

NCSH Quarterly Social Media Campaign Part One: Safer Sex for Back to School

This is the 32nd 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 or LinkedIn as well. The graphics, which are new to this quarterly campaign, are meant for Instagram. However, they can be used for all social media sites.

Our theme for this campaign is Safer Sex on College Campuses. It includes tweets relating to general sexual health on campus, consent (especially when substances are involved), STI prevention and treatment, and accessing sexual health services.

General

- Many high school sex ed classes gloss over or ignore safer sex for LGBTQIA folks. @GLSEN and @AdvocatesTweets created a thorough safer sex guide to fill in the gaps for LGBTQIA people going onto campus for the first time: <https://www.healthline.com/health/lgbtqia-safe-sex-guide>
- College hookup culture can be a lot of fun, but it can also make it hard to deepen relationships or be vulnerable and authentic with partners. Centering mindfulness can be a great way to navigate it. <https://www.meetmindful.com/articles-sex-how-to-navigate-the-hook-up-culture/>
- Gearing up for college and thinking about starting birth control? Planned Parenthood has a great online tool to help you decide which #birthcontrol option is best for you. <https://www.plannedparenthood.org/learn/birth-control>

Consent, Assault, & Title IX

- If you had a sexual experience and think it might have been assault, trust yourself and your feelings about it. If you'd like to get clarity on what you experienced, ask yourself these questions from Bedsider: <https://www.bedsider.org/features/1080-was-it-rape-thinking-about-consent-and-unwanted-sex>
- Title IX means that schools are legally required to try to prevent sexual assault and address sexual harassment or sexual violence happening on campus. Know Your IX helps you take action to make sure your school is really doing its job. <https://knowyourix.org/>
- Trans students are protected by Title IX. This guarantees equal access to educational opportunities, including access to single-sex spaces & activities consistent with their gender identity. <https://knowyourix.org/college-resources/title-ix-protections-lgbtq-students/>
- Title IX protects ALL students of all gender identities who experience sexual violence. This means people assaulted by someone of the same or opposite sex. <https://knowyourix.org/college-resources/title-ix-protections-lgbtq-students/>
- If you've experienced assault, these 24/7/365 hotlines can provide real-time help:

- ➡ Call Rape, Abuse & Incest National Network (RAINN) at 1-800-656-HOPE (4673)
- ➡ Call/Text 988 Suicide and Crisis Lifeline

☞ Call the National Domestic Violence Hotline 1-800-799-SAFE (7233) or 1-800-787-3244

- “I believe you.” “It’s not your fault.” “You are not alone”. If someone discloses assault to you, it can be hard to know what to say. @RAINN has tips for talking with survivors of sexual assault. <https://www.rainn.org/articles/tips-talking-survivors-sexual-assault>

Consent & Substances

- “Consent is as simple as tea.” Watch this viral video on how to navigate consent—if they’re in no state to accept a cup of tea, they’re in no state for sex! → <https://www.youtube.com/watch?v=oQbei5JGiT8>
- 🍷 🍹 🍺 🍻 How to party safely—8 tips on safer play when booze is involved. <https://www.bedsider.org/features/336-drink-and-be-merry-how-to-party-safer>
- How do I know when someone is too drunk to consent to sex?
 - ➡ lack of bodily control
 - ➡ slurred speech
 - ➡ confusion
 - ➡ unconsciousness
 - ➡ having blackouts<https://fumble.org.uk/alcohol-consent/>
- Consent is:
 - 👏 Freely Given
 - 👏 Reversible
 - 👏 Informed
 - 👏 Enthusiastic
 - 👏 Specific<https://www.plannedparenthood.org/learn/relationships/sexual-consent>
- “This is your sex on drugs.” If you’re off to college, you might be thinking about experimenting in multiple ways. Knowledge is power, but anything that alters your mind can alter your ability to consent. <https://www.vice.com/en/article/avymd5/this-is-your-sex-on-drugs-456>
- Combining alcohol and weed might lead to lower “internal consent” than either substance on its own. Watch out when you combine the two! <https://pubmed.ncbi.nlm.nih.gov/34134817/>
- While drugs like poppers can increase pleasure during sex, they can also undermine your ability to consent. If you’re thinking about trying them, it’s important to first understand the risks. <https://www.goodrx.com/well-being/substance-use/are-poppers-side-effects-risks>

STI Prevention & Treatment

- 📢 📢 BEFORE YOU GO ON CAMPUS: Learn how to take charge of your own sexual health! <https://www.ncshguide.org/>

- Did your sex ed class skip the condom-and-banana demonstration? Here are seven steps to cover what you missed: <https://www.insider.com/guides/health/sex-relationships/how-to-put-on-a-condom>
- Remember: NEVER leave a condom in your purse or wallet for a long time! The wear and tear, as well as the heat from your body, can cause microscopic tears in the condom, making it unable to prevent pregnancy or STIs. <https://kidshealth.org/en/teens/storing-condoms.html>
- STIs are more common than you think, about 80% of people will get at least one STI in their lifetime. Getting an STI doesn't make you a bad person.
- 1 in 2 sexually active people will get an STI by age 25. Parents, before your student heads off to college, talk with them about how they can protect their sexual health. Get some tips from @PPFA and @EssnAccessHlth <https://www.talkwithyourkids.org/>

Accessing Services

- No health clinic on campus? Planned Parenthood provides affordable birth control, STI testing, emergency contraception, and much more. Find one near you: <https://www.plannedparenthood.org/health-center>
- If your college campus doesn't give out condoms, you can join @AdvocatesTweets Condom Collective and get 500 condoms to give out to whoever needs them! <https://www.advocatesforyouth.org/campaigns/the-condom-collective/>
- Title X clinics provide low-cost family planning and preventive health services for people of all genders and ages. Find one near you: <https://opa-fpclinicdb.hhs.gov/>

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)
- Fat Liberation Month (August)
- National Health Center Week (August 6 - August 12)
- Ovarian Cancer Awareness Month (September)
- Prostate Cancer Awareness Month/Prostate Health 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)
- Hispanic Heritage Month (September 15 – October 15)
- National Menopause Awareness Month (October)
- 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 18)
- 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.hhs.gov/immunization/get-involved/spread-the-word/toolkits/index.html>.

- Parents: DYK that vaccines – such as the HPV vaccine – require more than one dose to be effective? @CDCgov has tools to help you track the recommended vaccines for your children #NIAM23 <https://www.cdc.gov/vaccines/schedules/hcp/imz/child-adolescent.html>
- The #Mpox vaccine can protect you from both mpox and smallpox infections. This safe, effective 2-dose vaccine is the best protection against mpox. Learn more about who should get vaccinated this #NIAM <https://www.cdc.gov/poxvirus/mpox/vaccines/index.html>

- August is #NationalImmunizationAwarenessMonth! Stay up-to-date on routine vaccinations this year with this tool from @CDCgov <https://www.cdc.gov/vaccines/schedules/hcp/imz/adult.html>
- Cervical, penile, and vulvar cancer are just the tip of the iceberg when it comes to HPV! The #HPV vaccine could prevent over 90% of these cancers, so people of all genders should be vaccinated! #NIAM23 <https://www.cdc.gov/hpv/hcp/hpv-important/infographic-hpv-screening-508.pdf>

Back to School (August)

- Parents: #DYK what vaccines your child(ren) need before heading back to school? Use this @CDCgov tool to make sure you're up-to-date <https://www.cdc.gov/vaccines/growing/>
- It's almost time to head back to campus – make sure you know the ins-and-outs of your sexual health. Check out this guide by @nurxapp to prepare for next semester <https://www.nurx.com/blog/the-college-students-guide-to-sexual-health/>
- Looking to get STI tested before you head #BacktoSchool? @tmhtesting, provides fast, free, and discreet at-home STI tests <https://takemehome.org/how-it-works>

Fat Liberation Month (August)

Check here for more information and resources on Fat Liberation Month: <https://naafa.org/flm2023>

- 📍🔗 Weight shouldn't limit access to emergency contraception! Plan B is less effective for heavier individuals, but there are alternatives like Ella & a copper IUD. Find out which options work for you #FatLiberationMonth <https://www.goodrx.com/conditions/emergency-contraceptive/plan-b-in-overweight-women>
- 🗣️ Spread love, not stigma! 🗣️ #FatLiberationMonth is a reminder to combat harmful stereotypes in sexual health. Learn more about anti-fat bias and sexual health from @Healthyteen <https://www.healthyteennetwork.org/news/anti-fat-bias-is-pervasive-and-insidious/>
- What we look like is just one small part of who we are. This #FatLiberationMonth fight societal stigma and embrace body positivity because every body deserves celebration and acceptance! 📌 <https://fiveactionsteps.org/1>

National Health Center Week (August 6 - August 12)

More information and resources for social media can be found here:

<https://healthcenterweek.org/media-toolkit>

- This week is #NationalHealthCenterWeek. DYK most city and county health centers offer free or low-cost STI testing? Find a center close to you using this tool <https://www.cdc.gov/publichealthgateway/healthdirectories/index.html>
- From STI services to immunizations to preventing infectious diseases, health centers do it all! This @NACCHOalerts tool tells you everything your health center can do for you #NHCW23 <https://www.goodrx.com/insurance/low-cost-free-healthcare/community-health-center>

- Community health center workers provide care to people who more often suffer from chronic disease and lack access to affordable, quality care. This week, we celebrate health center workers and their amazing work! #NHCW23 #ValueCHCs

September

Ovarian Cancer Awareness Month (September)

Find more resources to observe this month here: <https://ocrahope.org/news/ovarian-cancer-awareness-month-toolkit-everything-you-need-to-make-a-difference/>

- There is no known way to prevent ovarian cancer, but there are a few options that might reduce your chances of getting it. Learn more from @CDCgov #OvarianCancerMonth https://www.cdc.gov/cancer/ovarian/basic_info/prevention.htm
- An estimated 1 in 78 persons with ovaries are at risk for developing ovarian cancer in their lifetime. Learn more about #OvarianCancer this month and the steps you can take to lower your chances. <https://ovarian.org/about-ovarian-cancer/what-is-ovarian-cancer/>
- DYK that with increased age comes an increased risk for ovarian cancer? This #OvarianCancerMonth check in with your provider about your risk and options for effective treatment if you're diagnosed. <https://ocrahope.org/news/ovarian-cancer-awareness-month-toolkit-everything-you-need-to-make-a-difference/>

Prostate Cancer Awareness Month/Prostate Health Month (September)

- Early screening for #ProstateCancer can greatly reduce your risk. Learn about the different screening methods from @CDCgov and take action! https://www.cdc.gov/cancer/prostate/basic_info/screening.htm
- An estimated 1 in 8 people with a prostate will be diagnosed with prostate cancer in their lifetime. Learn more about #Prostatecancer and how to know you're at risk. #ProstateCancerAwareness <https://www.cancer.org/cancer/types/prostate-cancer/causes-risks-prevention.html>

World Sexual Health Day (September 4)

The theme for World Sexual Health Day 2023 is Consent! Additional, up-to-date information will be available here: <https://worldsexualhealth.net/world-sexual-health-day/>

- For #WorldSexualHealthDay test your sexual health knowledge with this @NCSH_ quiz! <https://nationalcoalitionforsexualhealth.org/quiz>
- According to @WAS_org, the theme for #WSHD23 is Consent! Consent is ongoing and freely given. To learn more about what consent is and isn't, check out @amazeorg's video on consent and the law https://www.youtube.com/watch?v=_fyU66jKBUo
- This #WorldSexualHealthDay check out @NCSH_'s five action steps to good sexual health. They provide practical tips and advice, conversation starters and resources to improve your sexual health <https://fiveactionsteps.org/>

National HIV/AIDS and Aging Awareness Day (September 18)

Check back here for the 2023 theme and additional resources: <https://www.nhaad.org/>.

- #Providers: Need help getting the sexual health conversation started with your older patients? @NCSH_'s pocket cards can help you do just that #NHAAAD https://nationalcoalitionforsexualhealth.org/tools/for-healthcare-providers/asset/All-Pocket-Cards_May-2022.pdf
- DYK Americans aged 50 and older have the same #HIV risk factors as younger people? Use @CDCgov's tool for information about risk associated with specific behaviors #NHAAAD23 <https://hivinfo.nih.gov/understanding-hiv/fact-sheets/hiv-and-older-people>

World Contraception Day (September 26)

- Today is #WorldContraceptionDay, learn about the many different methods of contraception using @PowertoDecide's birth control explorer <https://powertodecide.org/sexual-health/your-sexual-health/find-your-method>

National Gay Men's HIV/AIDS Awareness Day (September 27)

Find resources and graphics for National Gay Men's HIV/AIDS Awareness Day here:

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

- Today is National Gay Men's HIV/AIDS Awareness Day. A day to stop HIV stigma and encourage HIV testing and prevention among gay and bisexual men.
- HIV/AIDS disproportionately affects gay and bisexual men. This #NGMHAAD use <https://locator.hiv.gov/> to find HIV preventive, testing and treatment services near you.

October

Hispanic Heritage Month (September 15 – October 15)

Find resources and graphics for Hispanic Heritage Month here:

<https://www.minorityhealth.hhs.gov/hispanic-heritage-month/>

- DYK Hispanic/Latino people are disproportionately affected by HIV in the U.S. due to social and structural issues? Learn more about HIV prevention, testing, and treatment services this #HispanicHeritageMonth from @CDCgov here https://www.cdc.gov/hiv/group/raciaethnic/hispanic-latino/index.html?CDC_AA_refVal=https%3A%2F%2Fwww.cdc.gov%2Fhiv%2Fgroup%2Fraciaethnic%2Fhispaniclatinos%2Findex.html
- Knowledge is power 📖 This #HispanicHeritageMonth use @NCSH_'s Take Charge Guide (available in English & Spanish) to learn about and take care of your sexual health. <https://nationalcoalitionforsexualhealth.org/tools/communicating-to-the-public/take-charge-of-your-health>
- Celebrating our heritage means celebrating all aspects of who we are! 🗣️ This #HispanicHeritageMonth embrace your true self and decide what's right for you when it comes to relationships and sex. www.fiveactionsteps.org/1

National Menopause Awareness Month (October)

- #Menopause symptoms look different for everyone. Here are some of things to look out for as you get closer to menopause #MenopauseMonth
<https://www.womenshealth.gov/menopause/menopause-symptoms-and-relief>
- Menopause can change your sex life – and lead to low libido, pain during sex, irregular periods. @NCSH_'s guide to sexual concerns and pleasure can help #NationalMenopauseAwareness
<http://nationalcoalitionforsexualhealth.org/sexual-concerns-and-pleasure>
- DYK there are treatments for menopause and perimenopause? Learn about some of the available treatments from @PPFA #MenopauseAwareness
<https://www.plannedparenthood.org/learn/health-and-wellness/menopause/what-treatments-are-there-menopause-symptoms>
- Curious about menopause signs & symptoms? @NIHAging has got you covered! #MenopauseAwareness https://www.youtube.com/watch?v=_nMdn6El6WA

National Domestic Violence Awareness Month (October)

- Abusive relationships are not always physical, it can look like
 - possessive or controlling behavior
 - Isolation from friends and family
 - Extreme jealousy/insecurityLearn more about the warning signs from #DVAM23 @loveisrespect
<https://www.loveisrespect.org/dating-basics-for-healthy-relationships/warning-signs-of-abuse/>
- October is National #DomesticViolenceAwarenessMonth ❤️. @NDVH offers many lifesaving tools, resources, and immediate support to empower victims and survivors to help find safety. #DVAM23 <https://www.thehotline.org/>
- Domestic violence affects people of all genders. According to @NCADV, 1 in 4 women and 1 in 9 men experience some form of intimate partner violence #DVMonth
https://assets.speakcdn.com/assets/2497/domestic_violence-2020080709350855.pdf?1596828650457
- #Providers: You are in a unique position to identify & support patients who are experiencing domestic violence. Use @WithoutViolence's toolkit to learn how you can better support patients who are experiencing trauma. #NDVM23 <https://ipvhealth.org/health-professionals/>
- #Providers 🗣️ Despite higher rates of abuse, Black women are often criminalized when seeking help and can experience deadly consequences. Learn more from @ujimacommunity and @WithoutViolence's webinar #DVAM23
<https://www.youtube.com/watch?v=UzoD76uGhBM>

Health Literacy Month (October)

- October is #HealthLiteracyMonth! Check out @AHRQNews's quiz to test your health literacy level <https://www.ahrq.gov/health-literacy/improve/precautions/tool3d.html>
- What is #HealthLiteracy? Health Literacy ensures individuals have the ability to understand and make well-informed health-related decisions for themselves and others <https://www.cdc.gov/healthliteracy/learn/index.html>
- DYK there's more than one way to test for STIs? Learn all about extragenital testing from @NCSH_ and find out what kind of testing you should be getting this #HealthLiteracyMonth <https://nationalcoalitionforsexualhealth.org/tools/communicating-to-the-public/asset/Extragenital-Testing-Fact-Sheet.pdf>
- #Providers: Use @NCSH_'s guide to make sure you are asking your patients the essential sexual health questions #HealthLiteracyMonth <https://nationalcoalitionforsexualhealth.org/tools/for-healthcare-providers/asset/Sexual-Health-Questions-to-Ask-All-Patients.pdf>
- #Parents: #HealthLiteracy can empower your kids to grow up and make the right choices in the future https://www.pfizer.com/news/articles/why_raising_health_literate_children_is_important

National Breast Cancer Awareness Month (October)

Find information and resources for Breast Cancer Awareness Month here:

<https://www.nationalbreastcancer.org/breast-cancer-awareness-month/>.

- According to @AmericanCancer detecting #breastcancer early greatly increases survival rates. Mammograms, clinical breast exams, and self-exams are the best ways to find it #BreastCancerAwareness <https://www.cancer.org/cancer/types/breast-cancer/screening-tests-and-early-detection.html>
- October 15th is National #MammographyDay! @CDCgov recommends mammograms for women aged 50+, but women ages 40-49 should talk with their health care providers about when and how often to get this screening test. Learn more about mammograms https://www.cdc.gov/cancer/breast/basic_info/screening.htm
- Have you checked your breasts this month? If not, check out @theboobiedocs easy tutorial for a self-breast exam this #BreastCancerAwarenessMonth <https://www.tiktok.com/@theboobiedocs/video/7059933763572321582?lang=en>
- DYK if someone in your family has had breast cancer you may be at higher risk of developing it? Be sure to do breast self-exams and talk with your health care provider about when to start screening. #BreastCancerAwareness <https://www.komen.org/breast-cancer/screening/>

Latinx AIDS Awareness Day (October 15)

Check back here for the 2023 theme: <https://www.hiv.gov/events/awareness-days/latino>; Social media images and resources are also available here: <http://nlaad.org/infographics/>

- Today is National Latinx AIDS Awareness Day, a day to raise awareness of the impact of HIV on Hispanic/Latino communities, and to work together to stop HIV stigma and promote HIV testing, prevention, and treatment. <https://bit.ly/3QV6j6b> #NLAAD #StopHIVTogether
- Did you know that PrEP is a medicine that can help prevent HIV? PrEP is available as pills or shots. Learn more this National Latinx AIDS Awareness Day: <https://bit.ly/3wxi4b4> #NLAAD #StopHIVTogether

International Pronouns Day (October 18)

- 🌐 Happy International Pronouns Day! 🗨️ Remember, using the correct pronouns is a simple but powerful way to create an inclusive and welcoming world. #PronounsMatter #Inclusivity #InternationalPronounsDay

Halloween (October 31)

- 🍬👻 #TrickorTreat! Trich is not a Treat! 🚫 Trichomoniasis (trich) is a very common and treatable STI. 😊 Learn all about Trich this #Halloween before you have spooky fun. 🕷️🕸️ #HappyHalloween
- 💬 Don't let discussing sexual concerns spook you! 😬 @NCSH_'s Guide to Sexual Concerns and Pleasure can help you learn to talk openly and comfortably about your concerns! 🗣️: <https://nationalcoalitionforsexualhealth.org/tools/communicating-to-the-public/a-guide-to-sexual-concerns-and-pleasure>

**NCSH Quarterly Social Media Campaign
Part Three: Social Media Graphics**

NCSH is proud to offer Part Three: Social Media Graphics. This part of the document contains links to graphics on Canva. It is a mix of previous social media graphics and new ones created just for this campaign. These graphics are designed for Instagram but can be reformatted for other social media sites if allowed. **Our ask is that you leave our username, @nationalcoalitionsexualhealth, and icon somewhere in the graphic, or give us some kind of acknowledgement somewhere in the graphic. Please tag us as well!**

[National Coalition Sexual Health](#)

Instructions:

1. Click the link to the desired graphic
2. Click the link to the desired graphic
3. Use a template
4. Voila! A graphic you can either download or change as you wish. You can go to the top right corner of the graphic and click the download icon.

Part One: Safer Sex Back to School

- x [LGBTQIA Safer Sex Guide for GENS and Advocates for Youth](#)
- x [Title IX](#)
- x [Consent is as easy as tea](#)
- x [Keeping a condom in your wallet](#)
- x [Stigma](#)
- x [Title X](#)

Part Two: Special Observances

- x [Immunization Awareness Month](#)
- x [Fat Liberation Month](#)
- x [Ovarian Cancer Awareness Month](#)
- x [Prostate Cancer](#)
- x [Sexual Health Awareness Month](#)
- x [World Sexual Health Day](#)
- x [NHAAD](#)
- x [HIV & Aging](#)
- x [World Contraception Day](#)
- x [Living with HIV](#)
- x [Menopause Awareness Month](#)
- x [Domestic Violence Awareness Month](#)
- x [Health Literacy Month](#)
- x [National Mammography Day](#)
- x [Hispanic HIV Awareness Day](#)
- x [International Pronouns Day](#)
- x [Halloween](#)