



NCSH Quarterly Social Media Campaign Part Two: Key Observances

Each quarterly campaign features sample tweets in support of key health observances, holidays, and other cultural milestones. **The key observances for this quarter include:**

May

- #TalkingIsPower Month
- Sex Ed for All Month
- Hepatitis Awareness Month
- Mental Health Awareness Month
- National Adolescent Health Month (previously National Teen Pregnancy Prevention Month)
- National Women's Health Week (May 8-14)
- National Women's Check-Up Day (May 9)
- HIV Vaccine Awareness Day (May 18)
- National Hepatitis Testing Day (May 19)
- National Asian and Pacific Islander HIV/AIDS Awareness Day (May 19)

June

- Men's Health Month
- PRIDE Month
- HIV Long-Term Survivors Day (June 5)
- Men's Health Week (June 13 – 19)
- Father's Day (June 19)
- National HIV Testing Day (June 27)

July

- National Minority Mental Health Awareness Month
- 4th of July (July 4)
- International Non-Binary People's Day (July 14)
- International BDSM Day (July 24)
- World Hepatitis Day (July 28)
- National Orgasm Day (July 31)

May

#TalkingIsPower Month (May)

#TalkingIsPower Month is a national effort to spark meaningful conversations about sex and relationships between young people and the champions who care about them most. Power to Decide has resources, articles, videos and shareable graphics available to help you promote the month:

[#TalkingIsPower 2022 | Power to Decide](#)

- DYK that young people actually prefer learning about sex, love, and relationships from the adults they trust most? Check out @powertodecide for tips to make that dialogue easier. #TalkingIsPower <https://powertodecide.org/talkingispower>

- It's normal for people to question how they identify, and it may take some time for your young person to find an identity that fits! Check out @powertodecide for tips to guide your conversations. #TalkingIsPower <https://powertodecide.org/talkingispower>
- Mentors, champions, and trusted adults: it's not too late to start listening to your young people as they voice their thoughts about love and relationships. Our young people are talking—start listening today! #TalkingIsPower <https://powertodecide.org/talkingispower>

Sex Ed for All Month (May)

Sex Ed for All Month is organized by Advocates for Youth, Fact Forward Answer, Healthy Teen Network, Planned Parenthood Federation of America, Power to Decide, SIECUS: Sex Ed for Social Change, State Innovation Exchange, and URGE, among others. Some of the tweets below are from their Sex Ed for All 2022 toolkit, which can be found here:

https://docs.google.com/document/d/1PIKz2iLrw9UcS3zRALzb_IDxUj09RDF8-xglnO3poUk/edit#

- It's May! That means it's officially #SexEdforAll month. To us, #SexEdforAll means providing comprehensive sex ed that is inclusive of all people—of different races, ethnicities, gender identities, sexual orientations, ages, and abilities.
- SexEdForAll means equity and access for all. All young people have a right to be equipped with the education, information, and skills they need to make informed decisions for themselves about sex and relationships.
- Only 29 states and DC mandate sex education in schools, and where sex ed is taught, 13 states do not require the content to be evidence-informed, medically accurate, and complete. Champions in Congress are working to fix this and ensure #SexEdForAll
- DYK only 9 states & DC require LGBTQ-inclusive sex education?! Sad but true. Most sex ed programs leave queer youth out of the convo. That's why it's important this May—& every day—to fight for #SexEdForAll! www.guttmacher.org/state-policy/explore/sex-and-hiv-education

Hepatitis Awareness Month (May)

The CDC has created some additional resources to support your efforts:

<https://www.cdc.gov/hepatitis/awareness/HepatitisAwarenessMonth.htm>

Also, Hepatitis Testing Day is May 19th, so you may consider sharing these messages on that day (as well as throughout the month).

- Share @cdchep's updated adult #HepatitisB vaccination recommendations with #HCPs in your community during #HepatitisAwarenessMonth and beyond! <https://bit.ly/37EtTm6>
- It's #Hepatitis Awareness Month! DYK vaccinations for Hepatitis A and B are recommended for pretty much everyone? If you weren't vaccinated as a kid, you can talk to your doctor about whether vaccination is right for you! <https://www.webmd.com/children/vaccines/need-hepatitis-vaccines>

- Check out @cdcchep's 2022 toolkit, featuring graphics and social media messages to help raise #Hepatitis awareness this May and every day. Access the toolkit here. #HepatitisAwarenessMonth <https://bit.ly/3qdAmL2>
- DYK #Hepatitis can be transmitted through sexual contact? Learn more about this virus that can affect your liver. #HepatitisAwarenessMonth <https://www.cdc.gov/hepatitis/populations/stds.htm>

Mental Health Awareness Month (May)

- Improving access to mental health services is an essential part of supporting survivors of sexual assault. We must ensure survivors have access to the tools they need in recovery. Check out @rainn's guide to therapy after sexual assault. #MHAM <https://www.rainn.org/articles/how-can-therapy-help>
- To have healthy & safe relationships, it's important to believe you are valuable & deserve respect from others. If you don't, you're more likely to stay w/ a partner who mistreats you & to take risks w/ your sexual health. #MHAM <https://www.fiveactionsteps.org/1>
- #Providers: Sexual trauma can have a serious impact on mental health, so it's important that services consider & address the trauma that many individuals have experienced. See @LuminaAlliance's tips to guide these convos w/ patients. #MHAM <https://luminaalliance.org/resources-for-healthcare-providers/>
- Pleasurable sex isn't just about physical health—your mental health also plays an important role! Depression, anxiety, stress & more can translate into sexual difficulties. @NCSH_ has info & tips for talking w/ your provider or therapist. #MHAM <https://nationalcoalitionforsexualhealth.org/tools/communicating-to-the-public/a-guide-to-sexual-concerns-and-pleasure>

National Adolescent Health Month (May)

Previously branded as National Teen Pregnancy Prevention Month, the Office of Population Affairs (OPA) sponsors this observance to emphasize the importance of building on young people's strengths and potential, encourage and support meaningful youth engagement in adolescent health activities, and highlight key topics in adolescent health. Information can be found on their website: <https://opa.hhs.gov/NAHM>.

- It is critical to give teens the sexual and reproductive health information and services they need to make informed decisions about their health. This #NationalAdolescentHealthMonth learn more from @HHSPopAffairs. #HealthyYouthNAHM <https://bit.ly/3MrLUmx>
- During adolescence, many young people form relationships with romantic partners for the first time. Oftentimes, we forget that we all need to be TAUGHT how to have healthy & safe relationships. @NCSH_'s five action steps can help. #HealthyYouthNAHM <https://www.fiveactionsteps.org/4>
- #Providers: Your adolescent patients probably have many questions about sexual health but may be uncomfortable asking them. That's why it's essential that YOU start the conversation.

@NCSH_'s pocket cards have Qs to help you kick things off. #HealthyYouthNAHM
<https://nationalcoalitionforsexualhealth.org/tools/for-healthcare-providers/sexual-health-your-patients-pocket-cards>

National Women's Health Week (May 9-15)

Check here for additional tips, tools, and resources: <https://www.womenshealth.gov/nwhw/>

- Make your sexual health a priority this week during National Women's Health Week and always by finding out what preventive services are recommended for you!
<http://www.ncshguide.org/> #NWHW
- #Condoms are a girl's best friend! They are the only contraceptive that protect against both pregnancy & STIs. Make sure you and your partner know how to put one on correctly.
#NWHM <https://www.plannedparenthood.org/learn/birth-control/condom/how-to-put-a-condom-on>
- This #NationalWomensHealthWeek, get smart about your body and protect it! Check out @NCSH_'s Five Action Steps for tips on having a safer and more pleasurable sex life.
#safersex <https://www.fiveactionsteps.org/2>
- #NationalWomensHealthWeek is a good time to check in on your #sexualhealth. Are you happy with your sex life, partners, & romantic relationships? Take @NCSH_'s quiz to find out and get practical tips & advice, too. #HowsYourSexLife
<https://nationalcoalitionforsexualhealth.org/quiz>
- Do your relationships make you happy most of the time? This #NWHW, check out the seven key ingredients of a healthy relationship.
 - Include the three "Seven Key Ingredients in a Healthy Relationship" graphics, found here:
<https://nationalcoalitionforsexualhealth.org/get-involved/shared-graphics/sexual-health-quick-tips/seven-key-ingredients-of-a-healthy-relationship>
- DYK over 1/2 of all women report one or more sexual difficulty, such as low desire, difficulty orgasming, or pain during sex? But there are solutions to get your sex life back on track! Check out @NCSH_'s Guide to Sexual Concerns & Pleasure for tips.
<https://nationalcoalitionforsexualhealth.org/tools/communicating-to-the-public/a-guide-to-sexual-concerns-and-pleasure>

National Women's Checkup Day (May 9)

- Today is National Women's Checkup Day! Don't assume you're getting all the sexual health services you need when visiting a #healthcare provider. Take charge of your #sexualhealth & get informed. #CheckupDay <http://www.ncshguide.org/services>
- It can sometimes feel awkward bringing up #sexualhealth with your healthcare provider. @NCSH_ has some tips to help you get the conversation started. #CheckUpDay
<https://www.ncshguide.org/provider-visit/how-do-i-bring-up-the-topic>

- Want to talk with your doctor about sexual difficulties like a low sex drive or trouble orgasming at your next checkup, but not sure how? @NCSH_ has tips & scripts for talking with a doctor or therapist. #CheckUpDay
<https://nationalcoalitionforsexualhealth.org/tools/communicating-to-the-public/a-guide-to-sexual-concerns-and-pleasure>
- #Providers: Are you unsure about how to talk about #sexualhealth with your patients? These pocket cards from @NCSH_ can help! #NWHW #CheckUpDay
<https://nationalcoalitionforsexualhealth.org/tools/for-healthcare-providers/sexual-health-your-patients-pocket-cards>

HIV Vaccine Awareness Day (May 18 - Also called World AIDS Vaccine Day)

Check back here for additional tips, tools, and resources:

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

- Today is HIV Vaccine Awareness Day! An #HIV vaccine may not be available, but DYK #PrEP reduces the risk of getting HIV from sex by over 90%? @CDCgov's locator can help you find a provider that will prescribe PrEP. #HVAD <https://npin.cdc.gov/prelocator>

Undetectable = Untransmittable. While we wait for an #HIV vaccine, people w/ HIV who take antiretroviral medication and maintain an undetectable viral load will not sexually transmit the virus to their partners. #HVAD <https://www.niaid.nih.gov/diseases-conditions/10-things-know-about-hiv-suppression>

National Hepatitis Testing Day (May 19)

Check back here for additional tips, tools, and resources:

<https://www.cdc.gov/hepatitis/awareness/HepatitisAwarenessMonth.htm>

- On #NationalHepatitisTestingDay let's raise awareness of #HepB and #HepC and encourage everyone to learn their status. Encourage #Hepatitis testing TODAY and beyond!
<https://bit.ly/3N1fHne>
- #DYK? @cdchep recommends all adults be tested for #HepatitisC at least once in their lifetime. Encourage your community to get tested for #HepC! #NationalHepatitisTestingDay
<https://bit.ly/3ilbXyl>
- Millions of Americans have hepatitis C. Many don't know it. @cdchep recommends all adults get tested for #hepatitisC. Talk to your doctor and #KnowHepC! It could save your life.
<https://www.cdc.gov/knowmorehepatitis/>
- Hepatitis C often has no symptoms until serious liver damage has occurred. Getting tested is the only way to know if you have #hepatitisC. All adults should get tested. Talk to your doctor - it could save your life. #KnowHepC <https://www.cdc.gov/knowmorehepatitis/>

National Asian and Pacific Islander HIV/AIDS Awareness Day (May 19)

Check back here for additional tips, tools, and resources:

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

- May 19 is National Asian & Pacific Islander HIV/AIDS Awareness Day, a day devoted to eliminating HIV stigma in API communities. Learn more about the impact of HIV on these populations. #NAPIHAAD #APIMay19 #StopHIVTogether <https://bit.ly/3gfhsPG>
- We can help #StopHIVStigma in Asian and Pacific Islander communities by being intentional and thoughtful in how we talk about people, health, and experiences. Learn how you can do your part: <https://bit.ly/32wyOOI> #NAPIHAAD #APIMay19 #StopHIVTogether
- How can the Asian and Pacific Islander communities prevent HIV? It starts by talking about HIV prevention options like condoms and PrEP, about testing, and about medicines that treat #HIV: <https://bit.ly/3gd8Wke> #NAPIHAAD #APIMay19 #StartTalkingHIV

June

Men's Health Month

Additional resources and draft messages can be found in the 2022 Men's Health Month social media:

<https://menshealthmonth.org/wp-content/uploads/2022/02/MHM-2022-Toolkit-Small.pdf>

- Every year, there are about 20 million new sexually transmitted infections. Learn more during #MensHealthMonth about how these affect men and women differently. #MHM2022 <https://www.cdc.gov/nchhstp/newsroom/docs/factsheets/stds-women.pdf>
- 1 in 8 people with HIV don't know they have it, and each year, there are about 38,000 new HIV infections. During #MensHealthMonth, learn about HIV in men. #MHM2022 <https://www.cdc.gov/hiv/group/gender/men/index.html>
- It's Men's Health Month! DYK Men should get the #HPV vaccine? It can help prevent throat, penile & anal cancers, & genital warts. HPV vaccination is cancer prevention! Talk w/ your provider to see if it's right for you. #MHM2022 <https://www.cdc.gov/std/hpv/stdfact-hpv-and-men.htm>
- Sexual health isn't just physical— it's also emotional, and our relationships can play a big role. For #MensHealthMonth, take some time to learn what a healthy relationship looks like: <https://www.fiveactionsteps.org/4>
- Dudes, #birthcontrol isn't just a woman's responsibility. Learn about the options and talk with your partner(s) about what role you can play, such as sharing the cost and using condoms. #MensHealthMonth <https://www.bedsider.org/methods>

Pride Month

- #Providers: Inclusive care means #LGBTQ patients feel supported & believe their specific needs are being met. Check out this video series from @NCSH_ on an expanded sexual history-taking approach that helps address #LGBTQ patient needs.

https://www.youtube.com/watch?v=nXrs_K4xuXo&list=PLLPkH_ungObESR6QBdZmeSIKwBgR7N-Oh&index=5

- Sexuality can be a powerful part of who we are. But how we express our sexuality can vary widely. This variety is both natural & normal, & sometimes we don't neatly fit into a box! This #PrideMonth, let's embrace our true selves & celebrate that variety!
<https://www.fiveactionsteps.org/1>
- Struggling with your sexual orientation or looking for resources on how to help an #LGBTQ loved one? @PPFA can help. <https://www.plannedparenthood.org/learn/teens/lgbtq/info-and-resources-lgbtq-teens-and-allies>
- #Providers: Want tips on how to take a sexual history with your LGBTQ patients? Use this resource from @NCSH_ on what to ask during a comprehensive sexual history, including questions on sexual orientation and gender identity. #LGBTHealth
<https://nationalcoalitionforsexualhealth.org/tools/for-healthcare-providers/sexual-health-questions-to-ask-all-patients>
- You have the right to a provider who respects & doesn't judge you. And, to one who will NOT make assumptions about your sexual orientation, gender identity, or sexual behaviors without asking. #PrideMonth
 - Include the graphic, found here: https://nationalcoalitionforsexualhealth.org/social-media/doesntclamup_wide.png

HIV Long-Term Survivors Day (June 5)

Check back here for the 2022 theme and additional resources: <https://www.hiv.gov/events/awareness-days/hiv-long-term-survivors-day>

- Antiretroviral therapy (ART) has transformed #HIV from a fatal disease into a manageable, chronic condition that people can live with. But that all depends on affordable access to daily ART. This #HIVLongTermSurvivorsDay, let's continue to support equitable access to HIV treatment.
- In recent years, HIV long-term survivor advocates have raised awareness about the unique needs of those living with HIV and its dynamic challenges. Learn more about AIDS Survivor Syndrome here: <https://www.thewellproject.org/hiv-information/long-term-survivors-hiv#AIDS%20Survivor%20Syndrome>

Men's Health Week (June 13-19)

You can also use some of the #MensHealthMonth tweets above to celebrate this week.

- National Men's Health Week reminds #men of all ages to focus on their health! Are you staying on top of your #sexualhealth? #NMHW #MensHealthMonth
<http://www.ncshguide.org/services/>
- It's National Men's Health Week and that includes #trans men, too! Check out this resource from @CoE4TransHealth for information on #sexualhealth for trans men. #NMHW #MensHealthMonth https://prevention.ucsf.edu/sites/prevention.ucsf.edu/files/inline-files/2013-0514_Web_Trans-Men-and-Sexual-Health_ENG.pdf

- DYK almost half of US men did not receive any sexual and reproductive health services in the last year? Learn what services are recommended for you: <http://www.ncshguide.org/services/p> #NMHW
- Building and keeping up a good relationship with your partner takes time, attention, and practice. Check out these tips from the @NCSH_ to guide you. #MensHealthWeek <https://www.fiveactionsteps.org/4>

Father's Day (June 19)

- #Dads: It may seem awkward, but your kids WANT to talk with you about love, sex, and relationships. These tips can guide you through thoughtful conversations with your child, at any age. #FathersDay www.talkwithyourkids.org
- Love being a #dad but not looking to have more children? Talk with your partner(s) about what birth control methods could be right for you! #HappyFathersDay <https://www.bedsider.org/methods>
- #Dads: Another Father's Day may have you feeling old, but you can have a happy and healthy sex life at any age! Here are some tips to help as you grow older: <https://www.mayoclinic.org/healthy-lifestyle/sexual-health/in-depth/senior-sex/art-20046465>

National HIV Testing Day (June 27)

Additional resources to promote HIV Testing Day will be available here:

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

- 1 in 8 people living with #HIV are unaware of their infection. Don't be left in the dark. Know your status and get tested this #HIVTestingDay! <https://getttested.cdc.gov/>
- Today is National #HIVTestingDay. Take charge of your health and get tested for HIV in a way that works best for you—whether that's self-testing in your own space or finding a testing site nearby. #StopHIVTogether <https://bit.ly/3bPzLlh>
- Knowing your #HIV status allows you to take control of your health. Order HIV self-tests for both you and your partner(s) in just 3 minutes! #StopHIVTogether #HIVTestingDay <https://bit.ly/2RKrpLb>
- Preventing HIV starts with knowing your level of HIV risk. This National #HIVTestingDay, check out the HIV Risk Reduction Tool for info customized to YOU. #StopHIVTogether <https://bit.ly/3f6PowV>

July

National Minority Mental Health Awareness Month

Check here for additional tips, tools, and resources: <https://minorityhealth.hhs.gov/minority-mental-health/shareable-graphics/>

- #Providers: @MinorityHealth's resources this #MinorityMentalHealth Month include a free and accredited e-learning program to help you deliver culturally and linguistically appropriate behavioral health services. <https://minorityhealth.hhs.gov/minority-mental-health>
- DYK that your mental health can affect your sex life? That's why this #MinorityMentalHealthMonth, we're joining @MinorityHealth to learn about disparities in mental health for marginalized groups due to discrimination & more. <https://minorityhealth.hhs.gov/minority-mental-health/>
- Sometimes sexual difficulties like low desire can be solved through self-education or improved partner communication. But sometimes mental health could be playing a role, & seeing a therapist or health care provider could be best. @NCSH_'s guide can help! <https://nationalcoalitionforsexualhealth.org/tools/communicating-to-the-public/a-guide-to-sexual-concerns-and-pleasure>

4th of July (July 4)

- In search of your own fireworks this Fourth of July? Make sure you're using #condoms correctly and not making these common mistakes. #FourthofJuly <https://www.plannedparenthood.org/learn/birth-control/condom/how-to-put-a-condom-on>
- Keep the fireworks going this #FourthofJuly—but use a #condom to help prevent pregnancy AND STIs. <https://www.plannedparenthood.org/learn/birth-control/condom>
- Looking for some excitement this #FourthofJuly? Talk with your partner(s) about sexual desires and trying something new. <https://www.fiveactionsteps.org/3>

International Non-Binary People's Day (July 14)

- Non-binary people have existed for centuries and they show us every day that knowing one's self and identity is a powerful thing that no one can strip away. <https://www.hrc.org/resources/seven-things-about-transgender-people-that-you-didnt-know>
- #Providers: Using a patient's correct pronouns is important. Many non-binary people prefer the pronouns they/them/theirs. Check out @LGBTQIAHealthEd's guide to providing affirmative care: <https://www.lgbtqihealtheducation.org/wp-content/uploads/2017/02/Providing-Affirmative-Care-for-People-with-Non-Binary-Gender-Identities.pdf>

International BDSM Day (July 24)

- #Providers: In recent years, there are more people exploring kink sexuality & talking about it openly. This means more clients who may want to address questions & issues in counseling & therapy. @KinkHealth has resources to help. #BDSMDay <https://www.tashra.org/>
- Good #sexualhealth is more than just the absence of disease—a satisfying sex life is important, too! And #providers, you can help your patients have one by incorporating questions about pleasure into a sexual history. Learn more from @NCSH...
https://www.youtube.com/watch?v=l-IXHlnAaHU&list=PLLPkH_ungObESR6QBdZmeSIKwBgR7N-Oh&index=3
- Interested in trying BDSM? Talk with your partner(s) about sexual desires and trying something new. #InternationalBDSMDay <https://www.fiveactionsteps.org/3>

World Hepatitis Day (July 28)

Additional resources to promote World Hepatitis Day can be found here:

<http://www.worldhepatitisday.org/>. You can also use the tweets provided for Hepatitis Awareness Month to promote this day.

- Today is World Hepatitis Day. Learn more about the different types of viral hepatitis that affect millions worldwide and what is being done to help eliminate hepatitis.
#WorldHepatitisDay <https://www.worldhepatitisday.org/>
- This #WorldHepatitisDay, learn about the different types of hepatitis and if you should get tested or vaccinated. <https://www.cdc.gov/hepatitis/index.htm>
- What is viral #hepatitis? Hepatitis is inflammation of the liver that is often caused by a virus AND some types can be sexually transmitted. Learn more this #WorldHepatitisDay
<https://www.cdc.gov/hepatitis/populations/stds.htm>

National Orgasm Day (July 31)

- Happy (and hopefully satisfying!) #NationalOrgasmDay to all! If you're having trouble reaching the big O, there are many factors that could be a cause—but there are also many solutions! @NCSH_'s Guide to Sexual Concerns & Pleasure has info to help!
<https://nationalcoalitionforsexualhealth.org/tools/communicating-to-the-public/a-guide-to-sexual-concerns-and-pleasure>
- It's #NationalOrgasmDay! A perfect time to learn about them! A neuroscientist explains what an orgasm actually is, what it feels like, differences between male & female orgasms, how to know if you've had one, and how to have better ones. <https://www.glamour.com/story/what-does-an-orgasm-feel-like-a-neuroscientist-explains>