



Your Life *10th Global Anniversary and Focus Topics 2017*

The global Your Life campaign takes a revolutionary approach to sexual education. It is directed at young people and pursues the vision of a world where every pregnancy is wanted. Your Life is supported by a coalition of fourteen international partners and sponsored by Bayer. Its annual highlight is World Contraception Day on September 26.

Speaking with young people at eye level: Focus topics and key messages

1. Empowerment - “It’s your life, it’s your future.”

Be in control of your life. It’s your education, your partner, your career. You decide your future. Contraception gives you the power to fully evolve and live life to its fullest. The knowledge about your body and available contraception methods gives you the freedom to make self-confident decisions in life. Speak openly about sex and contraception with your doctor or healthcare provider and stay in control of your body and sex life. The choice is yours.

2. Boys’ involvement - “Real men get their facts right.”

Boys and girls are equally responsible for taking care of contraception. Because unprotected sex can lead to pregnancy. Every single time. Whether you are having a one-night-stand or a relationship: real men are not afraid to talk openly about sex and contraception. They also respect the wishes and needs of their partner. Nothing is sexier than a man who takes on responsibility and speaks openly about sex. Safer sex is better sex - you don’t need to worry about becoming pregnant or getting STIs.

3. Myth busting - “Challenge what you’ve heard.”

Whether it’s the withdrawal method, washing out sperm, or the assumption that hormonal contraception leads to newborn disabilities: There are still a lot of myths about sex, contraception and pregnancy out there. Don’t believe everything you hear. To distinguish facts from fiction, consult reliable and trustful resources and talk to your healthcare provider.

An anniversary to be proud of: Ten years of Your Life

Since founding the global Your Life campaign in 2007, the partners have achieved numerous milestones in encouraging young people to talk openly about sex and contraception. Media coverage about the campaign and its messages has multiplied



by ten. A large number of scientific, media and educational events were hosted all around the world and a variety of online channels were established to provide teens and young people with unbiased information about their sexual and reproductive health. Along with the dedicated website, these efforts have succeeded to reach approximately 110 million people worldwide.

Disclaimer

Your Life/World Contraception Day content does not necessarily reflect the viewpoints of the partners of the WCD Coalition.
