



Dear Friends and colleagues of WAS and likeminded individuals and organizations,

It's that time of the year... Let's promote World Sexual Health Day (WSHD) throughout the world on September 4th!

We send you enclosed the proposed guidelines for World Sexual Health Day 2020, a strategic symbol of WAS' mission and a core strategic point to promote and socialize sexual health, well-being and rights for all.

This year our theme is "*Sexual pleasure in times of COVID-19*". Feel free to translate it and adapt it to your own language.

Our guidelines are simple and general so that they can be adopted and adapted to different contexts. This year we emphasize the need to promote web related events.

Please refer to the website that will be uploaded soon for more resources: a proposed press release, a letter for invitation to government authorities in your area or country, ideas for activities and whatever you can share of your programming.

www.worldsexualhealthday.org (English) and www.diamundialsaludsexual.org (Spanish)

Below are the hashtags that can be used in your posts to create visibility for your projects and initiatives. You can also adapt it in the language of your country.

English:

#WSHD2020 #WorldSexualHealthDay2020 #SexualPleasureCovid

Spanish:

#DMSS2020 #diamundialsaludsexual2020 #PlacerSexualCovid

In order to establish synergies with "The Pleasure Project" worldwide we can use the tag **#pleasurematters**, **#sexysafersex** and **#pleasureisprogress**

Do not forget to like and share the official Global WSHD Facebook pages: www.facebook.com/4sept/ and www.facebook.com/DMSS4sept (English and Spanish versions)

Please contact us in the WAS World Sexual Health Day Committee for any questions at

E-mail: worldsexualhealthday@gmail.com

Twitter: [@SexualHealthday](https://twitter.com/SexualHealthday) (in English) [@DiaSaludSexual](https://twitter.com/DiaSaludSexual) (in Spanish)

May we continue celebrating this important day!

Warm regards,

WORLD SEXUAL HEALTH DAY COMMITTEE

Chairs: Felipe Hurtado (Spain) and Patrícia M. Pascoal (Portugal)

Co-Chair: Luis Perelman (Mexico)

Jaqueline Brendler (Brazil)

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