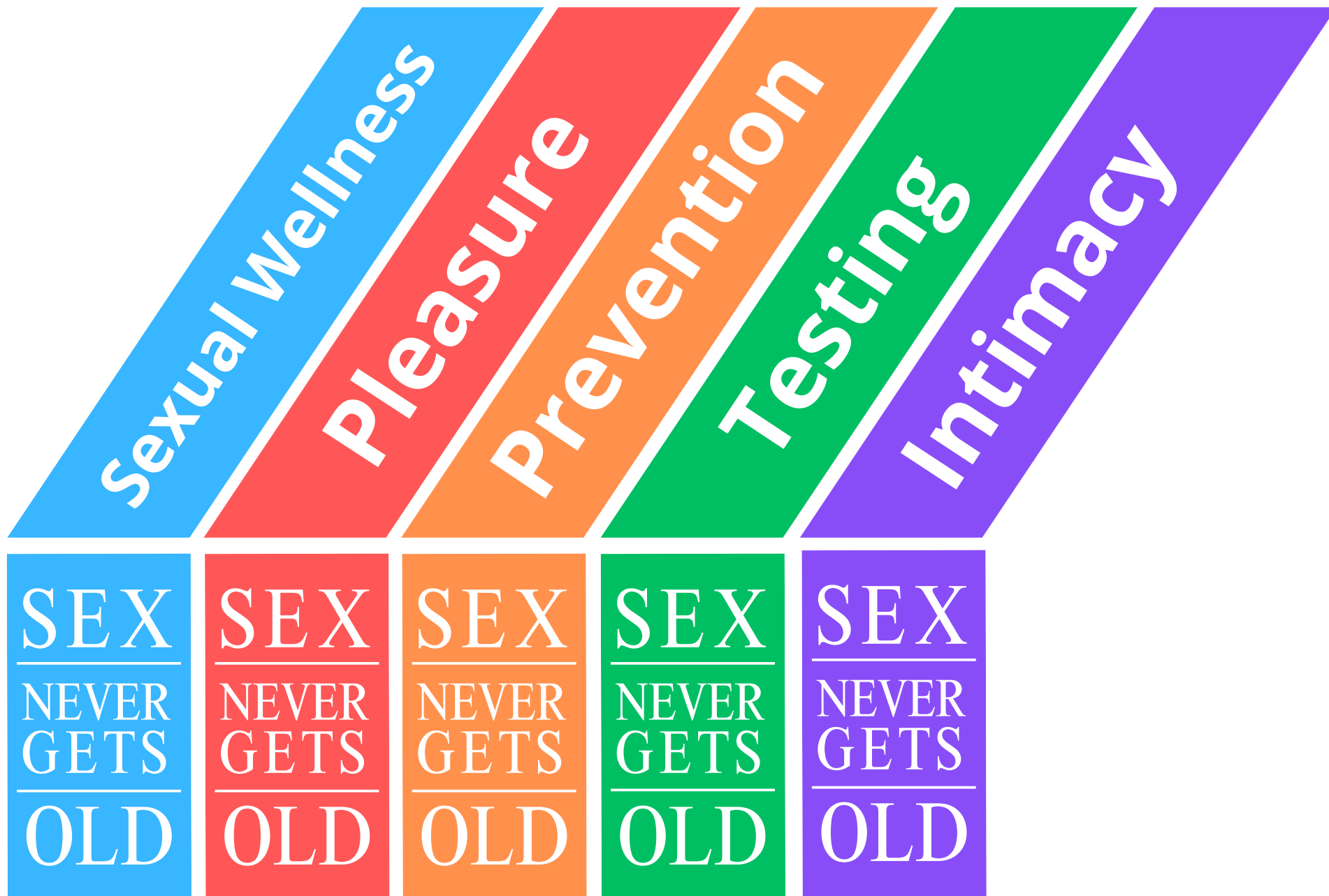
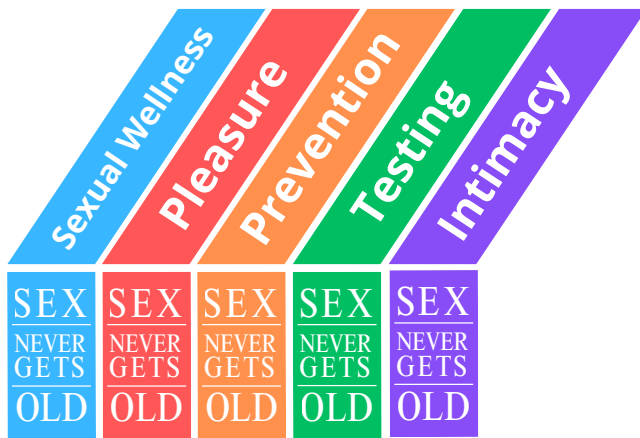




Social Media Toolkit



About the Sex Never Gets Old campaign

The following campaign was specifically designed for older adults to encourage conversations around sexual health with healthcare providers, researchers and other adults. This campaign features older adults for the purpose of encouraging meaningful discourse around the prevention of sexually transmitted infections (STIs) and HIV. This campaign is part of an effort to raise awareness and provide resources to address the current reality that rates of syphilis, gonorrhea and chlamydia more than doubled among adults 55 years and older over the past 10 years and for those ages 65 and older, chlamydia cases more than tripled between 2010 and 2023, gonorrhea cases increased sixfold, and syphilis cases soared in numbers nearly ten fold according to information presented by the [AMA](#). This campaign hopes to inform and educate. Enjoy exploring because sex never gets old!

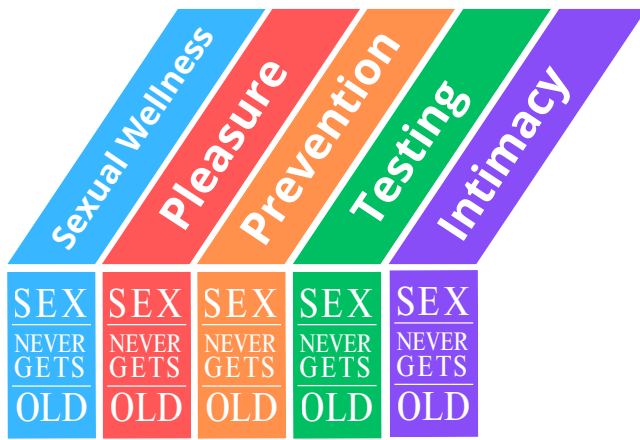
For this campaign, we are following the language guidance from the [Journal of the American Geriatrics Society \(JAGS\)](#) adopted the American Medical Association Manual of Style including qualified recommendations for the language used to describe older people. For this campaign, we advocate for the use of “older adult(s)” and “older person/people” as preferred terminology.



Official Campaign Website: Sex Never Gets Old

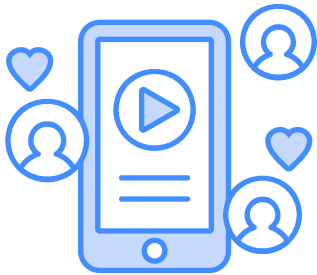
<https://www.hanc.info/resources/sops-guidelines-resources/sex-never-gets-old.html>





How to Join the Sex Never Gets Old Revolution on Social Media

The Sex Never Gets Old campaign is fueled by community. Use this toolkit to spread the word, shift the narrative, and initiate conversations about sexual health and older populations.



Post Campaign Images

Use the provided campaign images, captions, and messages to spark conversation across all platforms: Facebook, Instagram, TikTok, and BlueSky.



Tag & Credit

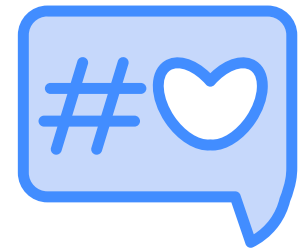
When using the content from this toolkit, tag our campaign and the Office of HIV/AIDS Network Coordination (HANC).

HANC Facebook - HANCLegacyProject

HANC Instagram - hanc_legacy

HANC TikTok - HANC_LegacyProject

HANC BlueSky - hanc-legacyproject.bsky.social

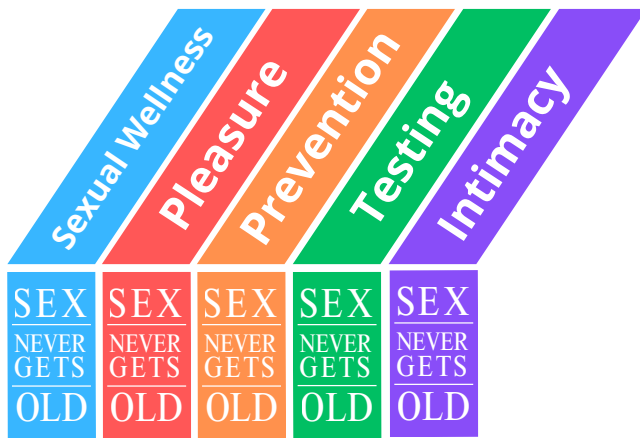


Use Our Hashtags

Let's keep the movement going! Include these hashtags in your post:

#SexNeverGetsOld

#SNGO



Questions?

Visit the campaign webpages: [Sex Never Gets Old](#)

Reach out:

Russell Campbell

HANC Director

rcampbel@fredhutch.org

Brian Minalga

Deputy Director, HANC

bminalga@fredhutch.org

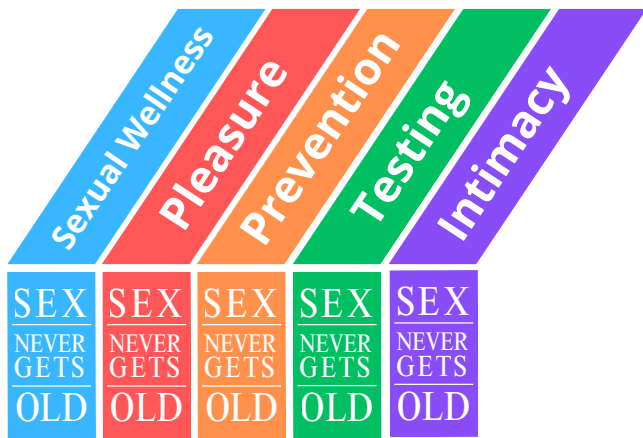
Murph Fuentes

HANC Project Coordinator

mfuentes@fredhutch.org

Disclaimer

Images feature models for illustrative purposes only. Stories are fictionalized and not based on actual people or events. Any resemblance is purely coincidental.



Social Media Toolkit Assets

Campaign Images - Download and post across all social media platforms. Each contains a QR to guide the user to the corresponding online webpage.

Campaign Image Captions - Connect the images to the online stories.

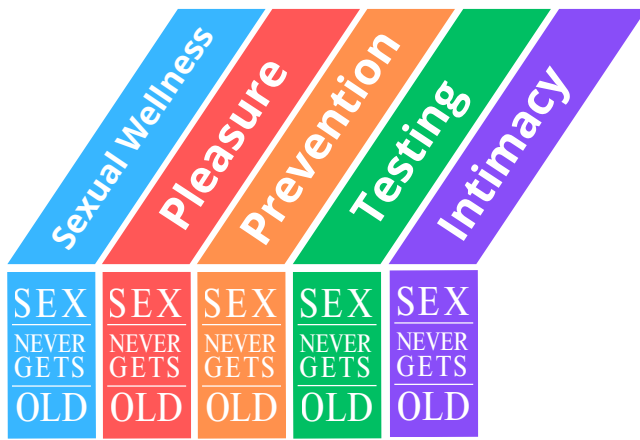
Campaign Messaging - Spread the word about the importance of sexual health for older populations.

Facts About Sexual Health for Older Adults - Provide information surrounding sexual health and older adults.

Or use your own voice to advocate for your local community as you post!

Disclaimer

Images feature models for illustrative purposes only. Stories are fictionalized and not based on actual people or events. Any resemblance is purely coincidental.



Sex Never Gets Old!

Use these messages to get the word out about the campaign:

Sexual Wellness is a journey that never ends.

Sexual wellness is essential as we age. Stay informed. Talk to your provider. Enjoy yourself.

Pleasure is timeless.

Find your pleasure. Talk with your partner(s) and your provider to address the changing landscape of your sex life. Sex doesn't get old. Pleasure is forever.

STI and HIV prevention at any age.

Sexual health conversations should be normalized among older adults. Challenge ageism that doesn't see older adults as sexual human beings. Providing affirmative care for older adults and those in the LGBTQIA2S+ communities is imperative to safer and healthy interactions.

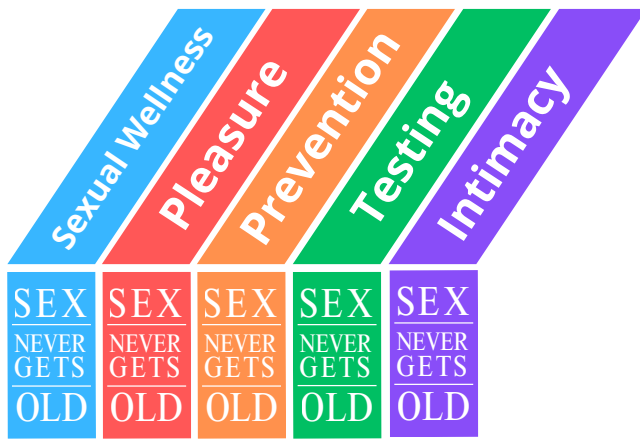
Testing is lifelong commitment.

Testing is the gift you keep giving yourself and your partner(s). HIV and sexuality transmitted infections (STIs) are not immune to age. It's important to know your status to make safe, informed decisions about your sexual wellness.

Sexual health conversations should be normalized among older adults. Challenge ageism that doesn't see older adults as sexual human beings. Providing affirmative care for older adults and those in the LGBTQIA2S+ communities is imperative to safer and healthy interactions.

Intimacy defined your way.

What does intimacy look like to you? Talk to your partner(s) about building better emotional and physical intimacy, in the way that is important to you.



Advocate for Older Adults and Sexual Health

Use these messages to educate about HIV and STI prevention and overall sexual health for older adults:

Sexual desire and activity do not end with getting older. Sexual activity is alive at any age, and many older adults are interested in sex and fulfilling relationships in many shapes and forms. Sexual wellness in older populations is a large umbrella of well-being, encompassing physical, emotional, psychological, and social factors.

Many older adults remain sexually active well into their later years, with research indicating that a significant percentage of individuals in their 60s, 70s, and even 80s continue to engage in sexual activity. In a US study of people aged 75–85 yrs who were sexually active, 54% reported having sex 2–3 x/month and 23% reported having sex 1+ x/week.

Aging can bring unique physical changes and challenges affecting sexual function, but it doesn't have to affect sexual activity or pleasure. Sexual wellness means more than risk for pregnancy and sexually transmitted infections. It is redefined by changing bodies, needs, and desires. You are more than your sex drive, and your sex drive is shaped by the whole of you.

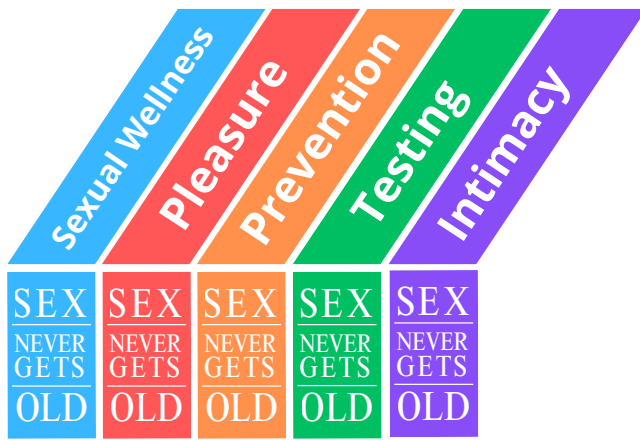
Open communication between individuals and their healthcare providers is crucial to address any concerns or challenges related to sexual health. Yet only 17% of older adults (65–80) talked about sex with a health care provider. However, 60% of older adults said they had to initiate the conversation.

Pleasure from sex doesn't necessarily change as we age. Sexual pleasure is not a young person's privilege—it's a lifelong right and source of joy. Pleasure can come from sexual activity, intimacy, and social engagement. Sexual activity remains important for many older adults. Research has shown it contributes to a better quality of life and well-being. 73% of adults aged 57–64 are sexually active, 53% of adults aged 65–74, and 26% of adults aged 75–85. 74% of partnered older adults report being satisfied with their sex life.

Sexual pleasure evolves with many older adults reporting greater confidence, communication skills, and comfort with their bodies and desires. Non-penetrative touch, kissing, massage, oral sex, and cuddling are equally (or more) pleasurable for many. Others find kinks and other communities to satisfy their sexual desires. One study demonstrated adapting sexual practices—rather than abandoning them—can support sustained or enhanced pleasure as people age.

Before you play, prevent. Older adults aren't immune to HIV or other sexually transmitted infections (STIs) like syphilis, gonorrhea, and chlamydia. Between 2013–2023, among adults 65+ yrs, primary and secondary syphilis increased 6x, gonorrhea increased ~4x, and chlamydia increased ~3x. About 1 in 6 new HIV diagnoses in the U.S. is in someone aged 50 or older.

Unique factors like decreased awareness of vulnerability, stigma, and age-related health changes can provide barriers to safer and fun play. Older adults might not worry about pregnancy resulting in less condom use, but STIs have significantly increased in this age group over the past decade. Providers may not ask older adults about their sexual activity or offer routine testing due to negative stereotypes, prejudice, and discrimination.



Advocate for Older Adults and Sexual Health continued

Use these messages to educate about HIV and STI prevention and overall sexual health for older adults:

Prevention is key. Fortunately, more older adults are being prescribed PrEP in the U.S., with 36.7% coverage in 2022 and 30.2% coverage in 2023. Let's keep closing those gaps with the prevention tools that are right for you. Talk with your provider on how you can play safely. Normalizing conversations about sexual health should be a part of routine care for older adults.

Early diagnosis of HIV and other STIs is crucial for effective treatment and prevention of transmission. Sadly, 34.1% of older adults diagnosed with HIV were at Stage 3 (the most advanced stage of HIV infection, also known as Acquired Immune Deficiency Syndrome (AIDS)) at the time of their diagnosis, creating barriers to overall health and well-being.

Only 17% of older adults say their doctor has ever asked about their sexual health. It's imperative to foster open and direct communication with your provider concerning testing and your sexual health. There is no age cutoff, testing for HIV and STIs should be based on sexual behaviors, not your age. An overwhelming 75% of the people who saw their primary care provider were NOT offered a test.

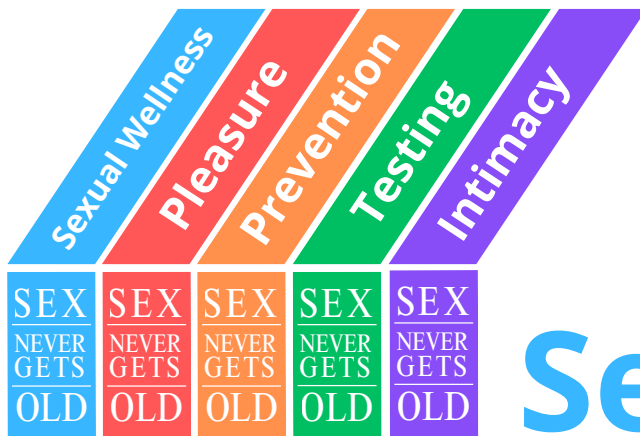
Testing improves your health and the health of others around you. Experience is sexy. Knowledge is power. Know your status. Protect yourself and your partners(s) by routinely testing.

Intimacy can be a vital part of your sexual wellness. Intimacy encompasses emotional closeness and physical affection at any age. Physical changes as we age can affect sexual activity, but the need for intimacy in all its forms remains. A 2012 study in the American Journal of Medicine found that, among women (average age 67), emotional and physical intimacy (like touching or caressing) often contributed more to sexual satisfaction than intercourse. Older adults can maintain fulfilling intimate relationships through open communication, adapting to changes, and exploring different ways to connect.

Emotional intimacy is feeling connected, loved, and valued by another person. European longitudinal data (SHARE study) show that emotional intimacy is a stronger predictor of sexual well-being than frequency of sexual activity among couples aged 50+. Emotional intimacy may be expressed through non-sexual touch, communication, mutual care, and shared experience.

Older adults experience challenges and opportunities with intimacy. Age-related changes and health conditions can affect sexual function and desire, shifting perspectives in intimacy. Emotional connection and non-sexual forms of affection may become more important than in younger years. Among older LGBTQ+ adults, 60% report being sexually active and interested in intimacy, despite facing stigma or healthcare discrimination.

Growing older means redefining intimacy and what it means to you. A focus on emotional closeness or other forms of physical affection may be the missing piece in your sexual wellness toolkit. A large majority of older Americans remain sexually active well into later life and many consider intimacy to be an important part of life.



Sexual Wellness

AN IMPORTANT STATE OF PHYSICAL, EMOTIONAL, AND SOCIAL WELL-BEING RELATED TO SEXUALITY FOCUSED ON THE POSSIBILITY OF ENGAGING IN PLEASURABLE EXPERIENCES THROUGHOUT THE HUMAN LIFESPAN.

Image

Caption

Phil

Self love is important at any age. It's in your hands to take control of your sexual health.

Ted and Simone

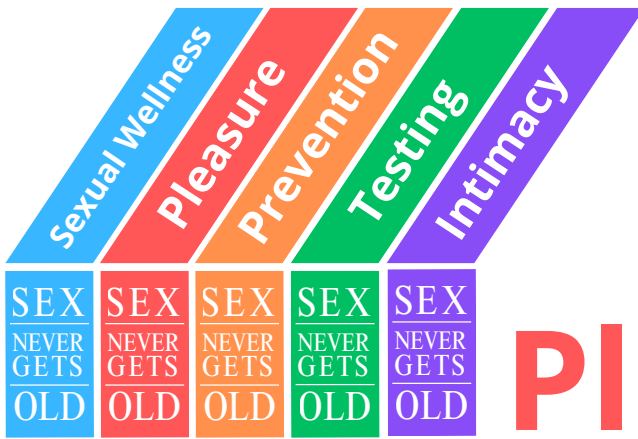
Take your sexual health on a joyride. You're in the driver's seat. Go for a spin and explore all the ways to prevent STIs and HIV.

Penny, Charlotte & Tina

Your sexual wellness is a gift. Feel your best at any age by learning about STI and HIV prevention.

Harold & James

Being responsible with each other's sexual pleasure is sexy. Our sexual wellness is not something we take for granted.



Pleasure

THE GRATIFICATION OF THE SENSES OR OF THE MIND; AGREEABLE SENSATIONS OR EMOTIONS; THE EXCITEMENT, RELISH OR HAPPINESS PRODUCED BY ENJOYMENT OR THE EXPECTATION OF GOOD.

Image

Lisa

Caption

Make time for yourself. Make STI and HIV testing a part of your pleasure kit.

Mark

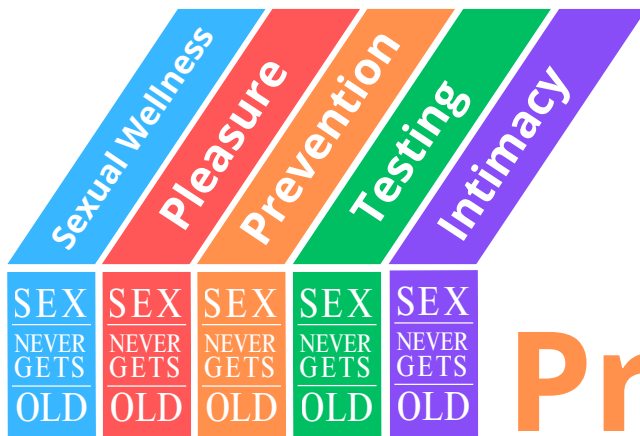
Make prevention a part of your play and pleasure. STIs and HIV shouldn't stop your play.

Charles & Janice

Know your options and roll with all the ways to prevent STIs and HIV. Go ahead, find your sweet spot/s.

Ray & Claire

You know what you want. Make it happen when you prioritize your sexual health and pleasure.



Prevention

ACTIONS OR BEHAVIORS FOCUSED ON SAFEGUARDING HEALTH.

Image

Ricky

Caption

Si Papi! You are never too old to celebrate all the ways to prevent HIV.

Amber & Celia

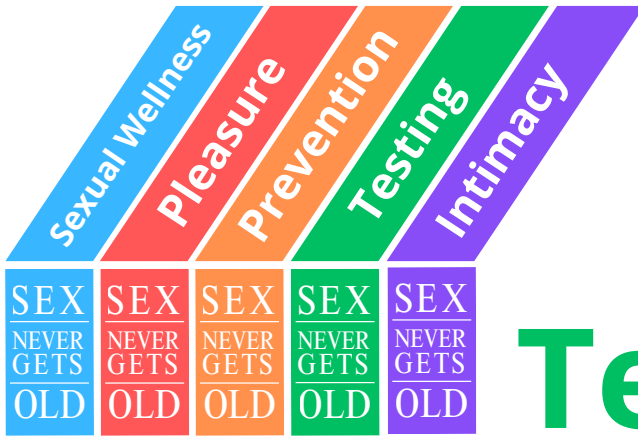
With U = U (Undetectable = Untransmittable) and PrEP (Pre-exposure prophylaxis), age is just a number when it comes to sexual wellness and HIV prevention for older adults.

Tony

Keep your moves smooth and prioritize STI and HIV prevention. Focusing on your sexual health is sexy.

Tim & Randy

Prevention is protection. Prioritize your sexual wellness with regular STI and HIV testing. Keep sexual health sexy as you age.



Testing

THE USE OF MEDICAL PROCEDURES TO DETECT, DIAGNOSE, OR MONITOR A CONDITION. IT CAN ALSO BE USED TO DETERMINE A COURSE OF TREATMENT OR ASSESS THE EFFECTIVENESS OF A TREATMENT PLAN.

Image

Caption

Debbie

You are in control. Take charge by starting the conversation with your provider about your sexual health.

Tobias

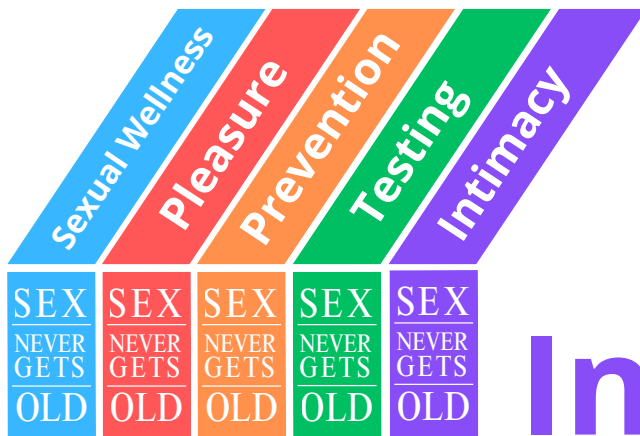
STI and HIV testing is for everyone. Practice self-love by testing regularly, no matter your age!

Roger

Stay on top of your game. Be confident when you test for STIs and HIV at any age. Sexy looks good on you.

Sylvia

The adventure never stops. So keep the conversations going with your provider about your sexual health.



Intimacy

EMOTIONAL AND PHYSICAL CLOSENESS INVOLVING VARIOUS WAYS OF EXPRESSING AFFECTION THAT FOSTERS A DEEP EMOTIONAL CONNECTION - THIS CAN BE EMOTIONAL AND/OR PHYSICAL.

Image

Caption

Ben & Andrew

Get close. Engage in conversations about your sexual health. It's sexy to share.

Fred & Janelle

Find intimacy in unexpected places. You'll feel more comfortable when you prioritize your sexual health.

Dexter & Fred

Intimacy on your own terms. Open up about your sexual health and lean in.

Maria & Clyde

Experience that comes with age is sexy. Take intimacy to the next level by talking about your sexual health!



Official Campaign Website: **El Sexo Nunca Envejece**

<https://www.hanc.info/resources/sops-guidelines-resources/el-sexo-nunca-envejece.html>

Spanish Campaign Images

THE CAMPAIGN IMAGES AND COPY HAVE BEEN TRANSLATED TO SPANISH FOR GREATER REACH.

Bienestar Sexual

Placer

Prevención

Análisis

Intimidad

Phil

Lisa

Ricky

Debbie

**Ben &
Andrew**

**Ted &
Simone**

Mark

**Amber &
Celia**

Tobias

**Fred &
Janelle**

**Penny,
Charlotte &
Tina**

**Charles &
Janice**

Tony

Roger

**Dexter &
Fred**

**Harold &
James**

**Ray &
Claire**

**Tim &
Randy**

Sylvia

**Maria &
Clyde**