



# Healthy Campus Case Study



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AN tÚDARÁS um ARD-OIDEACHAS

# Viva La Vulva

### Name of institution and initiative lead

UL Student Life, University of Limerick  
Emily Rosenkranz, Deputy President Student Welfare Officer

### Date and timeframe

February 2024

### What was the reach?

Over 300 students participated in the events over two days and a much larger quantity engaging in the wider campaign via social media and physical outreach.

### Aims and Objectives

To revitalise the approach of traditional Sexual Health and Guidance weeks and encourage open and respectful conversations surrounding sexual health and wellbeing on our campus through relatable and peer-led interactions.

### Aligned frameworks, policies, or strategies

UL Healthy Campus Strategy/Policy

National Sexual Health Strategy, 2020-2025.

Healthy Ireland Framework, 2013 – 2025.

Department of Education and Skills: Wellbeing Policy and Framework for Practice, 2023.

National Strategy on Domestic, Sexual and Gender-based Violence, 2026.

National Ending Sexual Violence Strategy.

### Project Collaborators

For our "Well-Fair" event, we collaborated with internal stakeholders like Healthy UL and EDI to promote on-campus services, including the SpeakOut Tool, and to advertise the Active Consent play scheduled for that week. This partnership helped create a campus-wide collaborative event.

Additionally, we worked with external organizations such as GOSHH to host information stalls, further enriching the event with valuable resources and expertise. We also worked with on-campus venues to organise the facilitation of these events.

### Key Learning Points

The Viva La Vulva campaign highlighted several key takeaways for effectively promoting sexual health. Firstly, it's crucial to keep evolving with the reality of sexual health by staying current with the latest information and trends. Students respond better when accessible language that resonates with the contemporary student body is used, making the information more relatable and understandable. Additionally, incorporating practical, engaging events rather than relying solely on theoretical content proves to be more impactful. Keeping things fun and fresh ensures sustained interest and participation, creating a more effective and enjoyable learning experience.

Healthy Campus Process	Whole Campus Approach	Topic	Population Group
Coordinate	Campus Culture & Communications	Sexual Health & Wellbeing	Students
Consult			
Create			
Celebrate & Continue			

