

## PRESS RELEASE

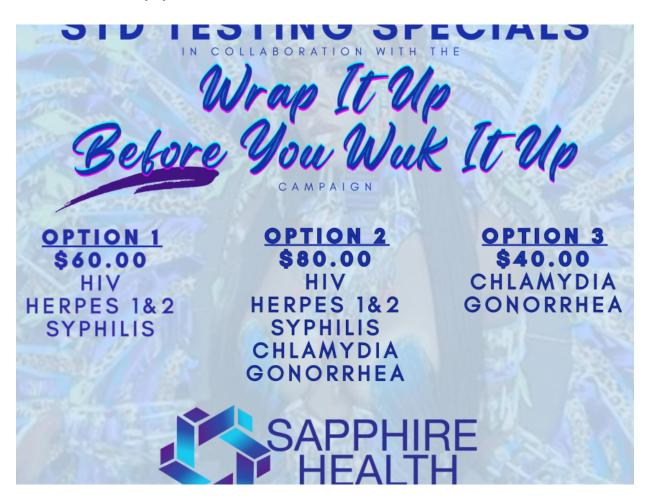
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## Wrap it Up Campaign Launches with Urgent Safety Messages

Release Date: 14 July, 2025



The Ministry of Health and Social Development in collaboration with Unite BVI, launched their Wrap it Up campaign with key messages for the public to promote sexual health this festival season.

Among key messages the Acting Chief Medical Officer would like the community to give serious consideration to the issue of consent in sexual relationships. "Women are particularly vulnerable. Sexual violence is under reported in the Caribbean and we need to highlight the need for people and especially men to respect women's sexual rights," Dr. Georges said.

Other key messages include designating a driver if you intend to drink, respecting the word NO, not mixing alcohol and pharmaceuticals as well as having safe and protected sexual encounters.

"Every year we continue to build on our sexual health campaign, because it has been successful in capturing the attention of our target audiences who are participating in high-risk sexual behaviors. STIs are here, people get infected, they are potentially very serious, but the key thing to note is that they are preventable and treatable," Dr. Georges noted.

According to Dr. Georges the Ministry has also launched a sexual health survey as a means of accessing the knowledge, attitudes and behavior of the public with regards to their sexual health.

"We are doing this to identify educational gaps, and barriers to resources so that we can pin point what's missing, Dr. Georges explained. If the public need more access to contraception, education or tools that will help protect their sexual health we want to know, so that we can concentrate our efforts."

The community is encouraged to fill out the survey which will be available for one month using the link below.

## https://forms.cloud.microsoft/r/PQdkyDjNCn

In addition Sapphire Health has also partnered with the Ministry to offer STI testing at reduced rates in an effort to promote testing. "Persons need to take advantage of this opportunity. Some STI's are insidious and sometimes there are no signs, so

it is imperative to get tested to know your status. We also encourage persons to test with every new partner to know their status as well," Dr. Georges advised.

"We want you to have fun this festival season, but do so responsibly," Dr. Georges cautioned. Contact the Ministry of Health at 468-2273 and make sure that you have your supply of barrier contraceptives to protect your sexual health.

The Ministry of Health and Social Development is committed to improving the health and wellbeing of the people of the Virgin Islands.

## **Gallery**



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