The purpose of this study was to examine how the use of self-affirmation affects people’s neural responses to health information. Event-related potentials were recorded while 32 female participants, who had completed either a self-affirmation or non-affirmation task, responded to auditory tones while reading information about women’s sexual and reproductive health. Participants also completed a measure of attitudes towards sexual health information seeking behavior and were offered an information brochure about sexual health at the end of the study. While average P300 amplitudes and attitude scores appeared to be lower for self-affirmed participants, suggesting they devoted more attention to health information and had less negative attitudes towards sexual health information seeking behavior compared to non-affirmed participants, these findings were not statistically significant. Additionally, there was no significant difference between the two groups in regards to whether or not they took an informational brochure at the end of the study. Several limitations of the study may have contributed to these results, such as small sample size and the use of a convenience sample. Therefore, more research should be conducted in order to better understand the neural responses to health messages after completing a self-affirmation technique.