



NCSH Quarterly Social Media Campaign Part One: Telehealth for Sexual Health

This is the 27th 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 **telehealth for sexual health**. It includes tweets relating to telehealth for sexual health care generally, and telehealth for birth control, HIV prevention and care, and STI care.

Telehealth (General)

- #Providers: Looking for guidance on delivering quality family planning and STI testing/treatment through #telehealth? @EssentialAccess has compiled the following resources. <https://www.essentialaccess.org/programs-and-services/telehealth-essentials>
- Patients and physicians like #telehealth and want it to continue after the COVID pandemic ends, according to a recent study. But there's work to be done to make the most of this technology going forward. <https://www.ama-assn.org/practice-management/digital/patients-doctors-telehealth-here-s-what-should-come-next>
- The pandemic has led to an upsurge in #telehealth visits, which can offer reduced costs, less travel time, & increased access to care. However, virtual visits can have downsides, too, such as lack of in-person testing, communication barriers & inequities in access to technology. <https://bit.ly/3lvqk6E>
- DYK there has been a significant increase in coverage of telephone #telehealth during COVID under Medicaid, jumping from 2 states to 49 and DC? Learn more about policy specific to telehealth contraceptive access here: <https://powertodecide.org/sites/default/files/2021-02/Overview%20of%20State%20Telehealth%20Policy.pdf>

Birth Control through Telehealth

- Telehealth is making it easier for many people to obtain #birthcontrol. How? By eliminating or reducing common barriers such as transportation, cost, childcare, and taking time off from work. @PowerToDecide <https://powertodecide.org/what-we-do/information/resource-library/survey-says-telehealth>
- Interested in a no hassle way to get your birth control prescription? #Telehealth is a good option and @Bedsider's list of nine 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>

- DYK according to a recent @PowerToDecide survey, 67% of people agree #telehealth is an acceptable way to receive birth control, but only 24% know how to find a telehealth provider? Check out more results here: https://powertodecide.org/sites/default/files/2020-08/Survey%20Says_Telehealth_2020.pdf
- The #COVID19 pandemic has led more patients to turn to telehealth. That could be great for birth control access. <https://www.bustle.com/life/using-telehealth-for-birth-control-during-the-pandemic-might-make-it-more-accessible-post-covid-22933634>
- 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>
- DYK Under Medicaid, about 2/3 of states allow online prescribing of birth control pre- and during COVID without a prior provider-patient relationship, while about 1/6 DO require a prior provider-patient relationship? Learn more from @PowertoDecide: <https://powertodecide.org/what-we-do/access/telehealth-policy>
- DYK @PowertoDecide put together an overview of state telehealth policies for birth control that answers three key questions: how is it delivered, who can provide it, and what services are provided? <https://powertodecide.org/sites/default/files/2021-02/Overview%20of%20State%20Telehealth%20Policy.pdf>
- 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 method for you. <https://www.plannedparenthood.org/get-care/get-care-online>
- Seem like a bit much to go see your health care provider in person just to renew a birth control prescription or to wait in line for 20 minutes at the pharmacy to pick it up? Fortunately, #telehealth is an option! And @Bedsider is here to help: <https://www.bedsider.org/features/1436-what-telehealth-is-and-isn-t-and-why-you-should-use-it-to-get-your-birth-control>
- #Telehealth can help overcome some common barriers to accessing birth control, such as transportation and cost of childcare. However, some women, particularly those with low incomes, lack reliable access to the internet and have trouble using this technology. https://powertodecide.org/sites/default/files/2020-10/Survey%20Says_Economic%20Telehealth.pdf
- DYK that 57% of telehealth users prefer text-based communication with their healthcare provider instead of video consultation? Read more about the survey results here: <https://twentyeighthhealth.com/twentyeight-survey-2021-release>

HIV Care/PrEP through Telehealth

- DYK with telemedicine, there is no need to physically go to a doctor's office for a #PrEP prescription? Various PrEP telemedicine programs are available in most states. Here's some info about the services that different companies provide. <https://www.pleaseprepme.org/online-providers>
- Looking for ways to implement #PrEP telehealth for the clients you serve? Check out this list of factors to consider, such as state laws, patient internet access, and insurance reimbursement policies. <https://www.ncsddc.org/wp-content/uploads/2018/04/PrEP-Telehealth-IB.pdf>
- From @CDCgov: "Telehealth can be used as a strategy to support early #HIV diagnosis and initiation of treatment, sustained viral suppression, prevention of new HIV transmissions, and rapid response to HIV outbreaks." <https://www.cdc.gov/hiv/effective-interventions/treat/telehealth?Sort=Priority%3A%3Aasc&Intervention%20Name=Telehealth%20for%20HIV%20Prevention%20and%20Care%20Services>
- #Telehealth can be effectively used for HIV/AIDS appointments except when:
 - Work/lab testing is required
 - A provider spots something unusual and needs to do further examination
 - HIV/AIDS symptoms are not managed and require in-person care or treatment<https://www.verywellhealth.com/telehealth-for-hiv-aids-5115528>

STI Care through Telehealth

- Telehealth for #STIs can be a good option for people who are more comfortable talking about sexual health in the privacy of their own homes. @PPFA offers appointments for virtual STI testing and treatment! <https://www.plannedparenthood.org/get-care/get-care-online>
- If going in-person for #STI care is daunting to you, you have options! While you may not be able to do everything online, some #telehealth options for STI testing can make life easier. <https://www.bedsider.org/features/1505-how-to-get-tested-and-treated-for-stis-without-leaving-your-house>
- With at-home testing, it's easier than ever to get tested for #STIs! Here's everything you need to know if you're considering ordering an at-home test online. <https://www.medicalnewstoday.com/articles/at-home-std-tests>
- #Providers: It's possible to provide #STI care for your teen patients via telehealth! Here's some information on helping these patients with concerns about STIs. <https://pediatrichealthnetwork.org/wp-content/uploads/2020/04/4.13.20-Teens-and-Telehealth-STI-management.pdf>



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 8-August 14)
- 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 20)
- 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.vaccines.gov/get-involved/spread-the-word/toolkits/hpv-vaccine-promotional-toolkit>.

- Parents: DYK since the #HPV vaccine has been in use, HPV infections have dropped 86 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 require 2-3 doses to be effective? @CDCgov offers some tools to help you track the recommended doses and vaccines for your children.

#NIAM21 <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. #NIAM21 <https://www.cdc.gov/vaccinesafety/hcproviders/talkingtopatients.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! #NIAM21

Back to School (August)

- Parents: Is your preteen ready for #BacktoSchool? Don't forget, at ages 11-12, it's time for your preteen to get their #HPV vaccine. You can protect them from some cancers in the future. #NIAM21 <https://www.cdc.gov/vaccines/growing/preteen-vaccines.html>
- Do you know what #vaccines your child needs before heading #BackToSchool? This @CDCgov tool can give you the facts. #NIAM21 <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 with 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 8-August 14)

The theme for NHCW 2021 is “*The Chemistry for Strong Communities.*” 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 almost 30 million people and continued to do so while facing a global pandemic? Join us in celebrating their success in providing affordable, high-quality care! #NHCW21
- Community health centers provide care to people who disproportionately suffer from chronic disease and lack access to affordable, quality care. This week, we celebrate them and their amazing work! #NHCW21 #ValueCHCs
- DYK community health centers are an affordable option that offer a broad array of health care services, including screening, diagnosis, & management of chronic illnesses such as diabetes, depression, cancer & HIV/AIDS? #NHCW21 <https://bit.ly/3ilwFiS>

September

Ovarian Cancer Awareness Month

- Do you know the symptoms of #ovariancancer? Sometimes bloating, pelvic or abdominal pain, or feeling the need to urinate can be signs—especially if they last for over 2 weeks. Learn more. #OvarianCancerMonth <https://ovarian.org/about-ovarian-cancer/signs-and-symptoms/>
- 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

- 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>
- As you age, your prostate will change too—but it's not always something to worry about. #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

National Menopause Awareness Month

- Menopause can start younger than you think. Read here about perimenopause—the stage when the body is preparing to stop ovulating—including how early it can start, the signs it has begun, and how to cope with symptoms. #MenopauseAwarenessMonth <https://n.pr/3jOKuWo>
- 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/what-are-the-symptoms-menopause>

- Painful sex during menopause can sometimes be managed with lubricants or moisturizers, but these are just two of the options to help make sex pleasurable again. Be sure to ask your clinician about all the treatment options! #MenopauseAwarenessMonth <https://www.webmd.com/menopause/guide/painful-sex>

World Sexual Health Day (September 4)

The theme for this year is “Sexual health in a digital world.” Additional 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 more comprehensive sexual history w/ questions about sexual satisfaction, functioning, 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! #WSHD2021 #worldsexualhealthday20 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 #WSHD2021 <https://nationalcoalitionforsexualhealth.org/quiz>

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! #WCD2021 <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>

- 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! #WCD2021
<https://www.plannedparenthood.org/learn/birth-control>

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? Talk with your partners about getting #tested and/or if taking #PrEP is right for you. #NGMHAAD <https://getttested.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

- Sometimes it can be hard to tell when behavior crosses the line from healthy to unhealthy, or to even abusive. Oftentimes, the warning signs aren't as obvious as you might think. #DVMonth #DVAM2021 <https://www.webmd.com/mental-health/mental-domestic-abuse-signs#1>
- 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. #DVAM2021 #DVMonth <https://www.thehotline.org/get-help/>
- #Providers: You can make a real difference for people suffering from intimate partner violence by identifying those affected and getting them the support they need. #DVAM2021 #DVMonth <https://vawnet.org/sc/identification-and-intervention-health-care-providers>
- Abuse isn't just physical—it can also be emotional, sexual, reproductive, financial, and digital. Learn more from @ndvh. #DVAM2021 <https://www.thehotline.org/is-this-abuse/abuse-defined/>

National Breast Cancer Awareness Month (October 15th is also National Mammography Day)

- 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

- 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/>
- #BreastCancer is the 2nd most common cancer among American women. Mammograms are the best way to find it, so it can be treated early. Do you know when you should start getting mammograms? Watch to find out: 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>
- Everyone should have access to clear and easy-to-understand health information. This @NCSH_ guide can help you take charge of your #sexualhealth this #HealthLiteracyMonth. <http://www.ncshguide.org/>
- 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>

Latinx AIDS Awareness Day (October 15)

Check back here for the 2021 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 among this community. #StopTheStigma <https://www.cdc.gov/hiv/group/raciaethnic/hispaniclatinos/index.html>.

International Pronouns Day (October 20)

- 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 accidentally used someone's incorrect pronouns? And, want to know how to apologize and move forward in the conversation? Here are some tips! #PronounsDay <https://www.mypronouns.org/mistakes>
- Using someone's correct gender pronouns is easy to do and shows a lot of respect. Aren't sure of someone's personal pronouns? Here are some tips on how you can respectfully ask. #PronounsDay <https://www.mypronouns.org/asking>

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>