

The background is a dark blue field with a repeating pattern of light blue circles. Inside each circle are smaller, colorful shapes: yellow, red, and teal. A dark blue rounded rectangle is centered on the left side, containing the text 'freedom' in a white, lowercase, sans-serif font, with 'condom' in a smaller, white, lowercase, sans-serif font below it.

freedom
condom

**Freedom Condom
Stakeholder
Promotional Kit**

Free condoms.

Evidence-based education.

Real impact.

Contents



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What is Freedom Condom?



Freedom Condom is a NSW-wide initiative providing free condoms to people under 30. Condoms can be delivered discreetly to a person's door or accessed through partner services.

The project aims to reduce barriers to safer sex, improve access to resources, and support young people to make informed decisions about their sexual health.

Eligibility:

- Under 30**
- Living in New South Wales**

Freedom Condom
is a simple idea:
make condoms
easy to get

**No awkward
conversations**

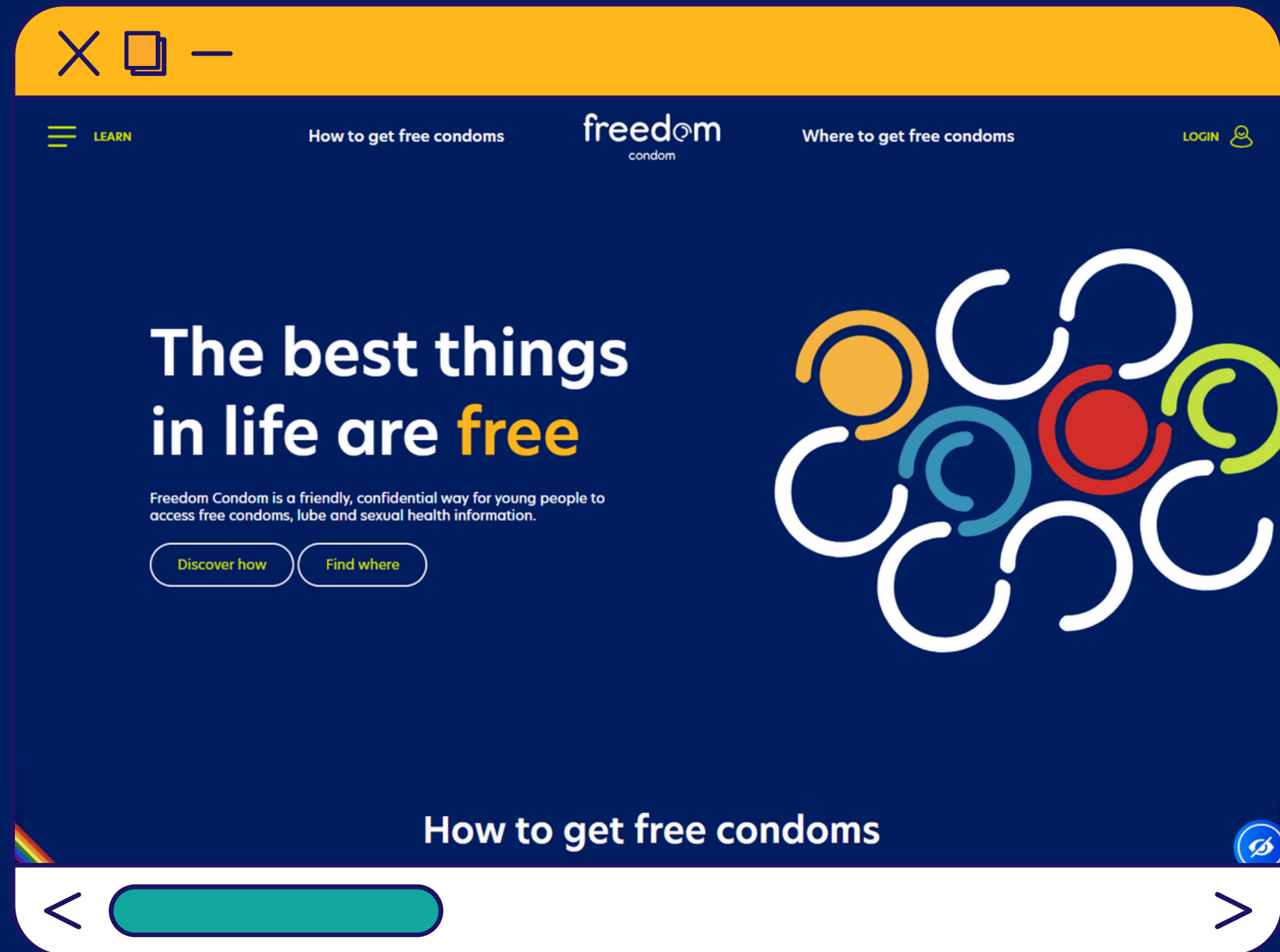
No cost

No barriers

Here's where young people go for free condoms



freedomcondom.org.au



After completing a short module on condom use and sexual health, young people can order 1 of 3 packs, delivered to their home in plain packaging (with no mention of condoms on the packaging!).

Variety pack:

Textured, flavoured condoms x 12
Lube x 4
How to use a condom card

Latex pack:

Latex condoms x 12
Lube x 4
How to use a condom card

Non-latex pack:

Latex condoms x 12
Lube x 4
How to use a condom card



We need you!



We need your help to promote Freedom Condom to young people in NSW. This toolkit will provide you with recommended copy, one liners, images & resources that you can utilise to promote Freedom Condom through your networks & channels.

How you can promote Freedom Condom



We've created this kit to make it easy for your service to promote Freedom Condom and support young people to access free condoms.

To download and use right away

- Poster with QR code
- Social media tiles A, B and C

To order for your space

- Printed posters and postcards
- How to use a condom cards
- Freedom safe sex packs (bags of 50 – each with a condom + lube)

How you can promote Freedom Condom



In your service:

- Display posters in bathrooms, waiting areas, and youth spaces
- Place postcards at reception or intake areas
- Offer Safe Sex Packs in an accessible, low-pressure way like in a bowl in the bathrooms

In your programs:

- Include Freedom Condom in group sessions or outreach
- Use packs as a conversation starter about sexual health

Online:

- Share social media tiles
- Include the link in newsletters or emails
- Add Freedom Condom to your website as a referral pathway

Physical resources

you can order for your service

Posters



Postcards



Safe sex packs

Bag of 50



Suggested social media copy



Post 1:
Under 30?
You can get free condoms delivered to your door. No cost. No judgement.
freedomcondom.org.au

Post 2:
Free condoms = one less barrier. Order online and get them delivered discreetly.
freedomcondom.org.au

Post 3:
We're proud to support Freedom Condom. Pick up a Safe Sex Pack here or order online.
freedomcondom.org.au



Follow, like and share
@free.dom.nsw

Key messages:

Use as copy for email campaigns, newsletters, social media promotions etc.



Short (one-liners):

- Under 30? Get free condoms delivered to your door
- Free condoms. No judgement. No cost
- Order free condoms online - discreet and easy

Medium:

Are you under 30? You can order free condoms online and have them delivered discreetly to your door.

Long (newsletter/web):

Freedom Condom is a free service for people under 30 in NSW, offering condoms delivered in discreet packaging. It's quick, easy, and designed to support safer sex without barriers.

Supporting conversations with young people



- Keep conversations casual and non-clinical
- Normalise condom use
- Use packs as an easy entry point to talk about sexual health
- Highlight QR codes for quick access
- Link to additional services if needed

Supporting conversations with young people

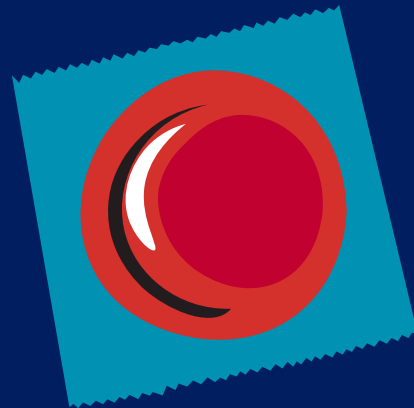


Important information you can share:

- Condoms help prevent STIs and unplanned pregnancy
- Water-based lubricant is recommended
- Additional support is available via Family Planning clinics and [Talkline](#)

Confidentiality

Freedom Condom is designed to be confidential and accessible.



- Orders are delivered in discreet packaging
- Young people can access resources in a way that feels safe and private

Promoters play an important role in reinforcing that accessing condoms is normal, easy and confidential.

To wrap up: how your service can get involved

Share posters
or postcards in
your space

Use social media
tiles if it suits your
channels

Make the QR code
easy for young
people to access

Let your team
know about
Freedom
Condom

Offer safe sex
packs
(condoms)
where
appropriate

Contact & ordering



**For all enquiries, support or to order
additional resources:**

hello@freedomcondom.org.au