



NCSH Quarterly Social Media Campaign  
November 2020 – January 2021  
Part One: Central Themes

This is the 24<sup>th</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 **Back to Basics: What is Good Sexual Health?** It focuses on content related to how we define sexual health, the steps we can take to improve our sexual health, and how providers can meet the needs of their patients with an inclusive, comprehensive approach.

### Defining Sexual Health

- GOOD👉SEXUAL👉HEALTH👉IS👉MORE👉THAN👉THE👉ABSENCE👉OF👉DISEASE👉 It can include a satisfying sex life. Valuing yourself. Peace of mind. Positive relationships. And so much more. <https://www.fiveactionsteps.org/>
- What is good #sexualhealth? Being sexually healthy means being able to enjoy a healthier body, a satisfying #sexlife, positive #relationships & peace of mind. The @NCSH\_'s Five Action Steps give you practical advice to help you get there. <https://www.fiveactionsteps.org/>
- Sexual health (noun): a state of physical, emotional, mental & social well-being in relation to sexuality; not merely the absence of disease, dysfunction or infirmity. (@WHO)

How do you define #sexualhealth?

- A holistic approach to #sexualhealth is one that is trauma-informed, sex-positive, and inclusive of all sexual orientations, gender identities, abilities, and ages!
- Good #sexualhealth is so much more than just biology and disease prevention. It is pleasure & intimacy. It is healthy relationships. It is valuing & feeling good about yourself. And it is a sex life that fits your likes and dislikes! <https://bit.ly/3oJLld5>
- We all deserve respect, positive relationships, and safe, satisfying sex lives. #SexualHealthMatters <https://www.fiveactionsteps.org/>

## Inclusion

- #Providers: Is the sexual #healthcare you provide inclusive for patients of all sexual orientations, gender identities, physical abilities, & ages? @NCSH\_ has a compendium of resources to help you improve your effectiveness w/ all types of patients. <https://bit.ly/3oE3mcH>
- PSA: PEOPLE WITH DISABILITIES ARE SEXUAL BEINGS, TOO! Like everyone else, they deserve access to comprehensive sexual health information and services that meet their needs. So, that they too can experience a healthier body, a satisfying sex life, and positive relationships.
- DYK women with disabilities are less likely to receive annual Pap tests & mammograms than women w/o disabilities, & are more likely to delay getting the medical care they need? We need to increase our focus on inclusive #sexualhealth care. <https://bit.ly/2HCVVks>
- People with intellectual & developmental disabilities need comprehensive #sex ed, too! This video series helps people w/ #IDD learn about sex and positive relationships. <https://www.youtube.com/playlist?list=PLuEvYNNQ-dHeVhbyeJHx9s8oqsvBk621v>
- DYK #SexEd that excludes LBGTQ+ people is tied to worse health outcomes? Experts say inclusive sex ed will reduce the risk of violence & health issues for LBGTQ+ young people, and teach their straight, cisgender peers to be more accepting. <https://bit.ly/3mCfc5f>
- #LBGTQ people often struggle to find doctors who have the knowledge and training to address LBGTQ-specific concerns, or who treat them with respect—or even treat them at all. <https://www.insider.com/lgbtq-healthcare-doctors-health-disparities-2018-4>

## Sex-Positive/Pleasure-Based

- Including pleasure in sexuality education is important! Students who are given comprehensive, pleasure-based #sexed are choosing to have sex at a later age, and are more likely to use birth control when they do have sex. <https://bit.ly/31WovIE>
- Having a satisfying, pleasurable sex life (partnered or solo!) is a key part of #sexualhealth. But if that's not your focus right now, that's okay, too! Doing what feels good & right to you is what's most important. #GetYourFreakOnIfYouWantTo <https://www.ashasexualhealth.org/sexual-pleasure/>
- Pleasure is an important part of #sexualhealth, but the pleasure you seek from partnered sex should always be consensual. Check out these tips from @NCSH\_ on asking for consent. *[Download & insert the four-part "How Do You Ask a Partner for Consent" graphics available here: <https://nationalcoalitionforsexualhealth.org/get-involved/shared-graphics>]*

## Steps to Achieving Good Sexual Health

- Curious to see if your #sexualhealth is up to snuff? With the @NCSH\_ quiz, test your knowledge and get practical advice & tips. #HowsYourSexLife <http://bit.ly/2lBUicu>
- QUIZ: You deserve lots of things in your relationships, and safe (and satisfying!) sexual experiences are high on the list. Take the @NCSH\_ quiz and see #HowsYourSexLife <http://bit.ly/2lBUicu>
- Good sexual health can mean different things to different people. Whether you are looking for advice on how to build a positive relationship, or a good solo sex life, @NCSH\_'s Five Action Steps can give you practical tips. <https://www.fiveactionsteps.org/>
- #SexualHealth: It's more about the do's than the don'ts. DO value who you are. Get smart about your body & protect it. Treat your partners well/expect them to treat you well. Build positive relationships. And, make sexual health part of your healthcare routine. <https://bit.ly/30CpO5T>
- You can get comfortable in your own skin, learn how to embrace your special qualities, and get better at standing up for yourself. #SexualHealthMatters <https://www.fiveactionsteps.org/1>
- We all have the right to be treated well & respected by sexual partners, whether it's a one-night stand or a long-term relationship. #SexualHealthMatters <https://www.fiveactionsteps.org/3>
- Do you know what a good, healthy relationship looks like? It includes respect, feeling safe and balanced, being open & honest, and brings you joy. #SexualHealthMatters <https://www.fiveactionsteps.org/4>

## Preventive Sexual Health Services

- Did you know that getting preventive health services, like STI screenings, vaccinations, and more, can help protect your sexual health, and even save lives? Find out which services are recommended for you <https://www.ncshguide.org/services>
- Preventive #sexualhealth services can help you prevent cancers, plan pregnancies, and detect and treat STIs. #SexualHealthMatters <https://www.fiveactionsteps.org/5>
- Good #sexualhealth starts with a good sexual health care routine! @NCSH\_ can help you take charge of your sexual health. Here are some facts and tools for your next provider visit. <https://www.ncshguide.org/>
- DYK that all sexually active women ages 24 and younger should be screened annually for chlamydia and gonorrhea? <https://bit.ly/2GbVQnN>

- DYK that #HPV vaccines—which can prevent many types of cancer in men and women—are now available for some people up to age 45? Talk with your provider to see if getting vaccinated is right for you! <https://www.cdc.gov/vaccines/vpd/hpv/public/index.html>

## Communication

- It's never too late. You can learn how to talk openly about desires, boundaries, consent & safer sex with your partner(s). Being comfortable with these convos is key to good sexual health! #SexualHealthMatters <https://www.fiveactionsteps.org/3>
- Good sex requires good communication! Talking openly with your partner(s) about desires and boundaries is the best way to a #sexlife that's satisfying and pleasurable for both of you. @NCSH\_ has tips to get the conversation started. [Download & insert the four-part "Starting the Convo with Partners – Your Sexual Desires" graphics available here: <https://nationalcoalitionforsexualhealth.org/get-involved/shared-graphics>]
- Communicating openly and honestly about sex & #sexualhealth with partners, family members, and health care providers can be difficult, the #FiveActionSteps can help. #SexualHealthMatters <https://www.fiveactionsteps.org/>
- Condoms, dental dams, lube, oh my! Can you talk with your partners about practicing safer sex? The @NCSH\_ quiz provides advice to help you navigate your #sexlife. #HowsYourSexLife <http://bit.ly/2lBUicu>
- Let's change #sexualhealth from taboo to talked about. #SexualHealthMatters <https://www.fiveactionsteps.org/>

## For Health Care Providers

- #Providers: Talking with your patients about #sexualhealth should include more than just STI prevention and birth control. A comprehensive sexual history means exploring sexual satisfaction, functioning, concerns, & more. <https://bit.ly/37pTuwl>
- Have you seen @NCSH\_'s new sexual history-taking tool? It helps providers take a more comprehensive sexual-history w/ questions about sexual satisfaction, functioning, concerns, and #genderidentity & #sexualorientation. Check it out here: <https://bit.ly/37pTuwl>
- #Providers: Are you practicing w/ a comprehensive view of #sexualhealth? It should be: 1) Trauma-informed, 2) Sex-positive, 3) Inclusive of all sexual orientations, gender identities, abilities, and ages, and 4) More than just disease prevention! <https://bit.ly/2Gd4FOm>
- Providers: Are you informed on how to provide the best care for your #LGBTQ patients? Check out @GLMA\_LGBTHealth's for information on creating a welcoming clinical environment. <https://bit.ly/3oByFEZ>



**NCSH Quarterly Social Media Campaign  
November 2020 – January 2021  
Part Two: Key Observances**

This is Part II of the 24<sup>th</sup> NCSH quarterly social media campaign, which includes sample tweets in support of key health observances, holidays, and other cultural events.

Note: included below are tweets from Power to Decide (@powertodecide) to promote their “Thanks, Birth Control” campaign. Visit <https://powertodecide.org/thxbirthcontrol> to learn more about the campaign and ways to get involved.

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

- Thanks, Birth Control (Nov 18)
- Transgender Awareness Week (Nov 13 – 19)
- Transgender Day of Remembrance (Nov 20)
- Thanksgiving Day (Nov 26)
- Black Friday (Nov 27)
- Cyber Monday (Nov 30)
- International HIV/AIDS Awareness Month (December)
- World AIDS Day (Dec 1)
- Giving Tuesday (Dec 1)
- National Disability Day (Dec 3)
- Happy Holidays (throughout the quarter)
- New Year’s Eve (Dec 31)
- New Year’s Day (Jan 1)
- Cervical Health Awareness Month (January)
- National Stalking Awareness Month (January)

**November**

[Thanks, Birth Control \(Nov 18\)](#)

Additional resources to share, including some fun images, can be found here:

<https://www.bedsider.org/thxbirthcontrol> and <https://powertodecide.org/thxbirthcontrol>. You can also tune into Power to Decide and Bedsider’s social media channels for even more amazing Thanks, Birth Control digital graphics.

- Bedsider [GIPHY](#), [Instagram](#), and [Twitter](#)
- Power to Decide [Instagram](#) and [Twitter](#)

Some of the messages below can be used to promote #ThxBirthControl ahead of time, while others are meant to be shared on 11/18.

#### *Pre-Event (Share before 11/18)*

- Most adults in the U.S. agree that everyone deserves access to birth control! It's not controversial, it's basic health care. Join us in shouting #ThxBirthControl on November 18<sup>th</sup>: [powertodecide.org/thxbirthcontrol](http://powertodecide.org/thxbirthcontrol)
- Has birth control helped you get through quarantine? Tell @Bedsider all about it on November 18th! #ThxBirthControl [bedsider.me/TBC2020](https://bedsider.me/TBC2020)
- Does having accessible and affordable birth control enhance your life? 📅 Mark your calendars for November 18th 📅 and say #ThxBirthControl [powertodecide.org/thxbirthcontrol](http://powertodecide.org/thxbirthcontrol)
- Millions of people live without access to birth control. Join us on November 18th to shout from the rooftops about why birth control is so important: [powertodecide.org/thxbirthcontrol](http://powertodecide.org/thxbirthcontrol) #ThxBirthControl
- Do you want everyone to be able to access the birth control that's right for them? Join us in telling the world why we say #ThxBirthControl on November 18th: [powertodecide.org/thxbirthcontrol](http://powertodecide.org/thxbirthcontrol)

#### *Day Of (Share on 11/18)*

- Today, I'm saying #ThxBirthControl to show the world what affordable and accessible contraception means in my life. Join me: [bedsider.me/TBC2020](https://bedsider.me/TBC2020)
- Birth control is not just about sex (although sex is awesome). It's about living life on your own terms. Join us to say #ThxBirthControl today! [bedsider.me/TBC2020](https://bedsider.me/TBC2020)
- I'm saying #ThxBirthControl because despite all the uncertainty of 2020, my method always has my back! Join me: [bedsider.me/TBC2020](https://bedsider.me/TBC2020)
- Do you love the freedom that comes with being on a birth control method that works for you? Spread the love and say #ThxBirthControl today and everyday! [bedsider.me/TBC2020](https://bedsider.me/TBC2020)
- Why say #ThxBirthControl? Because it gives you freedom and a future full of possibility. Get inspired: [powertodecide.org/thxbirthcontrol](http://powertodecide.org/thxbirthcontrol)

#### Transgender Awareness Week (Nov 13 – 19)

- DYK #trans youth who get gender-affirming care earlier in life are less likely to experience depression and anxiety? Gender-affirming healthcare is life-saving! #TrangenderAwarenessWeek <https://nbcnews.to/34BHVRr>









