










## NCSH Quarterly Social Media Campaign Part 1: The Current Landscape of Birth Control in the U.S.

Welcome to the 38<sup>th</sup> NCSH quarterly social media campaign, featuring sample sexual health content for your digital and social media channels. This content is formatted for X (formerly Twitter), but can be adapted for Facebook and LinkedIn.

This campaign provides a fresh, up-to-date look at birth control options, accessibility, and usage within the changing landscape of reproductive health. As the range of contraception options evolves, this campaign also includes content on newer methods and innovations in contraception.

We hope you will share this campaign with your organization's social media staff.

### Birth Control Access

- *Telehealth options*
  -  Getting prescription #birthcontrol has never been easier thanks to telehealth. @Bedsider has created a directory of online birth control providers to make it even simpler! <https://www.bedsider.org/find-health-care/online-birth-control> #freethepill #thxbirthcontrol
  -  With telehealth birth control services, you can:
    -  Schedule appointments.
    -  See test results.
    -  Request birth control refills.
    -  Email your health care provider with questions.
    - All online!<https://bit.ly/3SpB85R> #birthcontrol #health
  - With so many options for getting #BirthControl online, how do you choose a provider? Medical News Today @mnt compares top virtual birth control platforms so you don't have to: <https://bit.ly/4dpLnPL>
- *Over the Counter birth control pill*
  -  The over the counter #birthcontrol pill is finally a reality!
    - No prescription
    - No age restrictions
    - Could be free: some states require private insurance and/or Medicaid to cover cost
    - \$19.99 suggested retail price<https://bit.ly/3y5LOLi> #Pill #Contraception


- *Regulation/options for adolescents to get birth control without parental consent*
  - Under 18 and need birth control? Don't panic! Here are your options: <https://www.healthline.com/health/do-you-need-parental-consent-for-birth-control>  
GIF: [tbtt-the-big-bang-theory.gif \(498x280\) \(tenor.com\)](https://www.tenor.com/gifs/tbtt-the-big-bang-theory-gif)
- *Insurance coverage*
  - Need access to birth control, but don't have insurance or can't afford it? This guide walks you through all your options:
  - #DYK that ALL Health Insurance Marketplace plans MUST cover:
    - ☞ all FDA approved contraceptive methods
    - ☞ contraceptive education and counseling
    - ☞ To be sure a specific brand is covered by your plan, check with your insurer
- If you work for a religious employer that doesn't cover birth control in their health plan, here are some other coverage options: <https://www.healthcare.gov/coverage/birth-control-benefits/>

## Birth Control Use

- *Finding the method that works best for you*
  - The number of birth control options out there can be overwhelming. @Bedsider has the ultimate tool to compare all available methods side-by-side so you can choose what's best for you! [https://www.bedsider.org/birth-control/side\\_by\\_side](https://www.bedsider.org/birth-control/side_by_side) #thxbirthcontrol
  - #Men: Vasectomies are...
    - ☞ Convenient – one and done!
    - ☞ Extremely safe
    - ☞ Over 99% effective
    - ☞ A permanent procedure
Learn more: <https://www.plannedparenthood.org/learn/birth-control/vasectomy/how-effective-vasectomy>
- When it comes to birth control, it's often assumed that it's women's work. So, what options do men have to protect themselves and their partner(s)? <https://www.webmd.com/sex/birth-control/male-contraceptives>
- *How to talk with your partner(s) about birth control*
  - Having the "birth control talk" with a partner? @plannedparenthood says:
    - DO: Remind them it benefits BOTH of you.
    - DON'T: Start the conversation right before sex. <https://bit.ly/4diPCN2>
  - So, you've chosen the #birthcontrol that's right for you, but what if your partner's not on-board? Our Sexual Health Quick Tips can help you stand your ground 🙋: <https://bit.ly/3LGGg1E>
  - Let's face it: Talking about #birthcontrol with a partner can be awkward. Prepping beforehand can make it a lot easier! Check out this comprehensive guide: <https://www.webmd.com/sex/birth-control/talk-to-your-partner-about-birth-control>

- *Stealthing*
  - #DYK stealthing – condom removal during sex without the other person’s consent -- is illegal in many countries? Here’s what you need to know about this dangerous, abusive practice, and some ways to protect yourself.  
<https://www.loveisrespect.org/resources/what-is-stealthing/>

### **Birth Control Innovations**

- Vagina owners: have you heard of @Phexxi? It's a revolutionary, hormone-free #birthcontrol gel and one more way to take charge of your sexual health!  
<https://www.plannedparenthood.org/learn/birth-control/spermicide/phexxi>
- We've all been hearing about it for years, but when will a male #birthcontrol pill actually be available? Here's the latest update on the drug’s development: <https://bit.ly/3Wk9eJC>
-  Emerging #Contraceptive gel for men applied to the shoulders shows promise in reducing sperm counts to prevent pregnancy. Here’s the latest: <https://to.pbs.org/3WSciyl> #SexEd



## NCSH Quarterly Social Media Campaign

### Part 2: Key Observances

Each quarterly campaign also features sample tweets in support of key health observances, holidays, and other cultural milestones.

#### The key observances for this quarter include:

- National Immunization Awareness Month (August)
- Back to School (August)
- National Health Center Week (August 4-10)
- Ovarian Cancer Awareness Month (September)
- National Prostate Cancer Awareness Month/Prostate Health Month (September)
- World Sexual Health Day (September 4)
- National HIV/AIDS and Aging Awareness Day (September 18)
- World Contraception Day (September 26)
- National Gay Men's HIV/AIDS Awareness Day (September 27)
- National Hispanic Heritage Month (September 15 – October 15)
- National Menopause Awareness Month (October)
- National Domestic Violence Awareness Month (October)
- National Breast Cancer Awareness Month (October)
- Health Literacy Month (October)
- National Latinx AIDS Awareness Day (October 15)
- International Pronouns Day (October 16)

#### August



National Immunization Awareness Month (NIAM) is an annual observance held in August that emphasizes the importance of vaccination for people of all ages. For more resources to observe this month, visit [CDC's NIAM page](#). For social media graphics related to HPV vaccine, visit [HHS' Graphics page](#).

- August is #NationalImmunizationAwarenessMonth! Need to figure out if you are up to date with your vaccines? Check out @CDCgov's short and quick Adult Vaccine Quiz for a list of recommended vaccines: <https://www2.cdc.gov/nip/adultimmsched/> #NIAM #Ivax2Protect
- HPV can cause 6 types of cancer. The good news? The #HPV vaccine is estimated to prevent up to 90% of those cancers. Multiple doses of the vaccine may be required, depending on age. To learn more, check out: <https://www.cancer.gov/about-cancer/causes-prevention/risk/infectious-agents/hpv-and-cancer#facts-about-hpv> #NIAM
- Mpox is still a thing. Receiving 2 doses of the #mpox vaccine is the most effective way to stay protected. <https://www.youtube.com/watch?v=a8ZkvwAWLhU> #NIAM #MpoxIsNow

## Back to School

- Is one of your goals for the school year to build positive romantic relationships? Check out @NCSH\_ #FiveActionSteps to Good Sexual Health Guide to learn how you can create and maintain healthy, satisfying relationships in your life: <https://www.fiveactionsteps.org/4> #NCSH #Back2School
- Before summer ends and you head #back2school, consider an end of summer sexual health wellness check-up. At the visit, #takecharge of your #sexualhealth with some of these key questions for your provider: <https://www.ncshguide.org/provider-visit/questions> #NCSH #NCSHguide

National Health Center Week (August 4-10) raises public awareness about the vital work Community Health Centers perform daily. For more resources to observe this week, visit the [National Association of Community Health Centers \(NACHC\) media toolkit](#). This year's theme is "*Powering Communities Through Caring Connections.*"

- For #NHCW24, we celebrate how #healthcenters break down barriers and build connections through integrating essential #healthcare services within primary care settings like:
  - Dental care
  - Mental health care
  - Substance use services
  - Sexual health services Thank you! 
- From #STI services to immunizations to preventing infectious diseases, health centers do it all! Find your nearest #healthcenter here: <https://findahealthcenter.hrsa.gov/> #NHCW24 #ValueCHCs

## **September**

Ovarian Cancer Awareness Month is held annually in September to spread awareness about ovarian cancer, rally for more scientific research, and make progress toward a cure. For more resources to observe this month, visit the [Ovarian Cancer Research Alliance awareness month toolkit](#).

- There is no reliable way to screen or test for #ovariacancer. However, knowing the symptoms, paying attention to your body, and talking to a #healthcare provider if you notice body changes are 🔍 to prevention. Learn about the symptoms here: <https://www.cdc.gov/ovarian-cancer/symptoms/index.html>

National Prostate Cancer Awareness Month/Prostate Health Month is held annually in September to raise awareness of prostate health and how to prevent prostate-related diseases like prostate cancer.

- @ZEROCancer created a list of sites where people can access free, timely prostate cancer testing: <https://zerocancer.org/free-prostate-cancer-testing-near-you> #takecharge #ZEROProstateCancer

World Sexual Health Day (September 4) is celebrated annually to raise awareness about the importance of sexual health, rights, justice, and pleasure for all. The theme for 2024 is "*Positive Relationships.*" For more resources to observe this day, visit the [World Association for Sexual Health](#).

- Knowing and sharing your #STI status is a crucial aspect of healthy relationships. Knowledge is power, and open communication builds trust. Protecting each other's #sexualhealth and well-being is key, learn more: <https://www.fiveactionsteps.org/3> #WSHD2024 #FiveActionSteps
- A positive relationship with yourself leads to #positiverelationships with others. When we treat ourselves with respect, it extends to our relationships. Learn more about how to cultivate a positive relationship with yourself through @NCSH\_'s resource: <https://www.fiveactionsteps.org/1>

National HIV/AIDS and Aging Awareness Day (September 18) is an annual day that focuses on HIV among older Americans, including new infections and aging with HIV. This day also aims to address stigma and other barriers to care, encouraging older adults to get tested and know their status. For more resources to observe this day, visit [www.nhaad.org](http://www.nhaad.org).

- Stigma and silence keep many older and aging adults unaware of their HIV/AIDS status. This #NHAAD, remember: no one is "too old" to discuss and care for their sexual health. Sexuality is a part of us from birth until our last breath. <https://www.nia.nih.gov/health/hiv-aids/hiv-aids-and-older-adults> #talktesttreat #HIVandAging
- #Providers: Asking and initiating conversations around #sexualhealth with all patients, including older patients, is critical to delivering good care, and is what most patients want. Learn how to initiate these conversations with @NCSH\_'s list of essential questions to ask patients: <https://nationalcoalitionforsexualhealth.org/tools/for-healthcare-providers/Final-English-EssentialQuestions-updated-11.22.23.pdf>

World Contraception Day (September 26) is annually observed to improve awareness of the role birth control plays in enabling people to make informed choices about their sexual and reproductive health.

- Thinking of starting a new contraceptive method? #Remember, it's always up to you to decide what #birthcontrol method you want to use and for how long. Find your next method with @PowertoDecide's birth control explorer: <https://powertodecide.org/sexual-health/your-sexual-health/find-your-method> #WorldContraceptionDay
- Currently, abstinence, condoms, withdrawal ("pulling out") and a vasectomy are the only reliable contraceptive options for people with penises to prevent pregnancy. But #DYK there are new experimental approaches to #birthcontrol for sperm producers? <https://www.npr.org/sections/health-shots/2023/02/17/1157841943/researchers-found-a-new-approach-to-a-male-contraceptive-used-only-by-mice-so-fa>

National Gay Men's HIV/AIDS Awareness Day (September 27) is an annual day to help end HIV stigma and encourage HIV testing, prevention, and treatment among gay and bisexual men. Find resources and graphics to celebrate National Gay Men's HIV/AIDS Awareness Day [here](#):

- Knowing your #HIV status is one way to take charge of your #sexualhealth. Take Me Home makes self-testing fast, free and easy. Learn more: <https://takemehome.org/> #NGMHAAD #StopHIVTogether

## October

National Hispanic Heritage Month (September 15 – October 15) is observed annually to celebrate the achievements, histories, traditions, and cultural diversity of Hispanic/Latino Americans. For more resources to observe this month, visit the [HHS Office of Minority Health](#).

- ¡Celebremos! This #HispanicHeritageMonth, let's celebrate the diverse voices and identities within the Hispanic/Latino community making significant contributions in our societies. Here are 7 Hispanic leaders making a difference in #healthcare: <https://hispanicexecutive.com/7-latinos-revolutionizing-healthcare/>

National Menopause Awareness Month (October) is held annually to raise awareness of menopause and different resources available for people going through this life change.

- #Menopause doesn't mean the end of your sex life. But it does mean learning about common body changes, and the steps you can take to keep your sex life pleasurable. Check out @NCSH\_'s guide to sexual concerns and pleasure to help you on this journey <http://nationalcoalitionforsexualhealth.org/sexual-concerns-and-pleasure> #NCSHguide

National Domestic Violence Awareness Month (October) is an annual observance that raises awareness about domestic violence. The theme for 2024 is "*Heal, Hold & Center.*" For more resources to observe this month, visit the [Domestic Violence Awareness Project](#) by the National Resource Center on Domestic Violence.

- @NDVH shares: Domestic violence is a pattern of behaviors used to gain or maintain power and control. Abusers often employ specific "power and control" tactics to keep survivors in relationships. Learn more: <https://www.thehotline.org/identify-abuse/power-and-control/> #DVAM
- #Providers: Integrating trauma-informed care into a patient's visit can increase patients' agency and comfort, while reducing additional harm. This #DVAM learn how you can make trauma-informed care part of every patient's visit with the @NCSH\_ guide: <https://nationalcoalitionforsexualhealth.org/tools/for-healthcare-providers/trauma-informed-care-guide>

Health Literacy Month (October) is observed annually to highlight the importance of making health information easy to understand and promoting health literacy. For more resources to observe the month, visit the [Institute for Healthcare Advancement \(IHA\) toolkit](#).

- 🗨️ Access to comprehensive #sexeducation is essential for so many reasons, including building #healthliteracy so that all adolescents can make their own well-informed decisions about their sexual health and relationships! Learn more: <https://www.aap.org/en/patient-care/adolescent-sexual-health/equitable-access-to-sexual-and-reproductive-health-care-for-all-youth/the-importance-of-access-to-comprehensive-sex-education/> #healthliteracymonth

National Breast Cancer Awareness Month (October) is observed annually to promote awareness about breast cancer, including the importance of early screening. For more resources to observe the month, visit: <https://www.nationalbreastcancer.org/breast-cancer-awareness-month/>

- #DYK many people with #BreastCancer don't have any obvious symptoms? That's why mammograms, clinical breast exams, and self-exams are key to finding and treating it early and effectively. Learn more: <https://www.cancer.org/cancer/types/breast-cancer/screening-tests-and-early-detection.html> #BreastCancerAwareness

National Latinx AIDS Awareness Day (October 15) is observed annually to raise awareness of the disproportionate impact of HIV on the Hispanic and Latino communities in the United States. For more resources to observe the day, visit: <https://www.hiv.gov/events/awareness-days/latino>. Social media images and resources are also available here: <http://nlaad.org/infographics/>

- Your #sexualhealth matters! Taking control of your sex life means knowing your #HIV prevention options, like using #condoms, taking #PrEP, and making the best decisions for YOU. Explore your options: [cdc.gov/StopHIVTogether/Prevention](https://www.cdc.gov/StopHIVTogether/Prevention) #NLAAD

International Pronouns Day (October 16) occurs annually on the 3<sup>rd</sup> Wednesday of October, aiming to make respecting, sharing, and educating about personal pronouns commonplace. To learn more, visit: <https://pronouns.org/day>

- 🌐 Happy #InternationalPronounsDay! 🇺🇸 Don't be afraid to share and check in about #pronouns. Making assumptions never ends well and oftentimes can result in exclusion, misunderstandings, and harm. Learn how to share your personal pronouns: <https://pronouns.org/sharing> #PronounsMatter





## **NCSH Quarterly Social Media Campaign Part 3: Social Media Graphics**

NCSH is proud to offer Part 3: Social Media Graphics for this Quarterly Social Media Campaign. This part includes links to both new and previously designed graphics on Canva and formatted for Instagram. These graphics can be reformatted for other social media sites if desired. **We kindly ask that you acknowledge us in your caption and/or tag us!**

**Follow us on X (formerly Twitter) @NCSH\_, LinkedIn “National Coalition for Sexual Health,” and Instagram @nationalcoalitionsexualhealth.**

### **Instructions:**

1. Click the link to the desired graphic.
2. Create a free account on Canva.com if you don't already have one.
3. Click “Use template”.
4. Voila! A graphic you can either download as-is or change as you wish. You can go to the top right corner, hit “share,” and then hit “download” to receive the graphic.

### **Part 1 Graphics:**

- [Free and Inexpensive Birth Control Options](#)
- [Stealthling: What you need to know](#)

### **Part 2 Graphics:**

- [National Domestic Violence Awareness Month](#)
- [Tips for bringing up sexual concerns with a health care provider](#)