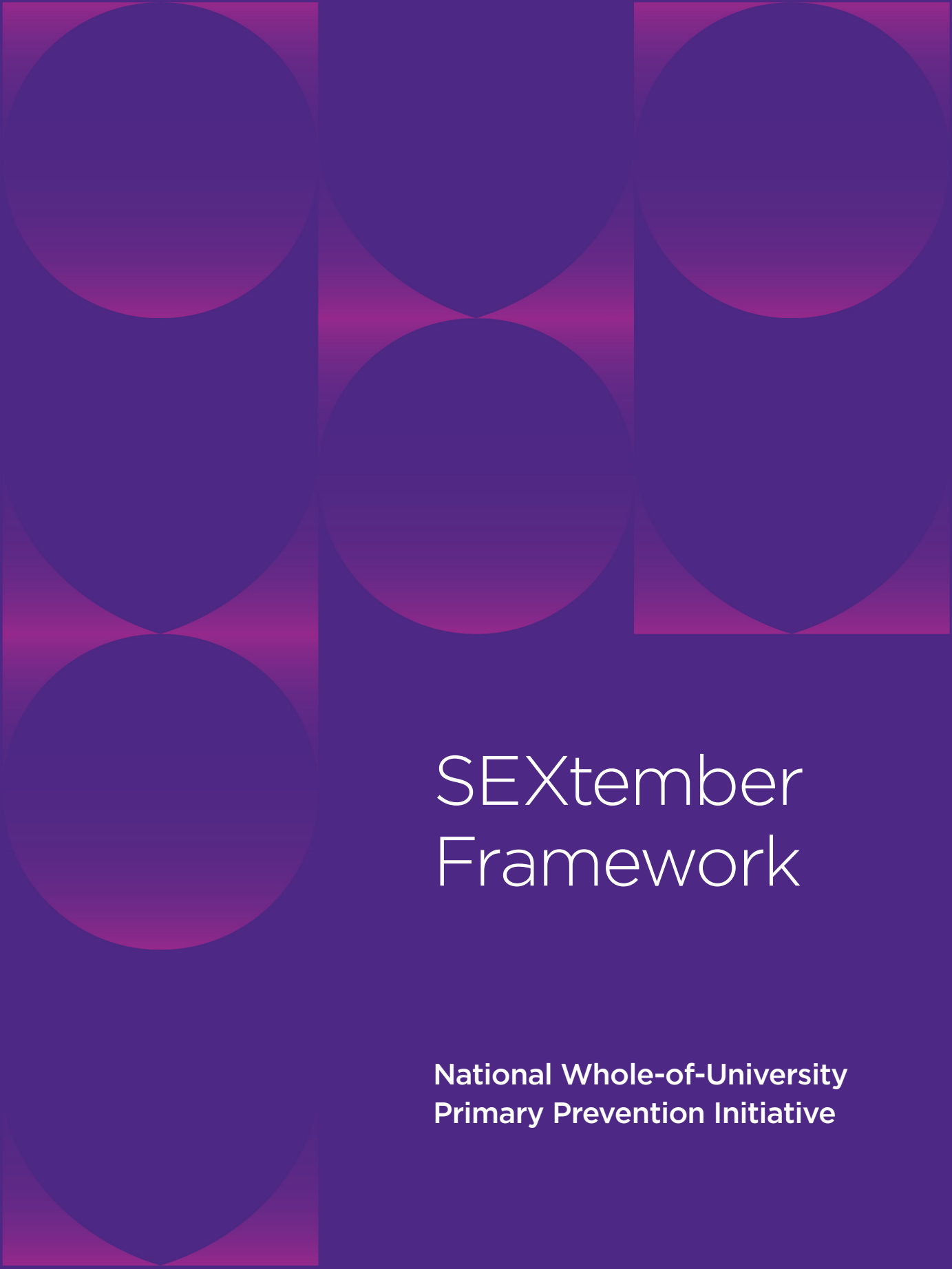




SEXtember Framework

**National Whole-of-University
Primary Prevention Initiative**



SEXtember

National Whole-of-University Primary Prevention Initiative

SEXtember is a university-based initiative first established at the University of New South Wales (UNSW) in 2019. Co-created by UNSW students, researchers, and community, the initiative aims to normalise conversations about sex, sexuality, relationships, sexual health, and reproductive health. Since its establishment, SEXtember has expanded to the University of Queensland (UQ), Adelaide University, University of Newcastle, Griffith University, Central Queensland University, University of Sunshine Coast, Western Sydney University and Swinburne University.

SEXtember at UQ

At UQ, the inaugural SEXtember event was held in 2024 and has since become a core component of the University's approach to preventing gender-based violence each year.

Summary

At UQ, the inaugural SEXtember event was held in 2024 and has since become a core component of the University's approach to preventing gender-based violence each year.

The SEXtember initiative was introduced to UQ in response to barriers identified from student communities relating to their participation and access to information relating to sex and relationships at university. In particular, students from diverse communities cited stigma and a lack of access to reputable information as primary barriers to their sexual health literacy.

To address this, students noted the power of a university-embedded initiative to dismantle the stigma related to sexual wellbeing.

SEXtember outputs

The SEXtember initiative aims to promote sexual wellbeing through education, access, and community connection.

The following outcomes were observed during SEXtember at UQ in 2025:

Education

- Community knowledge in relation to sexual wellbeing was enhanced through eleven (11) online sessions spanning consent in the digital world, AI and deepfakes, LGBTQIA+ and neurodivergence, LGBTQIA+ sex education, unpacking gender binaries, consent for parents and carers, healthy relationships, reproductive health, and sexual health;
- The dedicated social media and web campaign reached over 15,000 unique users.

Connection

- 24 community and university-based services and groups were engaged during the SEXtember Community Days.

Access

- Online sessions and the SEXtember Community Days reduced barriers for students and staff to access information and services in relation to their sexual wellbeing.

Practice Reflections

At UQ, careful consideration was made in relation to adopting SEXtember due to concerns regarding community readiness for conversations about sexual wellbeing. Since launching in 2023, the initiative has received overwhelmingly positive feedback with minimal negative responses. SEXtember has revitalised conversations relating to relationships and gender-based violence across the university.

For additional reflections or information regarding SEXtember, you can contact the UQ Respect team via uqrespect@uq.edu.au

SEXtember covered 31 topics across activations, events and workshops, including Artificial Intelligence (A.I.), LGBTQIA+, neurodivergence, parenting, healthy relationships, sexual health, reproductive health, safer sex, culture, pleasure, online facilitated

2025 SEXtember national data

4

Australian Universities held initiatives linked to SEXtember in 2025

5,642

engagements through in-person events across universities

173

engagements through online events across universities

6,779

unique engagements across posts on social media (ie. likes, shares, comments, and saves)

8,554

unique website engagements across SEXtember websites

65

Stakeholders engaged for community stalls and information

SEXtember Framework

The SEXtember initiative is a primary prevention initiative aiming to promote sexual wellbeing through education, access, and community connection.

Guiding frameworks

Public Health Model

SEXtember aims to address gender-based violence through primary prevention, through a focus on promoting sexual wellbeing. Sexual wellbeing incorporates sex, sexuality, healthy relationships, sexual health and reproductive health, and is fundamental to understandings of respect and safety at university. Education, skill-building and community connection in relation to sexual wellbeing span the psychological, social, biological, behavioural, and cultural dimensions of wellbeing.

Transtheoretical Model of Behaviour Change

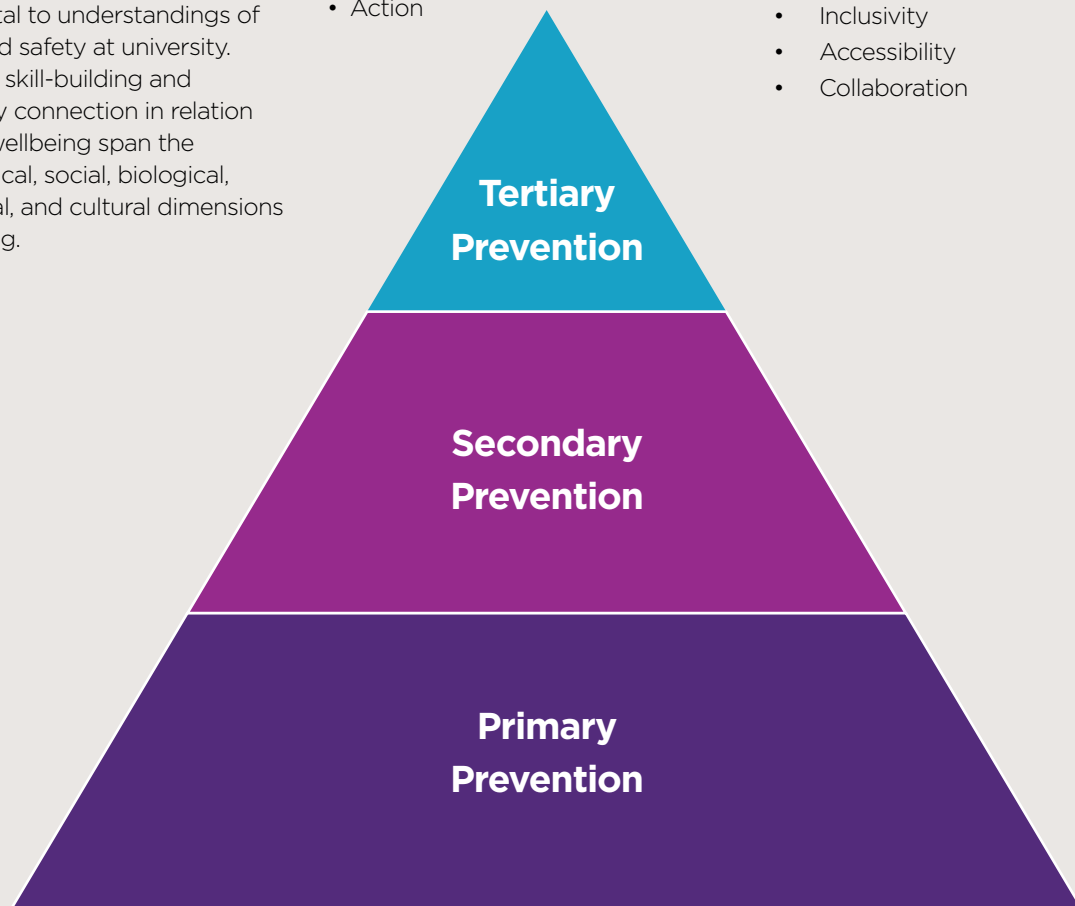
The SEXtember initiative aims to engage the university community across four of the identified phases of behaviour change:

- Pre-contemplation
- Contemplation
- Preparation
- Action

Underpinning Principles

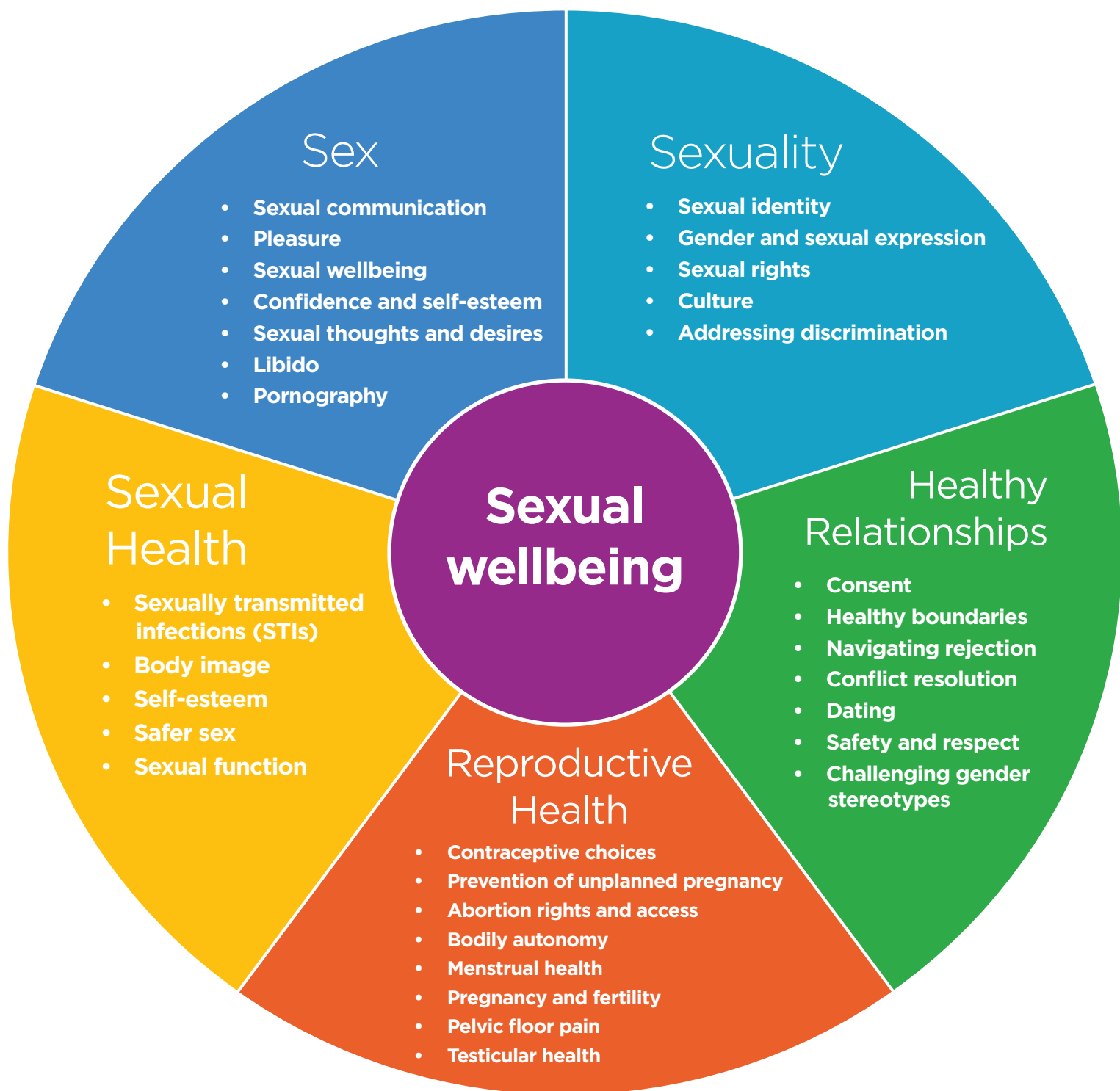
Fundamental principles for the SEXtember initiative include:

- Cultural responsiveness
- Sexual justice
- Trauma-informed practice
- Currency/relatability
- Strengths-based
- Inclusivity
- Accessibility
- Collaboration



SEXtember domains

The SEXtember initiative focusses on five (5) domains connected to sexual wellbeing including: sex, sexuality, healthy relationships, sexual health, and reproductive health. Each domain is crucial to supporting the sexual wellbeing of the university community.





SEXtember action areas

The aims of SEXtember are achieved through five (5) actions



Foster
Community
Connection



Improve
Access



Address
Stigma



Increase
Awareness,
Knowledge
and Confidence



Promote Skill-
building

The action areas guide the development and implementation of SEXtember activities each year. Each metric represents a primary measure of success and is evaluated using evidence-based tools.

For more information

UQ Respect

uqrespect@uq.edu.au

respect.uq.edu.au