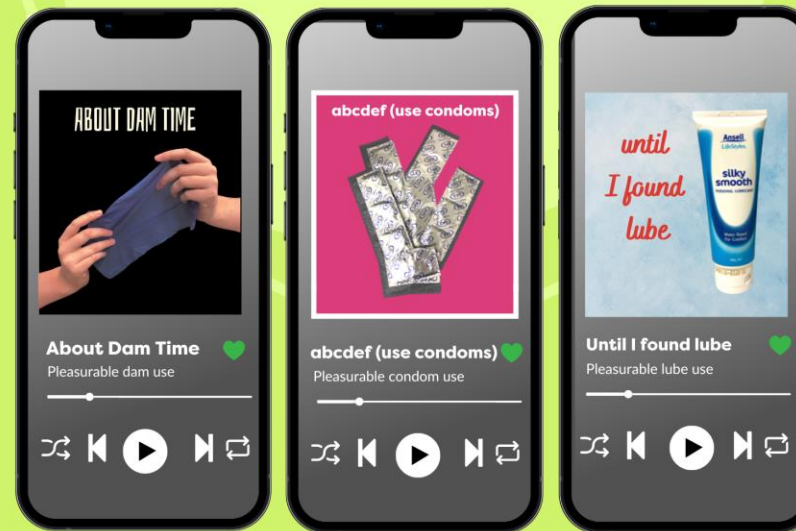




A sneak peak...

# Ready for the pleasure playlist?

Tips for using dams, condoms and lube...pleasurably.




Learn more about how to use condoms, dams and lube in a pleasurable way at [waac.com.au](http://waac.com.au).



 [waac.com.au](http://waac.com.au)

 [hello@waac.com.au](mailto:hello@waac.com.au)

 (08) 9482 0000

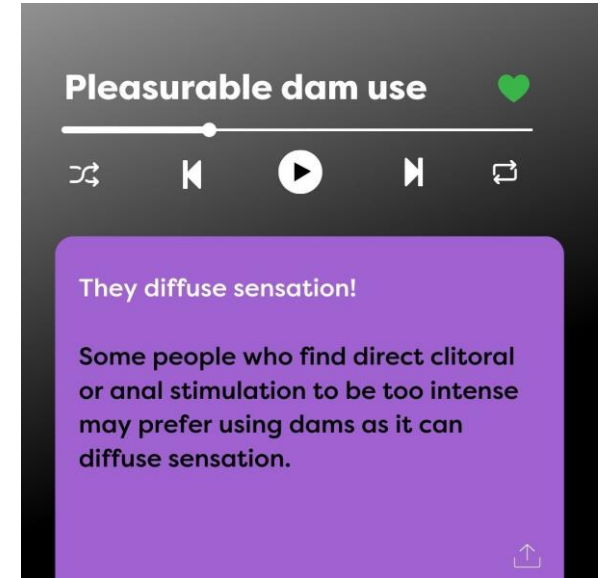
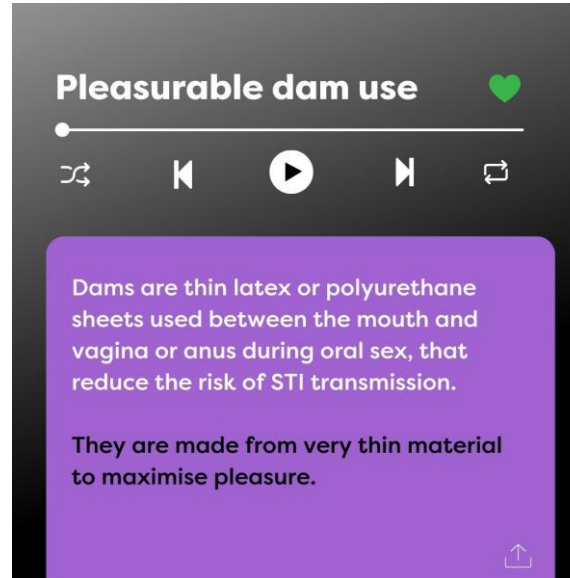
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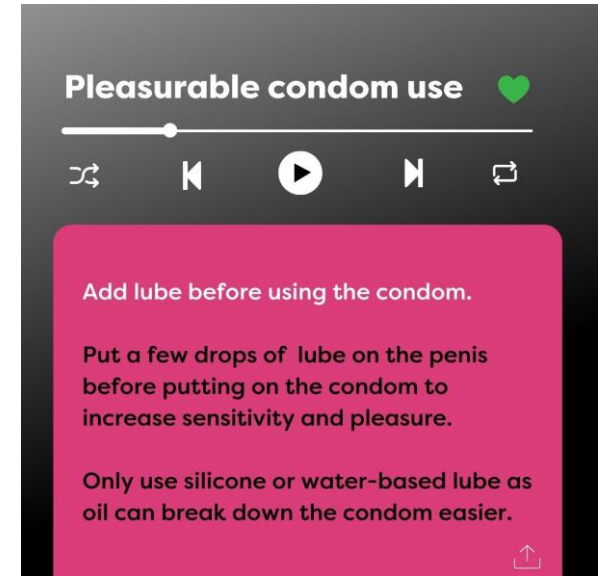
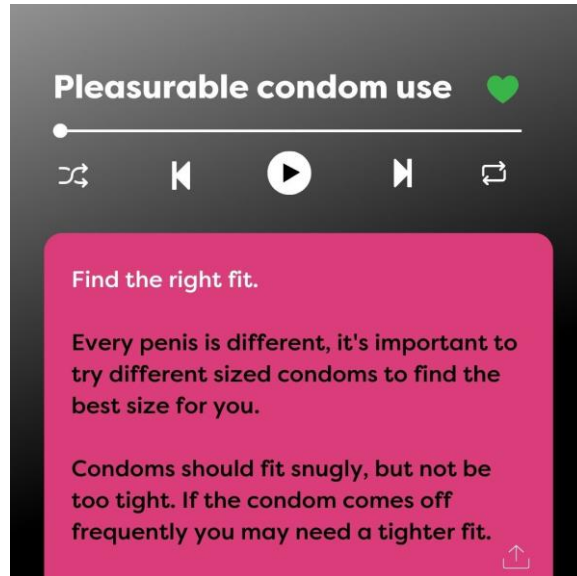


# About Dam Time



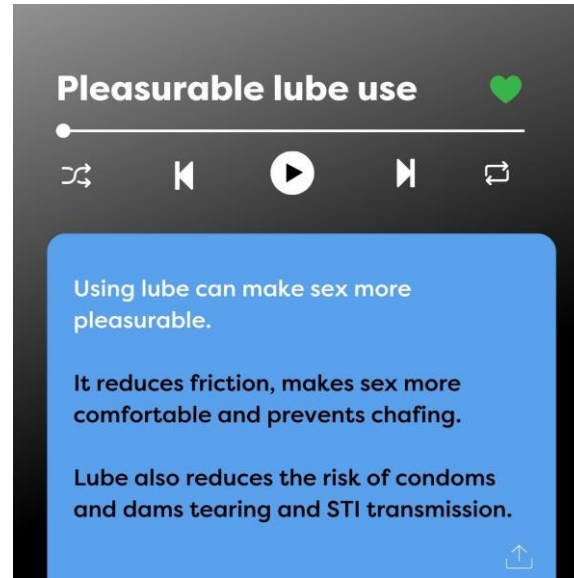
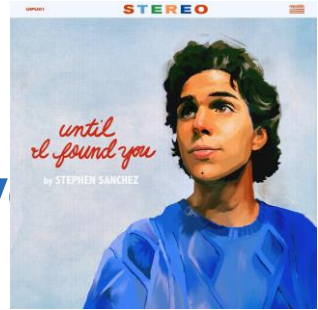


# abcdef (use condoms)





# Until I found lube (Until I found y



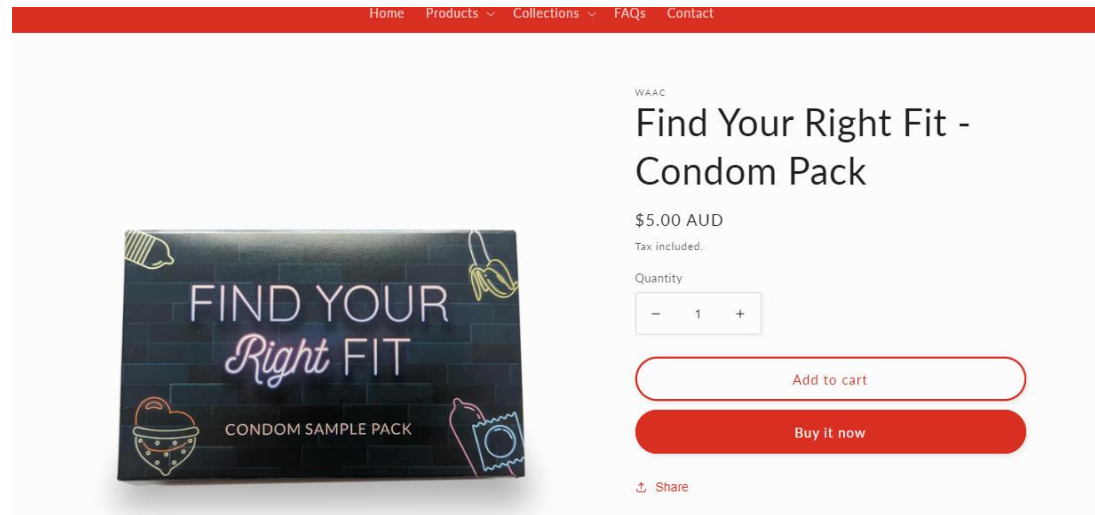




# WAAC Store

<https://thewaacstore.com.au/>

(or the store button in the top right corner of our webpage)






# Questions/ feedback?



 [waac.com.au](http://waac.com.au)

 [hello@waac.com.au](mailto:hello@waac.com.au)

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