



NATIONAL COALITION FOR SEXUAL HEALTH

Fact Sheet: National Coalition for Sexual Health (NCSH)

Overview. The NCSH is a thriving coalition with over 100 members working together to improve the sexual health of Americans nationwide. We aim to make sexual health a common part of our national discourse and to promote high quality sexual health information and health services. We conduct national media outreach, develop practical products and tools, and encourage the public and health care providers to take action.

Our approach. Recognizing the limits of traditional approaches to sexual health, which are often negative or narrow in scope, we embrace a positive, comprehensive approach that emphasizes wellness. We believe that “being sexually healthy means being able to enjoy a healthier body, a satisfying sexual life, positive relationships, and peace of mind.” The public agrees, according to NCSH research.

Our members. NCSH brings together leading national organizations and sexual health experts who not only share a commitment to advancing sexual health, but also to improving the overall health of our nation. Our members include public health, health care provider, and consumer organizations, universities, and communications professionals.

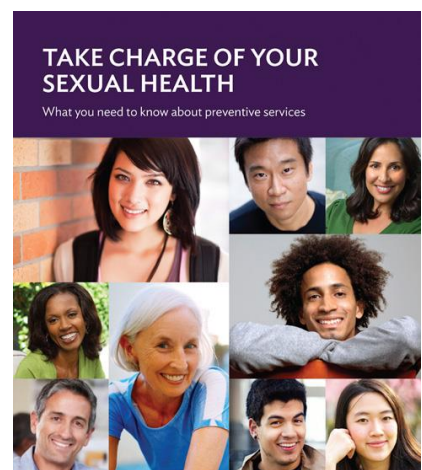
How we work. Through two groups – the Communications Action Group and the Health Care Action Group – we create practical products, resources, and activities. We draw upon the evidence base, collective expertise of our members, and pretesting to create high quality products. In turn, our members employ their extensive networks and channels to disseminate materials to health care providers and millions of Americans.

Leveraging the power of media. The media can be a powerful tool for educating and inspiring audiences, and for disseminating messages quickly to large numbers of people. The Coalition uses a variety of cost-effective media strategies to promote sexual health messages and NCSH products, stimulate conversations, and normalize sexual health. We launch media campaigns, establish content partnerships with leading outlets, and respond to reporter queries, often on a daily basis. For many reporters, NCSH is now a “go to” source for sexual health.

Since 2013, NCSH we've secured 437 stories, generating up to 1.1 billion audience impressions in 367 different media outlets.

Practical tools for the public.

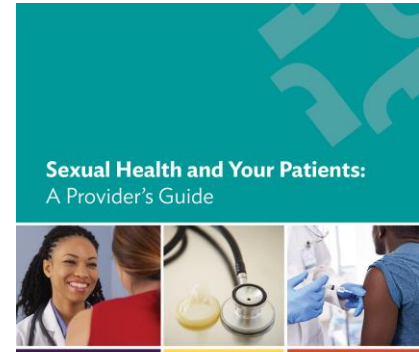
Take Charge of Your Sexual Health: What you need to know about preventive services. Many Americans are not getting preventive services, such as STI screenings, vaccines, and contraceptives, which can improve sexual health and even save lives. Since the public lacked easy access to this information, the NCSH created this user-friendly guide featuring recommended services for men and women, tips for talking with a healthcare provider, and resources. For the Spanish-speaking community, a culturally adapted and translated guide is available.



To motivate and equip the public to protect and improve their sexual health, the NCSH also created and pre-tested **Five Action Steps to Good Sexual Health**, which are: (1) value who you are and decide what's right for you; (2) get smart about your body and protect it; (3) treat your partners well and expect them to treat you well; (4) build positive relationships; and (5) make sexual health part of your health care routine. The Action Steps website (fiveactionsteps.org), launching mid-April 2018, features the benefits of taking each step, practical tips and advice, and links to high quality resources.

Streamlined tools for providers.

Sexual Health and Your Patients: A Provider's Guide. Health care providers can play a pivotal role in the sexual health of their patients. To help providers integrate sexual health discussions and preventive services into routine visits, NCSH created this guide that helps providers streamline sexual-history taking, improve care for LGBT patients, and answer patient questions. NCSH has also created provider pocket cards; these quick-reference tools allow healthcare providers to access essential sexual health questions and preventive service recommendations in a clear and concise format.



Valuable member services.

Since the Coalition's inception, our members have shaped our mission, goals, and what we do. Along with our products and activities, we offer additional services that member's value:



- An annual meeting, with expert panels, training, and action group sessions.
- Quarterly social media campaigns with sample tweets that members can promote around sexual health themes, observances, and holidays.
- "Sexual Health in the News," a weekly round-up of stories trending in media, sent to a mailing list of over 500.
- Promotion of member resources and activities to the Coalition, as well as to non-member organizations and media outlets, when appropriate.
- Opportunities to participate in media interviews and to develop story content.

For more information on the Coalition and/or to become a member, visit:

nationalcoalitionforsexualhealth.org

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