



## NCSH Quarterly Social Media Campaign Part One: Central Themes

This is the eighth 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 the 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 sexual health and older adults. Content for this theme includes sexuality and aging, having a satisfying sex life as an older adult, sexually transmitted infections and safer sex, and preventive sexual health services for older adults. We're also featuring resources from NCSH members American Sexual Health Association, ACRIA, and Dr. Melanie Davis (CO-President, Sexuality and Aging Consortium) who developed the website <http://safersex4seniors.org>.

### General Sexuality and Aging

- At any age, you can still boost your #sexlife! And, 11 things to know about sex after age 50: [http://www.huffingtonpost.com/2015/04/13/sex-after-50-things-everyone-should-know\\_n\\_7035760.html](http://www.huffingtonpost.com/2015/04/13/sex-after-50-things-everyone-should-know_n_7035760.html)
- We never stop wanting intimacy and closeness, no matter our age. Stop the #myth that older adults aren't sexual beings.
- DYK only 38% of adults ages 40-74 are satisfied with their #sexlives? Here are tips for talking with your partner: <http://www.ashasexualhealth.org/sexual-health/talking-about-sex/>
- Your sexuality may change as you age, but you can still have a satisfying, fulfilling sex life. Learn more: <https://www.nia.nih.gov/health/publication/sexuality-later-life>
- #Seniors: It's not too late to experience a #sexual awakening. Here's how one woman started having her best sex at 70: <http://www.ashasexualhealth.org/podcast-sexual-awakening-70/>
- Want free resources on sexuality and aging? Visit @DrMelanieDavis at: <http://melaniedavisphd.com/resources/>
- Half of #adults ages 40-74 wish they were having more sex. Dr. Pepper Schwartz has tips for better sex after 50: <http://www.aarp.org/home-family/sex-intimacy/info-2015/sex-questions-libido-stds-schwartz.html?intcmp=AE-HF-SEXI-RELBOX1-PSCWRTZ>

- Finding love can be harder as we age, but dating sites for seniors abound. Here are 8 ways to find love online: <http://www.aarp.org/relationships/love-sex/info-07-2011/online-dating-tips.html>
- Talking openly w/your provider is good for your #sexualhealth. Share any questions and concerns you might have:  
[http://safersex4seniors.org/assets/SS4S\\_How\\_to\\_Talk\\_with\\_Your\\_Doctor\\_about\\_Sex.pdf](http://safersex4seniors.org/assets/SS4S_How_to_Talk_with_Your_Doctor_about_Sex.pdf)
- #Myth: If sex isn't spontaneous, it's not exciting & satisfying. Fact: Planned sex can be just as good! <http://blog.aarp.org/2013/02/21/busted-5-biggest-myths-about-sex-after-50/>
- Many men and women are sexually active into their 80's. @ASHA shares some things to know about sex and aging: <http://www.ashasexualhealth.org/sexual-health/sex-after-50>
- Looking for resources for #LGBT older adults? Check out the National Resource Center on LGBT Aging: <http://www.lgbtagingcenter.org/resources/index.cfm>
- #Seniors: Sex can be liberating! Learn 8 reasons why sex is better after 50:  
<http://www.health.com/health/gallery/0,,20348327,00.html>
- #Seniors: Do you know which preventive sexual health services you need? Make sure you're informed: <http://www.ncshguide.org/>
- #Providers: Be sure to ask all your older patients about their #sexualhealth.  
<http://www.ncshguide.org/providers>
- #Seniors: Do you know the 5 action steps to good #sexualhealth? Learn more:  
<http://nationalcoalitionforsexualhealth.org/sexual-health/what-is-sexual-health>
- #Seniors: It can be hard to bring up the "sex conversation" with your #doctor. Learn how at  
<http://ageisnotacondom.org/EN/talking-to-your-doctor-about-sex/>
- Communicating with your provider becomes more important as you age. NIA has a guide for starting the convo:  
[https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=6&cad=rja&uact=8&ved=0ahUKEwjcot-50f\\_NAhUFcz4KHcOLBhQQFghCMAU&url=https%3A%2F%2Fwww.nia.nih.gov%2Fsites%2Fdefault%2Ffiles%2Ftalking\\_with\\_your\\_doctor.pdf&usg=AFQjCNE1M5ilBpFKy-7\\_kYt5QASEYDbZSQ&sig2=Z8eV3FKlfapboB1P6Ph9Iw](https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=6&cad=rja&uact=8&ved=0ahUKEwjcot-50f_NAhUFcz4KHcOLBhQQFghCMAU&url=https%3A%2F%2Fwww.nia.nih.gov%2Fsites%2Fdefault%2Ffiles%2Ftalking_with_your_doctor.pdf&usg=AFQjCNE1M5ilBpFKy-7_kYt5QASEYDbZSQ&sig2=Z8eV3FKlfapboB1P6Ph9Iw)
- #LGBT seniors: Here's how to find affirming health care services:  
[http://safersex4seniors.org/assets/LGBT-Older-Adults\\_How-to-Find-Affirming-Services.pdf](http://safersex4seniors.org/assets/LGBT-Older-Adults_How-to-Find-Affirming-Services.pdf)

## Sexually Transmitted Infections and Safer Sex

- Question: How often should single, sexually active #seniors use condoms? Find out: [http://www.huffingtonpost.com/2013/06/08/stds-in-boomers-facts\\_n\\_3398273.html](http://www.huffingtonpost.com/2013/06/08/stds-in-boomers-facts_n_3398273.html)
- #Seniors: If you have #HIV learn how to stay healthy as you age: <http://hiv-age.org/2016/07/21/229332/>
- #Seniors: Do you have questions about #STIs and #condoms? Safer Sex for Seniors has answers: <http://safersex4seniors.org/condoms/>
- #Seniors: Not sure if you're at risk for #hepatitis? Take the CDC's 5-minute quiz and find out: <http://www.cdc.gov/hepatitis/riskassessment/index.htm>
- DYK that #men & #women over 50 report the lowest rates of #condom use? Check out [safersex4seniors.org](http://safersex4seniors.org) and get protected.
- 1 in 6 new cases of HIV are among people ages 50+. Get the facts: [http://ageisnotacondom.org/EN/?page\\_id=15](http://ageisnotacondom.org/EN/?page_id=15)
- #Seniors: Is getting an #HIV and #HepC test on your healthy aging to-do list? It should be: <http://ageisnotacondom.org/EN/wp-content/uploads/2016/06/Toolkit-TA-OA-Health-Checklist-2016.compressed.pdf>
- #STIs are on the rise among #Seniors. Learn more about what's behind this trend. [http://www.nytimes.com/2014/01/19/opinion/sunday/emanuel-sex-and-the-single-senior.html?\\_r=0](http://www.nytimes.com/2014/01/19/opinion/sunday/emanuel-sex-and-the-single-senior.html?_r=0)
- Over 75% of those with #HepC were born between 1945-1965. Many don't know they have it. Get tested to find out: <https://www.cdc.gov/knowmorehepatitis/media/pdfs/factsheet-boomers.pdf>
- #Women: Healthy aging also means protecting yourself from STIs. You may be at risk and not know it: <http://www.womenshealth.gov/aging/sexual-health/protecting-yourself.html>
- Are you a sexually active #senior? Here's what you should know to have a healthy, satisfying, sex life: <http://health.usnews.com/health-news/patient-advice/articles/2016-03-16/seniors-and-sexual-health-what-older-adults-should-know>

### **Sexual Dysfunction and Menopause**

- #Women: Sex at 50 can be different than in your 30s and 40s. Here's what you need to know: <http://www.healthywomen.org/content/article/sex-after-50?context=ages-and-stages/38>
- #Men: Is your partner going through menopause? Here are 6 tips on how to support her: [http://www.aarp.org/relationships/love-sex/info-09-2010/naked\\_truth\\_men\\_guide\\_to\\_menopause.html](http://www.aarp.org/relationships/love-sex/info-09-2010/naked_truth_men_guide_to_menopause.html)

- Besides erectile dysfunction, sex can change for #men after 50 in other ways. Learn more: [http://www.huffingtonpost.com/2013/03/25/sex-over-50-men\\_n\\_2925739.html](http://www.huffingtonpost.com/2013/03/25/sex-over-50-men_n_2925739.html)
- DYK 25-45% of women experience painful intercourse? Here's what to do when sex hurts: <http://www.healthywomen.org/content/article/when-sex-hurts>
- #Women: Here's a comprehensive resource for menopause and sexual health: <https://www.menopause.org/for-women/sexual-health-menopause-online>
- #Men: Want to reclaim your sex life? Here's 6 must-know facts on #ED and performance issues: <http://www.aarp.org/relationships/love-sex/info-07-2011/men-sex-erectile-dysfunction.html>
- DYK that 4 out of 10 men over age 45 have low testosterone? Here are 10 warning signs you should never ignore: <http://www.foxnews.com/health/2016/07/18/10-warning-signs-low-testosterone-men-should-never-ignore.html>
- Worried about #prostate health and #sexual functioning? Talk to your #HCP about treatment options. <http://www.livestrong.org/we-can-help/finishing-treatment/male-sexual-health-after-cancer/>
- #Men: Being treated for #prostatecancer? Side effects don't have to ruin your sex life. Talk w/ your #HCP today.
- #Women: Menopause doesn't have to ruin your sex life. Here's a list of treatments 4 sexual issues post #menopause: <http://www.menopause.org/for-women/sexual-health-menopause-online/effective-treatments-for-sexual-problems>
- #Men: DYK erectile dysfunction is linked to #heartdisease? ED can be an early warning sign 4 heart problems: <http://www.mayoclinic.org/diseases-conditions/erectile-dysfunction/in-depth/erectile-dysfunction/art-20045141>
- #Women: Even after #menopause you can still be at risk for #STIs. Use male or female condoms and protect your sexual health. [www.ncshguide.org](http://www.ncshguide.org)