



NCSH Quarterly Social Media Campaign
November 2021 – January 2022
Part Two: Key Observances

This is Part II of the 28th 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, which starts this Wednesday, November 17th! 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 17)
- Transgender Awareness Week (Nov 13 – 19)
- Transgender Day of Remembrance (Nov 20)
- Thanksgiving Day (Nov 25)
- Black Friday (Nov 26)
- Cyber Monday (Nov 29)
- Giving Tuesday (November 30)
- International HIV/AIDS Awareness Month (December)
- World AIDS Day (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 \(Nov 17\)](#)

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 11/17.

Pre-Event (Share before 11/17)

- 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 17th: powertodecide.org/thxbirthcontrol
- Does having accessible and affordable birth control enhance your life?  31 Mark your calendars for November 17th  and say #ThxBirthControl powertodecide.org/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 17th: powertodecide.org/thxbirthcontrol

Day Of (Share on 11/17)

- Today, I'm saying #ThxBirthControl to show the world what affordable and accessible contraception means in my life. Join me.
- Everyone deserves the power to decide their own futures. Join us and say #ThxBirthControl powertodecide.org/thxbirthcontrol
- I'm saying #ThxBirthControl because despite all the uncertainty of the last year, my method always has my back! Join me.
- 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!
- It can cost over \$500 a year to get birth control, something most adults agree is a basic part of health care. On November 17th, say #ThxBirthControl by giving someone else the gift of access: <http://bit.ly/33QiglL>

Transgender Awareness Week (Nov 13 – 19)

- Happy Transgender Awareness Week! This week, and always, remember to ask and use someone's requested pronouns. Using language that empowers everyone is an important action that helps trans and nonbinary people live authentically. <https://www.mypronouns.org/asking>
- This Transgender Awareness Week, we want to remind you that @TrevorProject offers crisis intervention resources and support to LGBTQ+ youth. If you or someone you know needs support, check out their lifeline, chat and text services. <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>

Transgender Day of Remembrance (Nov 20)

- 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://www.washingtonpost.com/dc-md-va/2021/11/10/2021-transgender-violent-death/>

Thanksgiving Day (Nov 25)

- Happy #Thanksgiving! At <insert your @handle here> we're so #thankful for everyone who works everyday to increase access to inclusive sexual health care, and improve the #sexualhealth of our country.
- Give thanks for condoms this #Thanksgiving! They can prevent STIs and pregnancy, increase the amount of time you last before climax, and make sex a little more worry-free. <https://www.bedsider.org/methods/condom>
- Happy #Thanksgiving! This year, we're especially grateful for all the health services that are available to protect and improve our #sexualhealth. Are you getting what's recommended for you? <https://www.ncshguide.org/services>
- Eating more than just turkey this #Thanksgiving? If you're going down on a partner, you may need to be tested for STIs in your mouth. <https://nationalcoalitionforsexualhealth.org/tools/communicating-to-the-public/asset/Extragenital-Testing-Fact-Sheet.pdf>
- 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>

Black Friday (Nov 26)

- Skip the mall today. Instead, shop @Bedsider for the best birth control method that's right for you! #blackfriday <https://bedsider.org/methods>
- 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>

- 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>

Cyber Monday (Nov 29)

- 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>
- With safer sex, we know things don't always go as planned! Emergency contraception is a great option for last minute pregnancy prevention, and you can even buy it online. Check out more info from @Bedsider. #CyberMonday <https://www.bedsider.org/features/1779-your-back-to-school-guide-to-emergency-contraception>

Giving Tuesday (Nov 30)

- We are so grateful 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>.

December

International HIV/AIDS Awareness Month

- December is International #AIDSAwarenessMonth! DYK that 8 in 10 people getting treatment for HIV feel stigmatized?. Talking openly about HIV can help normalize the subject and correct misconceptions. <https://bit.ly/31XITFV>
- Allergic to latex, but still looking for a condom to protect you and your partners from #HIV? Learn more about your options this #AIDSAwarenessMonth. <https://www.plannedparenthood.org/learn/teens/ask-experts/what-should-i-do-about-an-allergic-reaction-to-condoms>
- 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/>
- 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>.

World AIDS Day (Dec 1)

The 2021 theme for World AIDS Day is “Ending the HIV Epidemic. Equitable Access. Everyone’s Voice.” 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 #WAD2021 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 are on medication, and 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>

National Disability Day (Dec 3)

- DYK Women w/ disabilities are more likely to delay getting the medical care they need & some report avoiding reproductive health care altogether because accessible services are so difficult to get? Increasing access to care, means access to care for ALL. #NationalDisabilityDay
- 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-dHeVhbyeJHx9s8oqsvBk621v>

Happy Holidays

- Make sure you get something on your wishlist this holiday season. Start by talking with your partner(s) about your sexual desires, 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/sexual-health-quick-tips/starting-the-convo-with-partners-your-sexual-desires/>]
- Let’s make sure that the only thing being shared under the #mistletoe is a kiss! Protect yourself & your partner(s) from STIs when sharing the love this #holidayseason #safersex <https://www.fiveactionsteps.org/2>
- Eating more than just gingerbread men? Here’s everything you need to know about oral STIs to keep your mouth happy and healthy (and the rest of your body, too) #HappyHolidays <https://www.cdc.gov/std/healthcomm/stdfact-stdriskandoralsex.htm>

- 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>

New Year's Eve (Dec 31)

- Wanting to end #2021 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/sexual-health-quick-tips/how-do-you-ask-a-partner-for-consent>]
- You never know who you're going to meet tonight! Carry a condom with you and start the year off right (and safely). #NewYears #2021 <https://www.elitedaily.com/p/should-you-carry-condoms-6-powerful-reasons-why-everyone-should-8815638>
- Whether you just met tonight, or have been dating for a while, the same rules apply. Respect each other's wishes and boundaries, and be sure to get #consent. #NewYears #2021 <https://www.fiveactionsteps.org/3>

January

New Year's Day (Jan 1)

- Did you end 2021 with a bang and forget to use protection? Mistakes do happen. Emergency contraception is safe, and can prevent pregnancy if taken within 5 days after having unprotected sex. #SafeSex <https://www.plannedparenthood.org/learn/morning-after-pill-emergency-contraception>
- Looking for love in #2022? An #STI diagnosis isn't a death sentence for your dating life! You can still be in relationships and enjoy a healthy and pleasureable sex life. #NewYears <https://bumble.com/en-us/the-buzz/dating-with-sti>
- Making your #NewYears resolutions? Be sure to put taking care of your sexual health on the list. You can start by taking this quiz to test your knowledge, and get practical tips and advice. <http://bit.ly/2lBUicu>
- 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/1>

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/>

- 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).
- Have you gotten up close and personal with your cervix? Get better acquainted this #CervicalHealthMonth <https://hellocolue.com/articles/cycle-a-z/how-to-find-feel-your-cervix>
- 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>
- #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>

National Stalking Awareness Month

- January is #StalkingAwarenessMonth. DYK most stalking victims are stalked by someone they know & over 1/2 are current or former intimate partners? And while all stalkers can be dangerous, intimate partner stalkers pose the greatest threat to their victims. <https://bit.ly/3e4k141>