



## NCSH Quarterly Social Media Campaign Part One: Contraception

This is the 31<sup>st</sup> NCSH quarterly social media campaign, which includes sample sexual health content that you can use and/or adapt for your digital and social media channels. We hope you will share this campaign with social media staff within your organization. We have formatted this content for Twitter, but it can be adapted for Facebook as well.

Our theme for this campaign is **contraception**. It includes tweets relating to contraception in general, long-acting reversible contraception (LARCs), emergency contraception, male contraception, and access to contraception.

### Contraception (General)

- With so many #birthcontrol methods, it can be hard to choose one! @Bedsider's comparison tool can help you search for methods and help you get ready to talk with a health care provider about options. <https://www.bedsider.org/birth-control/matrix>
- The best birth control method for you is often shaped by how you want to use it. Check out this article for info on methods that you can use as needed, on a regular schedule, long-term, or methods that are permanent. <https://www.healthline.com/health/birth-control/methods>
- Struggling with hormonal #birthcontrol? For some people, the hormones in BC methods like the pill can make them feel out of whack. But there is a TON of other options! This article includes options that may work for you. <https://www.webmd.com/sex/birth-control/non-hormonal-birth-control-options>
- Want to have sex without interruption and get straight to the good stuff? Try an internal condom that you can put in up to 8 hours before having sex. <https://hellocue.com/articles/sex/internal-condoms-101>
- Looking for the birth control method that's best for you? With @PPFA you can search & filter methods by what matters most to you. Whether you are looking for something that helps w/ periods or is easiest to use, they can help you decide! <https://www.plannedparenthood.org/learn/birth-control>
- While #birthcontrol methods like the pill & IUD prevent pregnancy, they won't protect you from STIs. Condoms are the only method that prevents both pregnancy & STIs. <https://www.plannedparenthood.org/learn/birth-control/condom/what-are-the-benefits-of-condoms>
- Being able to control if and when you get pregnant is always important, especially now. Many highly effective methods are available for free or at low cost. To find a method that's right for you, check out @Bedsider! <https://www.bedsider.org/birth-control>

- Just feeling grateful to #birthcontrol for giving us the ability to have a baby if and when we want to, so we can live life on our own terms. (Use GIF from this link: <https://giphy.com/gifs/QKV3JRtFBd0e0dKj74>)

## Long-Acting Reversible Contraception (LARCs)

- "The name says it all. Long-acting reversible contraception, or LARC, is reversible birth control that provides long-lasting (think years) pregnancy prevention." - @ASHA  
Learn more about LARCS & talk to a provider to see if they are right for you.  
<https://www.ashasexualhealth.org/understanding-larc/>
- DYK Long-acting reversible contraceptives (LARCs)—such as the IUD & implant—are the most effective type of birth control & some can be used for up to 12 years? Learn more about LARCS & talk to a provider to see if they're right for you.  
<https://www.plannedparenthood.org/learn/birth-control>
- The IUD & the implant are the most effective birth control options available (over 99% effective). But how do you know if one could be right for you? Here is some info that could help you answer the question. <https://www.acog.org/womens-health/faqs/long-acting-reversible-contraception-iud-and-implant>
- Worried about being able to access #contraception in the future? Long-acting methods like the IUD or implant can be a great way to keep you protected for the long term.  
<https://flo.health/menstrual-cycle/sex/birth-control/long-acting-reversible-contraception>

## Emergency Contraception

- DYK When it comes to emergency contraception, you have options? They include:
  - A pill with levonorgestrel (like Plan B or AfterPill)
  - A pill with ulipristal acetate (Ella)
  - A copper IUD placed within 5 days of unprotected sex
 Learn more: <https://www.plannedparenthood.org/learn/morning-after-pill-emergency-contraception/which-kind-emergency-contraception-should-i-use>
- There are many ways to access emergency #contraception. Some are available over the counter (like Plan B), but others require a prescription (like Ella) or a visit with a provider (a copper IUD). Find out which type is best for you and how to get it.  
<https://www.buzzfeednews.com/article/lorencecill/emergency-contraception-options-plan-b>
- Wondering if emergency #contraception is an option for you? Here is everything you need to know, including how it works, how effective it is, where to get it, and how much it costs.  
<https://www.npr.org/sections/health-shots/2022/07/08/1109875418/plan-b-emergency-contraception-effective>
- Emergency #contraception like Plan B or Ella is not an abortion pill. It can stop you from getting pregnant by preventing your body from releasing an egg. Depending on the type of

EC, it should be taken with 3 to 5 days of unprotected sex.

<https://www.goodrx.com/conditions/emergency-contraceptive/is-plan-b-considered-abortion>

- Accidents happen. Worried that your #birthcontrol method might have failed? Consider keeping emergency contraception like Plan B on hand. But remember, it can expire within a few years, so don't stockpile it! <https://www.medicalnewstoday.com/articles/where-to-get-plan-b#where-to-buy>
- PSA: There is more than one type of emergency #contraception! What's best for you will depend on:
  - How long it's been since you had unprotected sex
  - How much you weigh
  - Whether you're breastfeeding
  - What kind is easiest for you to getLearn more: <https://www.plannedparenthood.org/learn/morning-after-pill-emergency-contraception/which-kind-emergency-contraception-should-i-use>
- In the heat of the moment, sometimes things don't go as planned. But, you can still plan ahead by having some emergency contraception on hand, in case you have unprotected sex. You can even order some online! <https://www.wellandgood.com/get-plan-b-for-cheap/>

## Male Contraception

- Men: Interested in knowing your #birthcontrol options? While they are more limited than those available to women, it's still important to know the benefits and risks, weigh your options, and play your part. <https://www.healthline.com/health/birth-control/male-birth-control-options>
- Dads: Done having kids? Consider getting a vasectomy to permanently prevent pregnancy. It's very effective (nearly 100%) & won't change your ability to orgasm or enjoy sex. And, it can save your partner from the possible side effects of #birthcontrol methods, like the pill.
- #Men: Think wearing a condom means sex won't feel as good? Not true – check out 5 tips to make condoms more pleasurable. <https://www.biird.co/blogs/thenest/5-tips-to-make-sex-with-a-condom-more-enjoyable>
- Guys, you may think you're using a condom correctly, but a refresher course can never hurt. Practice makes perfect! <https://www.youtube.com/watch?v=yjY2fY9rGrc>
- Guys, if you're having sex with women, you should always talk about #birthcontrol and #safersex before getting it on with someone new! Even if they're using a BC method, using condoms can help protect you both from STIs and give you extra protection from pregnancy.
- Men: If you're having sex with women but don't want a child, make sure you do your part to help prevent any unwanted surprises. You can use a contraceptive method (like a

condom) and support your partner's birth control choice —emotionally and financially—to do so.

## Access to Contraception

- Under the #ACA, most health insurers are required to cover a selection of #birth control methods. But if you don't have insurance, you still have options! Learn about how you can get birth control for free or at reduced cost.  
<https://www.medicalnewstoday.com/articles/free-birth-control>
- Do you live in a contraceptive desert? Check out @PowertoDecide's interactive #birthcontrol access map to find out and explore your options for access.  
<https://powertodecide.org/what-we-do/access/birth-control-access>
- Interested in a no hassle way to get your birth control prescription? #Telehealth is a good option and @Bedsider's list of 9 ways to get birth control delivered to your door is a great place to start: <https://www.bedsider.org/features/851-how-to-get-birth-control-delivered-right-to-your-door>
- Wondering if your state's policies allow you to get birth control prescribed via #telehealth? Check out this interactive map from @PowerToDecide for information on how telehealth care is delivered, who can provide it, and more in your state.  
<https://powertodecide.org/what-we-do/access/telehealth-policy>
- Looking to get birth control through a #telehealth visit? @PPFA offers virtual appointments! Your nurse or doctor will review your medical history, discuss your needs and goals, and help identify the best methods for you.  
<https://www.plannedparenthood.org/get-care/get-care-online>
- If you have insurance, you can get a prescription for the female #condom and get it for free! If you don't have insurance, you still have options to get them at a reduced cost. Learn more: <https://fc2.us.com/patient/>



## NCSH Quarterly Social Media Campaign Part Two: 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)
- International Cat Day (August 8)
- National Health Center Week (August 7 - August 13)
- Ovarian Cancer Awareness Month (September)
- Prostate Cancer Awareness Month/Prostate Health Month (September)
- National Menopause Awareness 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 Domestic Violence Awareness Month (October)
- National Breast Cancer Awareness Month (October)
- Health Literacy Month (October)
- Latinx AIDS Awareness Day (October 15)
- International Pronouns Day (October 19)
- Halloween (October 31)

### August

#### National Immunization Awareness Month

Find more resources to observe this month here:

<https://www.cdc.gov/vaccines/events/niam/index.html>. Social media graphics specifically relating to HPV vaccination from HHS can be found here: <https://www.hhs.gov/immunization/get-involved/spread-the-word/toolkits/index.html>.

- Parents: DYK since the #HPV vaccine has been in use, HPV infections have dropped 88 percent among teen girls? And this means less cancers and genital warts in the future. Read more about why your child should get the vaccine. #NIAM <https://www.cdc.gov/hpv/parents/vaccine/six-reasons.html>
- #Parents: DYK that some vaccines—like the HPV vaccine—require more than one dose to be effective? @CDCgov offers tools to help you track the recommended doses and

vaccines for your children. #NIAM22 <https://www.cdc.gov/vaccines/schedules/parents-adults/resources-parents.html>

- #Providers: Some parents may be hesitant to give their children the #HPV vaccine. These resources can help you discuss safety and efficacy with parents and caregivers. #NIAM22 <https://www.cdc.gov/vaccinesafety/vaccines/hpv-vaccine.html>
- The #HPV vaccine isn't just for children & teens. The vaccine is recommended for everyone up to age 26, and for some adults ages 27- 45 who never received it as a child. Talk to your health care provider about getting it today! #NIAM22
- When it comes to the #HPV vaccine and cancer prevention, cervical cancer is just the tip of the iceberg! HPV can also cause penile, anal, and throat cancers, so people of all genders should be vaccinated. #NIAM22 <https://www.cdc.gov/hpv/hcp/hpv-important/infographic-hpv-screening-508.pdf>

#### Back to School (August)

- Parents: Is your preteen ready for #BacktoSchool? Don't forget, at ages 11-12, it's time for kids of all genders to get their #HPV vaccine. You can help protect them from some cancers in the future. #NIAM22 <https://www.cdc.gov/vaccines/parents/diseases/hpv-basics-color.pdf>
- Do you know what #vaccines your child needs before heading #BackToSchool? This @CDCgov tool gives you the facts. #NIAM22 <https://www.cdc.gov/vaccines/growing/>

#### International Cat Day (August 8)

- Standing up for yourself means expressing your thoughts, feelings, and needs to others. And believing that what you want matters. #valueyourself #InternationalCatDay <https://www.fiveactionsteps.org/1> \* [download NCSH cat graphic to include here: <https://nationalcoalitionforsexualhealth.org/get-involved/shareable-graphics/action-step-1>]

#### National Health Center Week (August 7-August 13)

More information and resources for social media can be found here:

<https://healthcenterweek.org/media-toolkit/>. Each day of the week has a special focus - you can learn more at: <https://healthcenterweek.org/focus-days/>.

- DYK community health centers provide preventive and primary care services to over 30 million people and continued to do so during a global pandemic? Let's all celebrate their success in providing affordable, high-quality care! #NHCW22
- Community health centers provide care to people who more often suffer from chronic disease and lack access to affordable, quality care. This week, we celebrate health centers and their amazing work! #NHCW22 #ValueCHCs

- DYK community health centers offer a broad array of affordable sexual health care services, including screening, diagnosis, & management for HIV/AIDS and STIs, as well as family planning & reproductive health services? #NHCW22 <https://bit.ly/3ilwFiS>

## September

### Ovarian Cancer Awareness Month

- Do you know the symptoms of #ovariancancer? They can include bloating, pelvic or abdominal pain, and feeling the need to urinate—which can seem common for everyone! Here are the specific warning signs to look out for. #OvarianCancerMonth <https://www.youtube.com/watch?v=HgB7GsCSCmw>
- DYK that while there is no way to completely prevent #ovariancancer, you can take steps to reduce your risk of developing the disease? Learn more here: <https://ovarian.org/about-ovarian-cancer/whos-at-risk/>
- An estimated 1 in 78 women will develop ovarian cancer in their lifetime. Learn more about #ovariancancer and how to know if you're at risk. #OvarianCancerMonth <https://www.cancer.org/cancer/ovarian-cancer/about.html>

### Prostate Cancer Awareness Month/National Prostate Health Month

- As you age, your prostate will change—but it's not always something to worry about. Learning more will help you decide if there's cause for concern. #ProstateCancerAwarenessMonth <https://www.cancer.gov/types/prostate/understanding-prostate-changes>
- #ProstateCancer is the second deadliest #cancer for men in the U.S. and has the highest rate of new cases per year. The good news? Early screening can reduce your risk. Learn more from @CDCgov: <https://www.cdc.gov/cancer/prostate/index.htm> #ProstateCancerAwarenessMonth
- Should you get screened for prostate cancer? The answer is different for each person. Talk with a health care provider about your risk to figure out what is right for you. #ProstateCancerAwarenessMonth <https://www.cdc.gov/cancer/dcpc/resources/features/prostatecancer/index.htm>

### National Menopause Awareness Month

- Are you going through #menopause and unsure about the changes happening to your body? @PPFA can help. #MenopauseAwarenessMonth <https://www.plannedparenthood.org/learn/health-and-wellness/menopause>

- #Guys: You might not go through menopause, but you may be in a relationship w/someone who will. Things like physical & emotional changes could affect your partner & possibly your relationship, so it's important to know what to expect & how you can help. <https://www.webmd.com/menopause/features/guys-guide-menopause>
- #Menopause can bring on physical & emotional changes that negatively affect your sex life. But there are solutions! @NCSH\_ has info on common sexual concerns, their solutions, & tips on talking about them w/ your partner or a health care provider. <http://nationalcoalitionforsexualhealth.org/sexual-concerns-and-pleasure>
- Wondering when you'll go through menopause? Here are the factors that might help you predict. #MenopauseAwarenessMonth <https://www.webmd.com/menopause/features/menopause-age-prediction>

#### World Sexual Health Day (September 4)

Additional, up-to-date information will be available here: <https://worldsexualhealth.net/world-sexual-health-day/>

- #Providers: In honor of #WorldSexualHealthDay, commit to practicing with a holistic view of sexual health and well-being! @NCSH's tool can help you take a comprehensive sexual history w/ questions about sexual satisfaction, gender identity, & more. <https://bit.ly/3y3pf9s>
- In honor of World Sexual Health Day, check out @NCSH\_'s Five Action Steps for practical tips and advice, conversation starters, and resources to help you achieve good #sexualhealth! #WSHD2022 #worldsexualhealthday22 [www.fiveactionsteps.org](http://www.fiveactionsteps.org)
- For World Sexual Health Day, give your sexual health the attention it deserves! Take this quiz from @NCSH\_ to test your knowledge and get practical advice & tips. #HowsYourSexLife #WSHD2022 <https://nationalcoalitionforsexualhealth.org/quiz>
- It's World Sexual Health Day, and we want to make sure you have a pleasurable one! If concerns like low sex drive or difficulty orgasming are standing in your way, @NCSH's guide can help you figure out how to handle them. #WSHD2022 <http://nationalcoalitionforsexualhealth.org/sexual-concerns-and-pleasure>

#### National HIV/AIDS and Aging Awareness Day (September 18)

Check back here for the 2021 theme and additional resources: <https://www.nhaad.org/>.

- DYK nearly half of people living with diagnosed #HIV in the US are aged 50 & up? Thanks to better treatments, people with #HIV are living longer & healthier lives! But as you age, it's important to learn about possible complications. #NHAAD #HIVandAging <https://bit.ly/3hM4S8k>



- #Providers: Older patients are less likely to discuss their sexual behaviors with their health care providers. These pocket cards from @NCSH\_ can help you get the conversation started. #NHAAAD #HIVandAging <https://nationalcoalitionforsexualhealth.org/tools/for-healthcare-providers/sexual-health-your-patients-pocket-cards>

#### World Contraception Day (September 26)

Check back here for additional resources that can be used: <https://www.your-life.com/wcd>

- It's World Contraception Day! Have you found the right #birthcontrol method for you? @Bedsider explains every available method to help you learn about your options! #WCD2022 <https://www.bedsider.org/methods>
- It's World Contraception Day! Looking for information on what to do if you forgot to take your pill, had unprotected sex, or had a condom break? Learn more here. #WCD2021 <https://www.your-life.com/en>

#### National Gay Men's HIV/AIDS Awareness Day (September 27)

Social media resources can be found here:

<https://www.cdc.gov/hiv/library/awareness/ngmhaad.html>.

- Undetectable = Untransmittable. If you have #HIV, take ART medication as prescribed, and maintain an undetectable viral load, you won't transmit HIV to partners during sex. #NGMHAAD <https://www.cdc.gov/hiv/risk/art/index.html>
- DYK nearly 1 in 6 gay men living with #HIV are undiagnosed? CDC recommends that sexually active gay and bisexual men get tested for HIV at least once a year. Talk with your partners about getting #tested and/or if taking #PrEP is right for you. #NGMHAAD <https://gettested.cdc.gov/>
- Providers: PrEP is 99% effective at preventing sexual transmission of HIV when taken daily. #PrescribeHIVPrevention and talk with your patients at risk for HIV about how PrEP can help. #NGMHAAD #TalkPrEP <https://cdc.gov/PrescribeHIVPrevention>

## October

#### National Domestic Violence Awareness Month

- Your #relationship might be toxic if your partner often undermines or causes harm to you, or if the negative moments outweigh the positive ones in your relationship. Here's more info on how to tell if your relationship is toxic & what to do about it. <https://time.com/5274206/toxic-relationship-signs-help/>
- 1 in 4 women and 1 in 9 men are victims of domestic violence. And while physical violence may be the most obvious, abuse comes in many other forms, including emotional, financial, stalking and isolation. #DVMonth <https://www.verywellmind.com/different-types-of-domestic-violence-5119884>

- Worried for your safety? Don't suffer in silence. @NDVH provides lifesaving tools and immediate support to empower victims and survivors to help find safety and live free of abuse. #DVAM2022 #DVMonth <https://www.thehotline.org/get-help/>
- #Providers: You can make a real difference for people subjected to intimate partner violence by identifying those affected and helping them get the support they need. #DVAM2022 #DVMonth <https://vawnet.org/sc/identification-and-intervention-health-care-providers>

#### National Breast Cancer Awareness Month (October 15<sup>th</sup> is also National Mammography Day)

- If you feel a lump in your breast, try not to panic or worry. Most lumps are not #breastcancer. However, you should make an appointment to see a healthcare provider just to be sure. <https://www.komen.org/breast-cancer/screening/what-to-do-if-you-find-a-lump/>
- Knowing how your breasts normally look and feel is an important way to stay on top of your breast health. Doing regular self-exams can help you detect any changes so you can alert your health care provider. <https://www.youtube.com/watch?v=nkPR4ar1EQ4> #breastcancerawareness
- #BreastCancer is the 2<sup>nd</sup> most common cancer among American women. Mammograms are the best way to find it, so it can be treated early and effectively. Do you know when you should start getting mammograms? Watch to find out: [https://www.youtube.com/watch?v=ovYoKemDEWA&feature=emb\\_title](https://www.youtube.com/watch?v=ovYoKemDEWA&feature=emb_title)

#### Health Literacy Month

- #Providers: October is Health Literacy Month! This @NCSH\_ guide can help you discuss sexual health with your patients in a clear and easy-to-understand manner. #healthliteracymonth <https://nationalcoalitionforsexualhealth.org/tools/for-healthcare-providers/sexual-health-and-your-patients-a-providers-guide>
- This Health Literacy Month, test your #sexualhealth knowledge! Start here by taking this @NCSH\_ quiz, and get practical tips and advice, too. #healthliteracy <https://nationalcoalitionforsexualhealth.org/quiz>
- DYK there are five action steps you can take to protect and improve your sexual health? Check out @NCSH\_ for practical tips and advice. [www.fiveactionsteps.org](http://www.fiveactionsteps.org)

#### Latinx AIDS Awareness Day (October 15)

Check back here for the 2022 theme: <https://www.hiv.gov/events/awareness-days/latino;> Social media images and resources are also available here: <http://nlaad.org/infographics/>

- Today we recognize National Latinx AIDS Awareness Day, a day dedicated to raising awareness about the heavy burden of #HIV in Latinx communities in the US, including Puerto Rico and territories. #NLAAD #LGBTHealth #Latinx #Salud

- Due to factors like discrimination & HIV stigma, Latinos are less likely to receive HIV care, stay in care, and to be virally suppressed. This National Latinx AIDS Awareness Day, learn more about #HIV in this community. #StopTheStigma <https://www.cdc.gov/hiv/group/raciaethnic/hispaniclatinos/index.html>

#### International Pronouns Day (October 19)

- Today is International Pronouns Day! Pronouns are super important! Using language that respects and includes everyone can help trans and gender expansive people live openly and authentically. #PronounsDay <https://pronounsday.org/>
- Have you ever mistakenly used incorrect pronouns for someone? It can be tempting to give a long-winded apology—but often, that just makes the person who was misgendered feel uncomfortable. Here is how you can appropriately apologize & move on. #PronounsDay [https://uwm.edu/lgbtrc/qa\\_faqs/what-if-i-make-a-mistake/](https://uwm.edu/lgbtrc/qa_faqs/what-if-i-make-a-mistake/)
- Some argue the #pronoun “they” should always be plural & using it in the singular is incorrect. However, it’s an easy way to refer to someone when you don’t know their gender & for those who identify as non-binary. . <https://time.com/5763175/they-as-singular-pronoun/>

#### Halloween (October 31)

- Talking with your partner about your sexual desires might sound spooky. Here’s some advice from @NCSH\_ to make things a little less scary. #HappyHalloween [*Download and include “Starting the Convo with Partners – Your Sexual Desires” graphics from <https://nationalcoalitionforsexualhealth.org/get-involved/shared-graphics/sexual-health-quick-tips/starting-the-convo-with-partners-your-sexual-desires>*]
- There’s a different trich in #trickortreat this Halloween. Trichomoniasis (trich) is a super common (and curable) STI, but most people have never heard of it! Learn more from @PPFA. #HappyHalloween <https://www.plannedparenthood.org/learn/stds-hiv-safer-sex/trichomoniasis>