

# Beforeplay.

## Sexually transmissible infections (STI) campaign – Phase 2

### Stakeholder kit

November 2025



OFFICIAL

## Introduction

Sexually transmissible infections (STIs) remain a public health challenge in Australia. 1 in 6 Australians will experience a notifiable STI in their lifetime.

All STIs are treatable, but untreated STIs can cause serious health problems. Early detection and treatment is important in the management of all STIs. Regular sexual health checks are necessary as many STIs have no or only mild symptoms.

Beforeplay is a national Australian Government campaign, which aims to educate and raise awareness of STI prevention, with a focus on testing, treatment and promotion of safe sex behaviours.

The campaign encourages Australians — particularly those aged 20 to 34 — to ‘make STI testing your Beforeplay,’ helping to normalise sexual health check-ups and reduce stigma around STI testing.

Phase 2 of the campaign launched in November 2025, following the successful first phase of the campaign in 2024.

This phase includes targeted advertising, information and resources on the campaign website, and tailored community engagement activities. This includes tailored content for First Nations and multicultural audiences.

## The need for a campaign

In Australia, there have been significant increases in cases of chlamydia, gonorrhoea and syphilis since 2012, particularly among young people aged under 35 years.

In August 2025, syphilis was declared a Communicable Disease Incident of National Significance (CDINS) due to rising rates. Syphilis can have the most serious consequences and health impacts of all notifiable STIs. Untreated syphilis in pregnancy can lead to congenital syphilis (where the infection is passed from pregnant person to baby), which can also cause severe outcomes including infant death.

Syphilis is preventable and easily treated if found early, so regular testing is important.

The rise in syphilis and broader STI cases requires increased communication to support and encourage young people, the group where most STI notifications occur, to look after their sexual health.

Recent surveillance data shows a steady increase in STI notifications since 2012.

In 2024<sup>1</sup>:

- Gonorrhoea reached a record high (44,210 cases)
- Infectious syphilis notifications remained high (5,866 cases)
- Chlamydia remained highest overall (101,742 cases).

Between 2020 and Q1 2025, 27 infants died from congenital syphilis (passed from pregnant person to child) – more than half were First Nations infants.



Anyone who is sexually active can get an STI, but people most at risk include:

- young people aged between 20 and 34 years
- gay, bisexual and other men who have sex with men
- First Nations people.

## How can you help

We encourage you to use the resources in this kit and share them on your channels and among your networks, including with young people in your community. You may also adapt these resources for your audiences and channels to help increase understanding and awareness of STIs and promote the importance of regular STI testing, combined with safe sex behaviours.

Anyone who is sexually active can get an STI regardless of age, gender, relationship status or sexual orientation. Having the right knowledge will empower young people to take control of their sexual health - protecting themselves and their partners from STIs.

With your help, we can normalise talking about sexual health, STIs and regular STI tests as part of healthy safe sex behaviours.



## What's in this kit

The campaign toolkit contains:

- key messages
- resources
- social media content
- newsletter content
- advertising materials.

## Find out more

Visit [health.gov.au/STI](https://health.gov.au/STI) for more information about the campaign, resources on STIs and how to connect with sexual health services in your area.

For questions about the resources in this kit, please email [preventivehealthcomms@health.gov.au](mailto:preventivehealthcomms@health.gov.au)

## Resources

The resources listed below are available to download at [health.gov.au/STI/resources](https://health.gov.au/STI/resources)

- [Popular resources](#)
- [Campaign advertising](#)
- [Social media videos](#)
- [Posters](#)
- [Community voices](#)
- [Educational resources](#)

Translated resources are also available in Mandarin, Vietnamese, Arabic, Korean and Thai at <https://www.health.gov.au/sti/translated-resources>

Resources for First Nations communities and a First Nations stakeholder kit are also available at <https://www.health.gov.au/sti/first-nations>

We encourage you to share these resources with your community, within your organisation or with your stakeholder networks.

## Key messages – let's start the conversation

We encourage you to use the key messages below in your own content about STIs or to help start the conversation with young people in your community.

Always encourage people to seek advice from a health care professional about matters relating to their own sexual health.

### Beforeplay

- Safe sex behaviours, such as regular sexual health check-ups and testing, and using protection, is the best way to protect you and your sexual partner(s) and avoid STIs.
- Remember, not all birth control methods (such as hormonal contraception and intrauterine contraceptive devices) protect against STIs. Make sure to also use barrier methods like condoms and dental dams.
- 1 in 6 Australians has had a notifiable STI in their lifetime.
- Not everyone shows symptoms, so you could have an STI and not know it. That's why it's important to make sure you test regularly.
- Syphilis cases are on the rise. It can be hard to spot, but easy to treat if found early, so regular testing is essential.
- Make STI testing your Beforeplay.
- Find out more at [health.gov.au/STI](http://health.gov.au/STI)

### Awareness

- STIs are common – anyone who is sexually active can get an STI.
- STIs are spread through sexual skin-to-skin contact, including unprotected vaginal, oral, and anal sex.
- STIs like syphilis can also be passed on from birthing parent to unborn babies during pregnancy, childbirth, and breastfeeding, and cause severe pregnancy and birth complications.
- Most STIs are easily treated, but early detection is key.
- If left untreated, some STIs can have long-term effects on your body, such as:
  - chronic pain, nerve damage and damage to large vessels near the heart
  - long-term effects on your reproductive health and your unborn babies.
- Untreated syphilis can be especially serious, even leading to death in severe cases.
- STIs can also cause irritation and unwanted symptoms that keep coming back (such as pain when you urinate, unusual genital discharge, itchiness around the vagina, penis, or anus).
- If you've had STIs before, you can get them again. That's why regular testing is important, even after treatment.
- Talking about sexual health is important. Chat to your friends, partner, health professional or someone you feel comfortable talking to.

### Testing

- STI tests are the only way to know if you have an STI.
- STI tests or sexual health check-ups are quick and easy and just a regular part of the job for your health professional.
- During your appointment, a doctor, nurse or health worker will ask you about your sexual history and discuss how often you should get an STI test, based on your personal situation. They will also chat to you about treating and managing an



STI, if you need it. This information stays between you and them.

- Your health professional can also help you to notify partners, if you have been diagnosed with an STI.
- STI tests vary depending on what you're being tested for. You might be asked for a urine or blood sample or a swab sample which you can usually do yourself.
- You can get a test at:
  - your doctor or any GP if you don't want to visit your regular clinic
  - sexual and reproductive health services
  - Aboriginal Community Controlled Health Organisations
  - community health centres
  - Medicare Urgent Care Clinics (for urgent STI testing situations).
- Test results are confidential and are between you and your healthcare professional.
- If you have a Medicare card, pathology for an STI test is free.
- Regular testing is important – early detection helps prevent serious health impacts.

## Safe sex

- Talk with your partner(s) about your sexual health, so you can feel safe being intimate. Be open with them about your sexual health and check that they've also been tested recently.
- Practising safe sex means using barrier protection and getting tested regularly.
- Combine STI testing with protection:
  - Condoms and other barrier protection significantly reduce your risk of getting an STI.
  - Using condom-safe lubricants (e.g. water or silicone based) can help stop condoms from breaking.
  - Always use condoms or dental dams during oral sex.
  - Use a new condom every time you switch between oral, anal or vaginal sex.
  - If you are having sex with multiple partners, use a new condom each time you switch partner.

## Campaign advertising

View and download the campaign advertising.

Title and link	Preview
<a href="#">Make STI testing your Beforeplay – 30 second advertisement</a>	
<a href="#">Make STI testing your Beforeplay – Video 1 – 15 second advertisement</a>	



## Social media videos

View and share the following social media videos.

Title and link	Preview
<a href="#"><u>You could have an STI and not know it – Social media video 1 – 10 seconds</u></a>	
<a href="#"><u>Syphilis is hard to spot, but easy to treat – Social media video 2 – 10 seconds</u></a>	
<a href="#"><u>1 in 6 people will get an STI – Social media video 3 – 10 seconds</u></a>	

## Example posts for social media

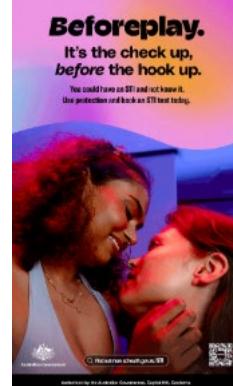
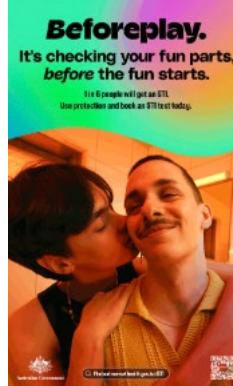
We encourage you to share the campaign materials across your preferred channels! You can share this content as they are or adapt to suit your channels. Please tag us at [@AusGovHealth](#) so we can see your content and cross-promote where possible. You can view our social media channels on our website at [Health.gov.au](#)

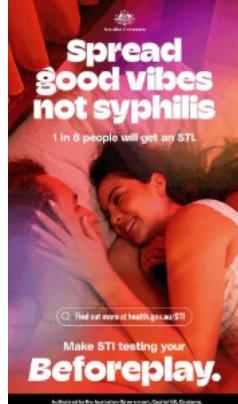
- Did you know, 1 in 6 people in Australia will get an STI in their lifetime? Make STI testing your Beforeplay. Use protection and book an STI test today. Find out more at [health.gov.au/STI](#)

- What do you think of when you hear 'STI'? You've probably heard a thing or two... but is it fact or fiction? Make STI testing your Beforeplay by getting tested regularly and always use protection. Find out more at [health.gov.au/STI](http://health.gov.au/STI)
- An STI test... Admit it, you avoid it, right? But here's the thing, it's much easier than you think. Having a simple STI test as part of regular sexual health check-ups is the only way to know if you have an STI – and to get the right treatment if you need it. Make STI testing your Beforeplay. Find out more at [health.gov.au/STI](http://health.gov.au/STI)
- Syphilis is on the rise in Australia. You might not know you have it because it can be hard to spot, but it's easy to detect with an STI test. And remember - you can get it again, even if you've had it before. Make STI testing your Beforeplay. Use protection and book an STI test today. Find out more at [health.gov.au/STI](http://health.gov.au/STI)

## Posters

Download and share these posters.

Resource	Preview
<a href="#">It's the check up, before the hook up – Beforeplay – poster 1</a>	
<a href="#">It's the test part, before the best part – Beforeplay – poster 2</a>	
<a href="#">It's checking your fun parts, before the fun starts – Beforeplay – poster 3</a>	

<a href="#"><u>1 in 6 people will get an STI – Beforeplay – poster 4</u></a>		
<a href="#"><u>Spread good vibes not syphilis – Beforeplay – poster 5</u></a>		

## Educational resources

- [Videos](#)
- [Posters](#)
- [Fact sheets](#)
- [FAQs](#)

## Videos

Download and share these videos on your channels.

Resource	Preview
<a href="#"><u>Sexually transmissible infections – Beforeplay – STI Mythbusters</u></a> This animation debunks common myths surrounding STIs and sexual health.	
<a href="#"><u>The sexual health check – 140 seconds</u></a> This animation provides information about STIs and sexual health check-ups.	

<p><u>STIs and infertility – 120 seconds</u></p> <p>This animation provides information about impacts of untreated STIs on fertility.</p>	<p><b>STIs and infertility</b></p> <p><b>Beforeplay.</b></p>	
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## Posters

Download and share these posters.

Resource	Preview	
<p><u>Check your fun parts <i>before</i> the fun starts</u></p> <p>Help protect yourself and others by having regular sexual health check-ups and using protection.</p>		
<p><u>Do the check-up <i>before</i> the hook up</u></p> <p>Talk with your partner(s) about your sexual health so you can feel safe being intimate. Use protection and book a check-up today.</p>		
<p><u>Don't give STIs a say in your family plan</u></p> <p>If you're pregnant or planning a pregnancy, a sexual health check-up helps protect your baby.</p>		
<p><u>Do the test part <i>before</i> the best part</u></p> <p>STI testing is simple and over before you know it. Use protection and book a check-up today.</p>		

## Fact sheets

Download and share these fact sheets.

Resource	Preview
<a href="#">All you need to know about STI testing</a> <p>Information about how to look after your sexual health. Learn about STIs, who should have a check-up, how to book a check-up, where you can have a check-up, treatment options, the importance of using protection and talking with sexual partners.</p>	
<a href="#">Men who have sex with men &amp; STIs – the stuff you should know</a> <p>Information for men who have sex with men about testing and prevention of sexually transmissible infections.</p>	
<a href="#">In a relationship? Stay on top of your sexual health</a> <p>Information for people in a relationship about testing and prevention of sexually transmissible infections.</p>	
<a href="#">Travelling &amp; STIs – the stuff you should know</a> <p>Information for travellers about testing and prevention of sexually transmissible infections.</p>	

<p><u>Young men &amp; STIs – the stuff you should know</u></p> <p>Information for young men about testing and prevention of sexually transmissible infections.</p>	 <p>The poster features the 'Beforeplay' logo at the top. Below it, the text 'Beforeplay - It's the test part before the best part.' and 'Young men &amp; Sexually Transmissible Infections (STIs) - the stuff you should know'. The content includes sections on 'What are sexually transmissible infections?', 'How to get an STI?', 'How to have a conversation about sexual health', and 'What would have an STI and not know'. At the bottom, it says 'Beforeplay.'</p>
<p><u>Young women &amp; STIs – the stuff you should know</u></p> <p>Information for young women about testing and prevention of sexually transmissible infections.</p>	 <p>The poster features the 'Beforeplay' logo at the top. Below it, the text 'Beforeplay - It's the test part before the best part.' and 'Young women &amp; Sexually Transmissible Infections (STIs) - the stuff you should know'. The content includes sections on 'What are sexually transmissible infections?', 'How to get an STI?', 'How to have a conversation about sexual health', and 'What would have an STI and not know'. At the bottom, it says 'Beforeplay.'</p>
<p><u>Frequently asked questions about sexually transmissible infections</u></p> <p>Everything you need to know on how to keep yourself and your partners protected from STIs.</p>	 <p>The poster features the 'Beforeplay' logo at the top. Below it, the text 'Beforeplay - It's the test part before the best part.' and 'Frequently asked questions about sexually transmissible infections'. The content includes sections on 'What are sexually transmissible infections?', 'What are the most common STIs in Australia?', and 'Who can get an STI?'. At the bottom, it says 'Beforeplay.'</p>

## Newsletter or website articles

You can use the following articles below to share information about STIs with your community and encourage sexual health testing.

### Having sex? Do the test part, before the best part

Did you know 1 in 6 Australians will have a sexually transmissible Infection (STI) in their lifetime? STIs such as syphilis, gonorrhoea and chlamydia are on the rise in Australia.

**Anyone who's sexually active can get an STI. They are most common in people aged 34 and under and often have no symptoms.**

'Beforeplay' is a national Australian Government campaign that aims to educate and raise awareness of STI prevention, testing and treatment, and to promote safe sex behaviours.

The campaign reminds people to do the test part, before the best part – encouraging young Australians to get regular STI tests in addition to using protection.

The campaign also reminds people that STI testing is not a big deal, and is much easier than most people might think, aiming to break down stigmas around sexual health testing.

### **Make STI testing your Beforeplay – be in the know**

- Not everyone will have symptoms, so you could have an STI and not know it. Testing is the only way to know if you have an STI.
- Early detection is key. STIs such as chlamydia, gonorrhoea and syphilis can be treated with medication.
- Regular STI tests are important. If you're sexually active – even if you only have one partner and always use protection – you should get an STI test at least once a year. This may be more frequent depending on individual circumstances.
- STI tests are a regular part of the job for your healthcare professional – there is no reason to feel embarrassed.
- Speak with a health professional about how often you should get an STI test and what type of test you need.
- STI tests vary depending on what you're being tested for, but they're usually quick and easy. You might be asked for a urine or blood sample or a swab which you can usually do yourself.

### **There's a surge in syphilis cases**

- Syphilis is a growing concern in Australia.
- Syphilis can be hard to spot, but it's easy to detect with an STI test.
- Syphilis is easy to treat if found early.
- Untreated syphilis can have severe health consequences including lifelong disability and miscarriage.
- Syphilis can be passed on to unborn babies if left untreated, and can cause severe pregnancy and birth complications.
- You can get syphilis again after treatment, which is why regular testing and protection is important.

### **Use protection and book an STI test today**

Visit [health.gov.au/STI](http://health.gov.au/STI) for more information on STIs and how to connect with sexual health services in your area.

### **Check your fun parts, *before* the fun starts**

Sexually transmissible infections (STIs) are common - 1 in 6 Australians have had an STI in their lifetime.

STIs such as syphilis, gonorrhoea and chlamydia are on the rise in Australia, particularly in people aged under 35 years.

'Beforeplay' is a national campaign developed by the Australian Government, which aims to educate and raise awareness of STI prevention, testing and treatment, and promote safe sex behaviours.

Beforeplay reminds people to do the test part, before the best part – encouraging young Australians to get regular sexual health checks in addition to using protection.

The campaign also reminds people that STI testing is not a big deal, and is much easier than most people might think, aiming to break down stigmas around sexual health testing.

## **Make STI testing your *Beforeplay* – be in the know**

Anyone who is sexually active can get an STI. That's why it's so important to have regular sexual health checks.

Not everyone will have symptoms, so you could have an STI and not know it. Testing is the only way to know if you have an STI.

Early detection is key. STIs such as chlamydia, gonorrhoea and syphilis can be treated with medication.

Regular sexual health checks are important. If you're sexually active – even if you only have one partner and always use protection – you should get an STI test at least once a year.

STI tests are a regular part of the job for your healthcare professional – there is no reason to feel embarrassed.

Speak with a health professional about how often you should get an STI test and what type of test you need.

Healthcare professionals will also talk to you about treating and managing an STI, if you need it. This information stays between you and them.

STI tests vary depending on what you're being tested for, but they're usually quick and easy. You might be asked for a urine or blood sample or a self-collected swab.

## **Tips to get on top of your sexual health**

Sexually transmissible infections (STIs) are common, in fact 1 in 6 Australians will have one at some stage during their lifetime.

'Beforeplay' is a national campaign by the Australian Government, which encourages young people do the test part, before the best part – encouraging young Australians to get regular sexual health checks in addition to using protection.

Want to take control of your sexual health? Here are a few tips:

### **1. Get sexual health check-ups regularly**

If you're having sex, you should get an STI test at least once a year, even if you use protection every time.

Make sure you book an STI test if:

- You have symptoms
- You change sexual partners
- You've had unprotected sex
- It's been a while since your last check-up
- You're pregnant or planning a pregnancy.

Speak to a healthcare professional for advice on how often you should get tested.

You can get a test at:

- Your healthcare provider or any GP
- Sexual and reproductive health services

- Aboriginal Community Controlled Health Organisations
- Community health centres
- Walk-in centres
- Medicare Urgent Care Clinics (for urgent STI testing situations).

Sexual health check-ups vary depending on what you're being tested for, but they're quick and easy. You may be asked for a urine, blood or swab sample which you can usually do yourself.

If you have a Medicare card, pathology for an STI test is free.

## **2. Use protection**

Condoms and other barrier protection significantly reduce your risk of getting an STI. Always use a condom or dental dam if you have vaginal, oral or anal sex. Using condom-safe lubricants (e.g. water or silicone based) can help stop condoms from breaking. Use a new condom every time you switch between oral, anal or vaginal sex.

## **3. Have a chat**

Talk to your sexual partner(s) about your sexual health, so you can feel safe being intimate. Be open with them about your sexual health and check that they've also had an STI test recently.

Always use protection. Speak to a healthcare professional about your sexual health and any questions you might have.

**Make STI testing your *Beforeplay*. Use protection and book an STI test today**

Find out more at [health.gov.au/STI](http://health.gov.au/STI)