



NCSH Quarterly Social Media Campaign Part One: Trauma

This is the 31st 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 **trauma**. It includes tweets relating to defining trauma, how trauma impacts sex and relationships, recognizing signs of trauma in a partner, talking about trauma, and trauma-informed care.

Defining Trauma

- #Trauma is defined by experiences that cause intense physical or psychological #stress reactions. Trauma can be caused by adverse childhood experiences (abuse, neglect), physical/sexual/emotional violence, poverty, racism & oppression, and so much more. <https://www.healthline.com/health/mental-health/trauma-recovery>
- PSA: Trauma responses don't have a timeline. You can have physical and emotional responses to a traumatic event immediately or months later. #Trauma looks different for everybody. <https://www.cdc.gov/masstrauma/factsheets/public/coping.pdf>
- Re-experiencing a previously traumatic event consciously or subconsciously can result in #retraumatization. Similar triggers—such as smells, sensations, touch, & imagery—can reactivate stress responses. Here's how to identify & cope w/ potential triggers. <https://www.verywellmind.com/ptsd-triggers-and-coping-strategies-2797557>

How Trauma Impacts Sex and Relationships

- Experiencing any type of #sexualtrauma can have a big impact on your emotional & physical health, & your sex life. It can cause depression, anxiety, & chronic physical pain. It can also affect sexual desire, but a pleasurable sex life is still possible. nationalcoalitionforsexualhealth.org/sexual-concerns-guide
- DYK almost 50% of children in the US have experienced some form of trauma? Childhood trauma can affect your adult relationships by influencing things like how you communicate, and how trusting you are. Here are some tips for improving communication. <https://www.healthyplace.com/blogs/relationshipsandmentalillness/2021/7/trauma-stands-between-us-and-healthy-communication>
- Isolation. Vulnerability. Anxiety. Anger. These are all ways that #trauma can show up in relationships. Navigating these emotions alone can be very challenging. Learn more on

healing from trauma. <https://www.verywellmind.com/10-ways-to-heal-from-trauma-5206940>

- Intimacy can be hard after experiencing a traumatic event. Everyone reacts differently, and, for some, physical touch might not be appealing. Discussing boundaries with your partner(s) before getting intimate can help make sure you're both comfortable. <https://www.fiveactionsteps.org/3>

Recognizing Signs of Trauma in a Partner

- PSA: The effects of #trauma look different for everyone. It can look like:
 - Anger
 - Anxiety
 - Depression
 - Self-isolation
 - Sexual difficulties, like low sexual desire
 - Hypersexuality

Learning about the effects can help you create a safe space for a partner who has experienced trauma.

- Is your partner, spouse, or new love interest a survivor of #trauma or #sexualassault? Here's what you need to know about supporting them, and what some of the difficulties can really look like. <https://medium.com/practical-growth/falling-in-love-with-a-trauma-survivor-814aef2c83f>
- Need some help coping with #trauma or #stress? Here are some healing activities you and your partner(s) can do on your own or together. <https://www.verywellmind.com/ways-of-coping-with-anxiety-2797619>
- Have you ever seen #TW or #CW? Giving a #TriggerWarning or #ContentWarning helps people avoid content that may re-traumatize or trigger them. TWs can help people safely navigate social media and sensitive discussions.

Talking About Trauma

- Past experiences with sexual #trauma can affect how we navigate relationships & sex in our current life. If you're not ready to share with your partner(s), that's okay! But if you are, here are some tips from experts on how to talk about it. https://www.huffpost.com/entry/telling-partner-about-sexual-trauma_n_5bbdo2c6e4b01470do563d74
- Deciding whether to tell a friend, family member, or partner about #sexualassault is completely up to you. There isn't a right or wrong decision. If you're thinking about it, here is some advice to help you decide what you want to disclose and to whom. <https://www.verywellmind.com/should-i-tell-people-i-was-sexually-assaulted-4802699>
- Telling a new partner about a past experience w/ #sexualviolence is not necessary. But sharing could help your partner better understand your triggers and your boundaries. If you

want to share, here are some tips. <https://www.abc.net.au/everyday/how-to-tell-a-new-partner-about-your-past-sexual-trauma/12549452>

- Whether you identify as a survivor, have encountered sexual coercion in some form, or have been directly affected by sexual violence, opening up about #sexualassault can be uncomfortable & triggering. Here are tips on how to talk about it. <https://www.elitedaily.com/p/how-to-talk-to-your-boyfriend-girlfriend-about-sexual-assault-according-to-experts-13144870>

Trauma-Informed Care

- #Providers: Trauma-informed care (TIC) is vital to avoid causing additional harm to patients who may have experienced trauma. Check out this roadmap to TIC before, during, & after a physical exam. It includes sample phrases & a self-assessment checklist. <https://www.ctcfp.org/clinician-guide-for-trauma-informed-care/>
- #Providers: Are you providing #TraumaInformedCare? @samhsagov says TIC:
 - ✓ Realizes the impact of trauma & potential for recovery
 - ✓ Recognizes signs of trauma
 - ✓ Responds by integrating knowledge of trauma into policies/practices
 - ✓ Resists re-traumatization<https://bit.ly/3W2Kkod>
- #Providers: The right environment can play a big role in supporting patients who have experienced trauma. Use this checklist from the White House Task Force to Protect Students from Sexual Assault to ensure that your clinic is welcoming to all patients. https://safesupportivelearning.ed.gov/sites/default/files/10_NCSSL%20SafePlace_Handout_Environment%20Checklist.pdf
- #Providers: Trauma looks different for everyone. It can affect daily functioning, emotional wellbeing, & long-term health. #TraumaInformedCare can help you provide sensitive care to patients during physical exams. Check out @NCTCFP's clinical guide. <https://bit.ly/3DhAmPW>
- #Providers: It can be hard for patients to open up about their trauma. That's why it's important to build rapport & build up to trauma-related questions during a sexual history. Check out @NCSH_'s tool for help navigating the conversation. <https://nationalcoalitionforsexualhealth.org/tools/for-healthcare-providers/sexual-health-questions-to-ask-all-patients>
- #Providers: DYK 43% of women and 24% of men report experiencing some form of sexual violence in their lifetime? It's important to know how to assess patients for sexual violence, so you can link them to support. @NSVRC has a guide to help. <https://www.nsvrc.org/publications/assessing-patients-sexual-violence-guide-health-care-providers>



**NCSH Quarterly Social Media Campaign
November 2022 – January 2023
Part Two: Key Observances**

This is Part II of the 31st NCSH quarterly social media campaign, which includes sample tweets in support of key health observances, holidays, and other cultural events.

The key observances for this quarter include:

- Thanksgiving Day (Nov 24)
- Black Friday (Nov 25)
- Cyber Monday (Nov 28)
- Giving Tuesday (November 29)
- International HIV/AIDS Awareness Month (December)
- World AIDS Day (Dec 1)
- International Day of Persons with Disabilities (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 (previous event, Nov 16)

#ThxBirthControl was on November 16, but campaign content is available year-round. Additional resources to share 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](#)
- Most adults in the U.S. agree that everyone deserves access to birth control! It's not controversial, it's basic health care. #ThxBirthControl powertodecide.org/thxbirthcontrol
- I'm saying #ThxBirthControl to show the world what affordable and accessible contraception has made possible in my life!

- 5 reasons people use (and love) BC:
 - ✓ To ease period flow & cramps
 - ✓ To prevent pregnancy & STIs
 - ✓ To have stress-free sex
 - ✓ To control acne
 - ✓ To treat a medical condition

#ThxBirthControl

- Reminder: wanting smokin' hot sex without the worry of an unplanned pregnancy is good enough reason to use and demand easy access to birth control 🙏 #ThxBirthControl
- It can cost over \$500 a year to get birth control, something most folks agree is a basic part of health care. Say #ThxBirthControl by giving someone else the gift of access: powertodecide.org/ProtectBC
- If you're saying #ThxBirthControl,, consider giving the gift of access to someone in need. BCBenefits – a contraceptive access fund from @powertodecide – is helping folks overcome some of the most commonly-faced barriers to getting birth control: powertodecide.org/ProtectBC

Thanksgiving Day (Nov 24)

- Happy #Thanksgiving! This year, we're so #thankful for everyone who works every day to increase access to inclusive 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 low cost, with no prescription needed. <https://www.bedsider.org/methods/condom>
- Happy #Thanksgiving! Here are some pickup lines to send to the person you want to gobble gobble tonight:
 - ✓ I hope the turkey isn't the only thing getting stuffed tonight
 - ✓ I want to spoon with you after we fork
 - ✓ Dinner isn't the only thing that makes me want to take off my pants
- Giving #Thanks for the many benefits of a good sex life, including pleasure and feeling closer to your partner(s). If sexual difficulties are getting in the way, you're not alone, and there are solutions to help. <https://nationalcoalitionforsexualhealth.org/tools/communicating-to-the-public/a-guide-to-sexual-concerns-and-pleasure>

- #Thankful for the many forms of birth control that make it easier to enjoy safe and anxiety-free sex. Learn more about your options <https://www.plannedparenthood.org/learn/birth-control>
- Happy #Thanksgiving! This year, we're especially grateful for the many 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>
- This year we're #Thankful for good sexual health and its many benefits like a healthier body, a satisfying sex life, feeling good about ourselves, and peace of mind. To learn how to achieve it, check out www.fiveactionsteps.org/2

Black Friday (Nov 25)

- 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>

Cyber Monday (Nov 28)

- 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.cosmopolitan.com/health-fitness/a41858831/websites-apps-birth-control/>

Giving Tuesday (Nov 29)

- 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 1 in 3 with HIV feel ashamed of their status? Talking openly about HIV can help normalize this treatable condition and reduce stigma. <https://bit.ly/31XITFV>
- In need of a condom to protect you and your partners from #HIV, but have a latex allergy? Learn more about non-latex options this International #AIDSAwarenessMonth. <https://condomania.com/a/blog/non-latex-condoms-everything-you-need-to-know>
- 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.pleaseprepmo.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 above tweets for International HIV/AIDS Awareness Month can also be used on World AIDS Day, but just be sure to use #WorldAIDSDay and #WAD2022 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. #WAD2022 <https://www.cdc.gov/hiv/library/awareness/wad.html>
- PrEP and PEP are effective medications that reduce the risk of HIV transmission through sex when taken as prescribed. Learn more to see if they are right for you. #WAD2022 #WorldAIDSDay <https://www.cdc.gov/stophivtogether/library/topics/prevention/brochures/cdc-lsht-prevention-brochure-nows-the-time-patient.pdf>

U.S. International Day of Persons with Disabilities (Dec 3)

- DYK one in four women have a disability & are more likely to delay getting necessary reproductive care because services are inaccessible? Increasing access to care, means access to care for ALL. <https://www.cdc.gov/healthequity/features/women-disabilities/index.html> #IDPWD2022
- Not all disabilities are visible. International Day of Persons with Disabilities highlights the challenges and opportunities for people who live with disabilities, visible or not. Learn more here: <https://idpwd.org/about/> #IDPWD2022

- #Providers: DYK women living with disabilities are three times more likely to experience violence than people without disabilities? Here are some tools from @TheArcUS to help you better support your patients living with a disability. #IDPWD2022 <https://thearc.org/our-initiatives/criminal-justice/talk-about-sexual-violence/>
- 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

- Talk with your partner about your desires, fantasies, and boundaries so they know exactly what you want this holiday season! #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? Be sure to grab some #dentaldams to keep your mouth happy and healthy #HappyHolidays <https://www.cdc.gov/condomeffectiveness/Dental-dam-use.html>
- #HolidaySeason can be hard, families can be even harder. This #season take some time to remember that you are unique, valuable, and deserve love. <https://www.fiveactionsteps.org/1>
- This #HolidaySeason learn how to set your own boundaries and share them with partners. It can be hard but here are some quick tips to help [Insert standing up for yourself quick tips: <https://nationalcoalitionforsexualhealth.org/get-involved/shared-graphics/sexual-health-quick-tips/standing-up-for-yourself-with-partners-five-quick-tips/>]

New Year’s Eve (Dec 31)

- Tonight, expect the unexpected! Make sure to carry a condom with you and start the year off right (and safely). #NewYears #2023 <https://www.elitedaily.com/p/should-you-carry-condoms-6-powerful-reasons-why-everyone-should-8815638>
- Want to try something new to ring in the new year, but not sure how to bring it up with your partner? Here are some tips on how to start the convo with your partner about your desires #2023 #NewYears <https://www.fiveactionsteps.org/3>

- This #NewYears we don't want any surprises! Make sure you're on the same page with your partner about safer sex and protection <https://www.fiveactionsteps.org/2>

January

New Year's Day (Jan 1)

- Ended 2022 with #fireworks but forgot to use protection? Mistakes do happen. Emergency contraception is safe, and can prevent pregnancy if taken up to 5 days after having unprotected sex. #SafeSex <https://www.plannedparenthood.org/learn/morning-after-pill-emergency-contraception>
- Are sexual difficulties putting a damper on your sex life? You're not alone. Make a resolution to learn more about practical solutions and start the year off right! <https://nationalcoalitionforsexualhealth.org/tools/communicating-to-the-public/a-guide-to-sexual-concerns-and-pleasure>
- Made 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 #2023. <http://bit.ly/2lBUicu>
- New Year New You? Start #2023 off by taking charge of your sexual health! Learn more about preventive services recommended for you #NewYears www.ncshguide.org
- Looking for a new resolution for 2023? Focus on YOU. Learn how to embrace your special qualities, stand up for yourself, and live the life you want in #2023. #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! 9 out of every 10 cases of cervical cancer is caused by HPV. One way to keep your cervix healthy is by getting an HPV vaccine. #CervicalHealthMonth
- Having regular pap smears and/or HPV tests, and using barriers during sex (condoms or dental dams) can help you keep your cervix healthy. #CervicalHealthMonth
- #Providers: Parents can be skeptical when considering the #HPV vaccine for their kids. Here are some tips on how to answer their questions <https://www.cdc.gov/hpv/hcp/answering-questions.html>
- DYK that routine screening tests can reduce your risk of cervical cancer? The type(s) of tests you should get depend on your age and other factors. Ask your health care provider if

a Pap test and/or an HPV test is right for you! #CervicalHealthMonth
<https://www.plannedparenthood.org/learn/cancer/cervical-cancer/whats-hpv-test>

- #Parents: Unsure of what to ask your doctors about the HPV vaccine? 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 half are current or former intimate partners? And while all stalkers can be dangerous, intimate partner stalkers pose the greatest threat. <https://bit.ly/3e4k141>
- January is #StalkingAwarenessMonth. DYK people under 25 are at an increased risk for stalking? Most stalking victims know who their stalker is, with many reporting a current or former intimate partner as their stalker <https://www.cdc.gov/injury/features/prevent-stalking/index.html>
- DYK nearly 8 million people in the US have experienced stalking? If you or anyone you know needs help, here are some resources to check out. #StalkingAwarenessMonth
<https://www.stalkingawareness.org/resources/>