This is the 24th 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/](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/](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](https://bit.ly/3oJLld5)

- We all deserve respect, positive relationships, and safe, satisfying sex lives. #SexualHealthMatters [https://www.fiveactionsteps.org/](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](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](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-dHeVhbyeJHxgs8oqsvBk62tv](https://www.youtube.com/playlist?list=PLuEvYNNQ-dHeVhbyeJHxgs8oqsvBk62tv)

- **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 LGBTQ+ young people, and teach their straight, cisgender peers to be more accepting. [https://bit.ly/3mCfc5f](https://bit.ly/3mCfc5f)

- #LGBTQ people often struggle to find doctors who have the knowledge and training to address LGBTQ-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](https://www.insider.com/lgbtq-healthcare-doctors-health-disparities-2018-4)

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**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/31W0vlE](https://bit.ly/31W0vlE)

- 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/](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/3oCpO5T

- 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](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](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](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/](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/2lBUJcu](http://bit.ly/2lBUJcu)

• Let’s change #sexualhealth from taboo to talked about. #SexualHealthMatters [https://www.fiveactionsteps.org/](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](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](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](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](https://bit.ly/3oByFEZ)
This is Part II of the 24th 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 18th: powertodecide.org/thxbirthcontrol

- Has birth control helped you get through quarantine? Tell @Bedsider all about it on November 18th! #ThxBirthControl bdsdr.me/TBC2020

- Does having accessible and affordable birth control enhance your life? Mark your calendars for November 18th and say #ThxBirthControl 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 #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

**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: bdsdr.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! bdsdr.me/TBC2020

- I’m saying #ThxBirthControl because despite all the uncertainty of 2020, my method always has my back! Join me: bdsdr.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! bdsdr.me/TBC2020

- Why say #ThxBirthControl? Because it gives you freedom and a future full of possibility. Get inspired: 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! #TransgenderAwarenessWeek https://nbcnews.to/34BHVRr
• This Transgender Awareness Week, remember that @TrevorProject offers crisis intervention resources and support to LGBTQ+ youth. If you or someone you know needs help, check out their lifeline, chat, and text services. [https://www.thetrevorproject.org/get-help-now/](https://www.thetrevorproject.org/get-help-now/)

• Wondering what it means to deadname someone? Here’s what gender and sexuality experts have to say about the serious consequences, and what we can do about them. #TransgenderAwarenessWeek [https://www.health.com/mind-body/deadname](https://www.health.com/mind-body/deadname)

**Transgender Day of Remembrance (Nov 20)**

• “With so many seeking to erase transgender people – sometimes in the most brutal ways possible – it is vitally important that those we lose are remembered, and that we continue to fight for justice.” - Gwendolyn Ann Smith #TDOR #WontBeErased [https://www.glaad.org/tdor](https://www.glaad.org/tdor)

• More of our transgender loved ones have been killed this year than any year before. While it’s important we keep up the fight against bigotry & toward inclusion, today is a day to focus on honoring the memory of those we have lost. #TDOR [https://nbcnews.to/3e8YTK2](https://nbcnews.to/3e8YTK2)

**Thanksgiving Day (Nov 26)**

• This #Thanksgiving, we’re thankful for those who work every day to increase access to affordable sexual health care, and improve the #sexualhealth of our country.

• Happy #Thanksgiving! Today (and every day), we’re giving thanks for condoms which can prevent STIs and pregnancy at a low cost, with no prescription necessary. [https://www.bedsider.org/methods/condom](https://www.bedsider.org/methods/condom)

• Happy #Thanksgiving! This year, we’re especially grateful for all the health services we have to protect and improve our #sexualhealth. Are you getting what’s recommended for you? [https://www.ncshguide.org/services](https://www.ncshguide.org/services)

• Eating more than just turkey this #Thanksgiving? Here are some tips for making oral sex as safe as possible. #SaferSex [https://www.womenshealthmag.com/health/a30470477/oral-sex-protection/](https://www.womenshealthmag.com/health/a30470477/oral-sex-protection/)

• If you’re getting your biscuits buttered this #Thanksgiving break, talk with your partners about your sexual desires and boundaries BEFORE getting busy. [https://www.fiveactionsteps.org/3](https://www.fiveactionsteps.org/3)

**Black Friday (Nov 27)**

• Starting your holiday shopping this #BlackFriday? Add some condoms and lube to the list! Feeling safe makes sex more fun AND they make great stocking stuffers. [https://www.refinery29.com/en-us/how-to-put-lube-on-condom](https://www.refinery29.com/en-us/how-to-put-lube-on-condom)
Does #BlackFriday shopping bore you? How about taking the @NCSH_ sexual health quiz instead! You can test your #sexualhealth knowledge, and get practical tips and advice. [http://bit.ly/2lBUicu](http://bit.ly/2lBUicu)

Dental dams may be hard to find in stores this #BlackFriday, but you can always use a regular latex condom to make your own, or find them online! #oralsexissex #safersex [https://www.cdc.gov/condomeffectiveness/Dental-dam-use.html](https://www.cdc.gov/condomeffectiveness/Dental-dam-use.html)

**Cyber Monday (Nov 30)**

- Looking for a good #CyberMonday deal? #Condoms are free at some health centers or available at low cost today and every day! [https://bit.ly/3jClpMC](https://bit.ly/3jClpMC)

- DYK?! Birth control can be added to your #CyberMonday shopping list! With new options, getting BC online and having it delivered is easy, affordable, and totally legit. Learn about your options: [https://www.bedsider.org/features/851-how-to-get-birth-control-delivered-right-to-your-door](https://www.bedsider.org/features/851-how-to-get-birth-control-delivered-right-to-your-door)

**December**

**International HIV/AIDS Awareness Month**

- DYK #PrEP reduces the risk of getting #HIV from sex by over 90%? This International #AIDSAwarenessMonth, find out if PrEP is right for you. [https://www.pleaseprepme.org/](https://www.pleaseprepme.org/)

- December is International #AIDSAwarenessMonth! HIV stigma affects the health & emotional well-being of people living w/HIV. Talking openly about HIV can help normalize the subject and correct misconceptions. [https://bit.ly/31XITFV](https://bit.ly/31XITFV)

- DYK how to protect yourself from #HIV? @CDCgov recommends getting tested at least once, limiting your number of sexual partners, never sharing needles, and using condoms the right way every time you have sex. Learn more: [https://www.cdc.gov/hiv/basics/prevention.html](https://www.cdc.gov/hiv/basics/prevention.html)

- Nervous about getting tested for #HIV for the first time? To help calm your nerves, here’s a step-by-step walk through of what you can expect! #AIDSAwarenessMonth [https://youtu.be/_fOF4sM_BOg](https://youtu.be/_fOF4sM_BOg)

- DYK that everyone should be tested for HIV at least once? And, that some people should be tested more often? Learn more about HIV and STI testing that is right for you. #AIDSAwarenessMonth [http://ncshguide.org](http://ncshguide.org).
World AIDS Day (Dec 1)
The 2019 theme for World AIDS Day is “Global solidarity, shared responsibility.” The above tweets for International HIV/AIDS Awareness Month can also be used on World AIDS Day, but just be sure to use #WorldAIDSDay and #WAD2020 instead. You can also find more information, images, and additional resources for this year to share here: https://www.hiv.gov/events/awareness-days/world-aids-day

- Today is World AIDS Day, a day for people worldwide to unite to learn how to prevent #HIV, support people with HIV, and remember those who have lost their lives to AIDS. #WAD2020 https://www.cdc.gov/hiv/library/awareness/wad.html

- Undetectable = Untransmittable. People with HIV who get and keep an undetectable viral load have effectively no risk of transmitting HIV to a partner through sex. #WAD2020 #WorldAIDSDay https://www.cdc.gov/hiv/basics/livingwithhiv/protecting-others.html

Giving Tuesday (Dec 1)
- We are so greatful for all our partners in #sexualhealth! This #GivingTuesday, support those working to increase access to #sexualhealth services by making a donation to <insert twitter handle and link to organization you want to promote>.

National Disability Day (Dec 3)
- 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? Increasing access to care, means access to care for ALL. #NationalDisabilityDay https://bit.ly/2HCVVkS

- DYK that people with intellectual & developmental disabilities are often completely left out of the sex ed conversation? This video series helps people w/ #IDD learn about sex and positive relationships. https://www.youtube.com/playlist?list=PLuEvYNNQ-dHeVhbyeJHxgs80qsvBk62iv

Happy Holidays (Hanukkah begins on the evening of Sunday, December 22nd)
- Make sure you get something off your wish-list this holiday season. Start by talking with your partner(s) about your sexual desires and fantasies (and boundaries). #happyholidays https://www.fiveactionsteps.org/3 [Insert 4-part “Starting the Convo with Partners – Your Sexual Desires” graphics available here: https://nationalcoalitionforsexualhealth.org/get-involved/shared-graphics]

- Let’s make sure that the only thing being shared under the #mistletoe is a kiss! Protect yourself & your partners when sharing the love this #holidayseason #safersex https://www.fiveactionsteps.org/2
If you’re going to be rocking around the Christmas tree, make sure your birth control method is party ready (as in, you don’t have to think about it in the heat of the moment). #happyholidays https://www.bedsider.org/methods#party

Stockings aren’t just for candy and gift cards— sex toys (and #safersex products like condoms and lube) can make great stocking stuffers, too! #happyholidays https://www.popsugar.com/love/Sexy-Stocking-Stuffer-Gifts-36025360

**New Year’s Eve (Dec 31)**

- Wanting to end #2020 with a bang? Remember to respect your partners’ boundaries and get their enthusiastic #consent before making a move. Here’s how. #NewYears #2021 [Insert “How Do You Ask a Partner for Consent” graphics available here: https://nationalcoalitionforsexualhealth.org/get-involved/shared-graphics]

- If you’re close enough to touch a partner with COVID19, you’re close enough to get this virus. Before snuggling up, learn how #COVID19 can be spread through intimate activity. https://bit.ly/3muKbQr

**January**

- Did you end 2020 with a bang and forget to use protection? Accidents happen. Emergency contraception is safe, and can prevent pregnancy if taken within 5 days after unprotected sex. #SafeSex https://www.plannedparenthood.org/learn/morning-after-pill-emergency-contraception

- Looking for a new resolution for 2020? Focus on YOU. Learn how to embrace your special qualities, stand up for yourself, and live the life you want in #2021. #NewYears https://www.fiveactionsteps.org/

- Are you planning to make your sexual debut in 2021? If so, @Cosmopolitan can help guide you through your “first time.” #NewYears https://www.cosmopolitan.com/sex-love/tips/a811/first-time-sex/

- Making your #NewYears resolutions? Be sure to add taking care of your sexual health to the list. You can start by taking this quiz to test your knowledge, and get practical tips and advice. http://bit.ly/2lBUicu

**Cervical Health Awareness Month**

Additional downloadable content, images and videos that can be shared can be found here: http://www.nccc-online.org/hpvcervical-cancer/cervical-health-awareness-month/
• DYK Over 1/2 of new cervical cancer cases occur among women who aren’t up-to-date with screening? Talk with your provider to make sure you’re getting a pap test & being screened for #cervicalcancer: www.nccc-online.org/time-screen-test/

• January is Cervical Health Awareness Month! You can help keep your cervix healthy by 1) getting an HPV vaccine if you’re eligible 2) having regular pap smears and 3) using barrier protection during sex (condoms, dental dams).

• Your cervix does a lot – it keeps unwanted bacteria out of your uterus, it opens and closes to let sperm in and blood out, and it grows its own plug if you become pregnant. Make sure you keep this biological wonder healthy! #CervicalHealthMonth https://helloclue.com/articles/cycle-a-z/how-to-find-feel-your-cervix

• #Parents: Did you know that a vaccine can help protect your sons and daughters from certain cancers? Get the facts on the #HPV vaccine today. #CervicalHealthMonth https://www.cdc.gov/vaccines/vpd/hpv/public/index.html

• A Pap test doesn’t detect #HPV but, instead, finds abnormal cells that can lead to #cervicalcancer. Talk to your doctor about whether an HPV test is also recommended for you! #CervicalHealthMonth https://www.plannedparenthood.org/learn/cancer/cervical-cancer/whats-hpv-test

**National Stalking Awareness Month**

• January is #StalkingAwarenessMonth. DYK over 1/2 of stalking offenders are current or former intimate partners? And they are more likely to physically approach their victim, use weapons, and more. https://bit.ly/3e4k141