

# Oh oui!!!

## Club Sexu is kicking off back-to-school season across Quebec by celebrating sexual health

**Montreal, August 21, 2025** – This fall, the entire province is coming together to celebrate the small steps that make a big difference in our sexual health. **Club Sexu** is proud to launch *Oh oui!!!* (*Oh yesss* in English) an awareness initiative aimed at encouraging young adults to make condom use and regular testing for sexually transmitted and blood-borne infections (STBBIs) a natural part of their routine.

Rolling out in participating CEGEPs across Quebec, *Oh yesss* is intended for students and takes an inclusive, positive, and accessible approach to STBBI prevention. After all, every small step towards a more informed and empowered sexuality is one worth celebrating!

### Worrying figures and a much-needed response

Reported cases of STBBIs continue to rise across Quebec.

This increase disproportionately affects young people<sup>5</sup>, who are inundated with conflicting and confusing messages about sexuality.

“On social media, we’re seeing an emergence of masculinist and sexist discourse that values performance, domination, and the rejection of vulnerability,” says Morag Bosom, sexologist and designer at Club Sexu. “These trends normalize the avoidance of condoms, discourage testing, and perpetuate misconceptions that prevent the widespread adoption of simple but essential sexual health habits.”

With *Oh yesss*, Club Sexu is providing a refreshing contrast: messages tailored to young people and diverse communities, grounded in care and positivity to inspire concrete action.

5 Blouin et al., 2023

### Key statistics



- ✔ A 21% increase in reported cases of **gonorrhea** between 2021 and 2022, with young people aged 15 to 24 accounting for 25% of all cases.<sup>1</sup>
- ✔ An 11% increase in the rate of reported cases of **chlamydia** between 2021 and 2022, with young people aged 15 to 25 accounting for 52% of all cases.<sup>2</sup>
- ✔ The data shows a spike in **infectious syphilis**, with reported cases increasing by 44% between 2021 and 2022. Young people aged 15 to 24 accounted for 12% of this increase in cases, which occurred after the height of the pandemic.<sup>3</sup>
- ✔ WHO recently sounded the alarm: young adults are using condoms less and less. Between 2014 and 2022, condom use fell from 70% to 61% among boys and from 63% to 57% among girls.<sup>4</sup>

1-3 INSPQ, 2024

4 K&L et al., 2024



## Defreshingly fun content addressing sexual health

With its humorous yet well-researched approach, *Oh yesss* targets all students, regardless of their experience or relationship with sexual health.

Playful, original content on the *Oh yesss* [Instagram](#), [TikTok](#) and [Youtube](#) accounts to foster discussion and normalize positive sexual health practices among young people

A [website](#) offering accessible resources and practical tips or integrating these good habits into everyday life

An interactive, choose-your-own-adventure-style of game that puts users in the role of a student attending an end-of-semester—complete with dilemmas, encounters, and surprising twists!

An informative toolkit that addresses condom use and STBBI testing in a relatable and engaging way



## Celebrate good habits without the stigma

Get tested, even if you don't have any symptoms. Carry condoms, even if you don't plan on having sex that day. Talk to your partner about getting tested, even if it feels awkward or makes you anxious.

Rather than framing sexuality in terms of what people fear, *Oh yesss* highlights the simple, everyday steps people can take to protect their health without stigma or pressure. These actions may not always be perfect, but they are meaningful—and worth celebrating.

"We know that between classes, exams, and jobs, student life is already stressful enough. *Oh yesss!* helps lighten the mental load by encouraging people to see their sexuality in clearer terms," adds Morag Bosom.

## A structured and supported project

*Oh yesss* is an initiative aimed at STBBI prevention as part of the government of Quebec's STBBI prevention and [Health Prevention Policy](#). Led by Club Sexu and supported by numerous partners, the initiative brings together multidisciplinary experts in communication, sexology and public health.



## About Club Sexu

Club Sexu is an independent media outlet and non-profit creative studio specializing in sexuality. Through awareness campaigns, engaging content, and community-driven events, it tackles topics of sexual health and sexuality in an unapologetically positive and inclusive manner. It's recognized for its playful and accessible voice, and valued for its scientific approach.

[Instagram](#) | [TikTok](#) | [Facebook](#)

[LinkedIn](#) | [clubsexu.com](#)

- 30 -

### Contact

Kyanna Laporte | [kyanna.laporte@franchir.ca](mailto:kyanna.laporte@franchir.ca) | 514 792-5577

[Download Media Kit](#)