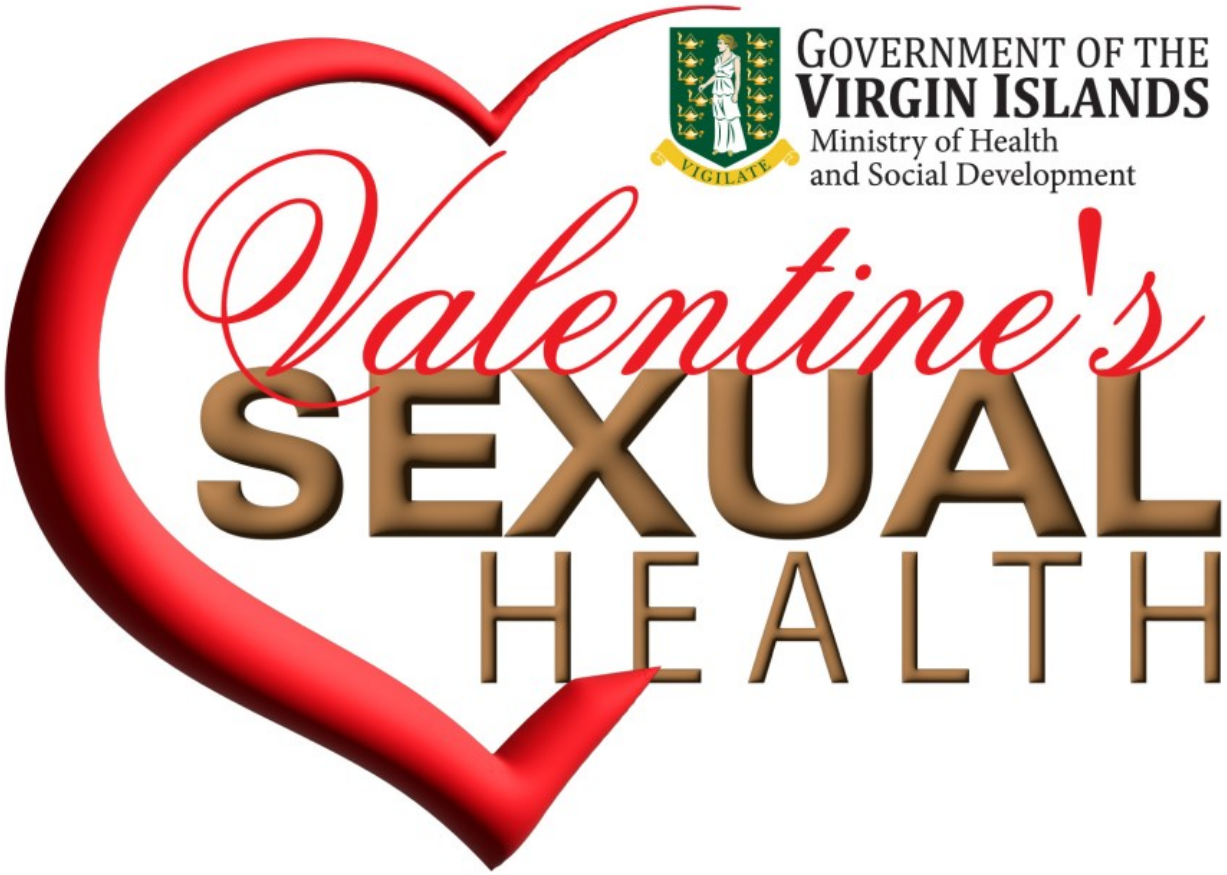
GOVERNMENT OF THE VIRGIN ISLANDS

PRESS RELEASE

Tel: (284)468-2730
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Wrap It Up Campaign Launched in the Midst of Rising STI Cases

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Residents of the Virgin Islands are encouraged to love responsibly, know their status, and protect their health as the Ministry of Health and Social Development continues to encourage safe sex with its Wrap it Up Re-Loaded Valentine's campaign.

Public Health Officer Ms. Renee Leonard said that the campaign is critical as there is an increase in reported cases of Sexually Transmitted Infections across the Territory.

Ms. Leonard said, "Valentine's Day is often associated with love and connection, and we wanted to use this moment to remind the community that real love includes protection, honesty, and informed choices. Knowing your sexual health status is one of the most empowering things you can do for yourself and your partner," Ms. Leonard said.

The Valentine's Edition campaign will feature daily themed messages throughout the week, focusing on confidence, communication, wellness, and shared responsibility in relationships. The initiative aims to normalise STI testing, reduce stigma, and reinforce the importance of regular sexual health checks.

As part of the campaign, the ministry has partnered with the Wellness Center Clinics and Sapphire Health to offer special Valentine's Day testing promotions, making it easier for individuals to access sexual health services.

"We encourage everyone to pay attention to the information, take ownership of their sexual health and make choices that protect themselves and others," Ms. Leonard added. "Be faithful to one partner, use barrier contraceptives, know your status, and enjoy Valentine's Day responsibly."

In addition to testing opportunities, the ministry will roll out educational content through its February Newsletter, flyers, radio advertisements, and a GIS radio report highlighting key sexual health messages.

Residents seeking sexual health information or testing services are encouraged to contact the Public Health Unit at 468-2273 or visit the 3rd Floor of the Union Property Building.

The Ministry of Health and Social Development remains committed to protecting and promoting the health and social well-being of the people of the Virgin Islands through effective policies, sustainable programmes, and strategic partnerships that support a safe, healthy, and resilient society.

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