



NCSH Quarterly Social Media Campaign Part 2: Key Observances

Each quarterly campaign also includes sample tweets in support of key health observances, holidays, and other cultural events. Thanks, Birth Control is a social media campaign organized each year by NCSH member The National Campaign to Prevent Teen and Unplanned Pregnancy. Visit <https://thenationalcampaign.org/event/thanks-birth-control> to learn more about the campaign and find other ways to get involved.

The key observances for this quarter include:

- Thanks, Birth Control (Nov 16)
- Thanksgiving Day (Nov 24)
- Black Friday (Nov 25)
- Cyber Monday (Nov 28)
- Giving Tuesday (Nov 29)
- International AIDS Awareness Month (December)
- World AIDS Day (Dec 1)
- Happy Holidays
- New Year's Eve (Dec 31)
- New Year's Day (Jan 1)
- Cervical Health Awareness Month (January)

November

Thanks, Birth Control (Nov 16)

- Happy parents. Healthy kids. Stable families. Say it with me now! #ThxBirthControl
- Padres Felices. Hijos Saludables. Familias Estables. #ThxBirthControl
- Affordable, accessible birth control. The sexiest way to save taxpayers billions. #ThxBirthControl
- Helping women stay in school & succeed in life. That's worth celebrating. #ThxBirthControl
- Fact: 1 in 5 guys 18-29 think you can't get someone pregnant having sex standing up. Seriously. #ThxBirthControl
- 68% of adults think people would be more likely to use birth control if they knew about its benefits. Learn @Bedsider. #ThxBirthControl
- 80% of adults think people would be more likely to use birth control if friends spoke about its benefits. Say #ThxBirthControl today!

- Let's not make a baby ;) #ThxBirthControl
- Nine months from now the only thing I'm expecting is to be more AWESOME.
#ThxBirthControl
- You & me & baby makes three. That's enough for now. #thxbirthcontrol

Thanksgiving Day (Nov 24)

- Give thanks for your partner this #thanksgiving. Talk openly about your relationship, desires & #sexualhealth.
- Treat your partners well on this day and every day. Make them feel good about themselves, comfortable and safe. #thanksgiving

Black Friday (Nov 25)

- Happy #blackfriday! Starting your holiday shopping today? Why don't you pick up some new condoms? <http://www.refinery29.com/condoms#slide>

Cyber Monday (Nov 28)

- While you're online for #CyberMonday, why not check out these recommended preventive sexual health services? <http://www.ncshguide.org/>
- Spending some time online this #CyberMonday? Why don't you shop for a new birth control method, too? <https://bedsider.org/methods>

Giving Tuesday (Nov 29)

- Today is #GivingTuesday. Support sexual health and make a donation to **<insert twitter handle and link to organization you want to promote >**.

December

International AIDS Awareness Month

- December is International AIDS Awareness Month! Learn how to reduce your sexual risk for HIV. <https://www.aids.gov/hiv-aids-basics/prevention/reduce-your-risk/sexual-risk-factors/>
- If you have HIV, treatment can help you live a longer, healthier life & reduce the risk of transmitting HIV to others by 96%.
- #Condoms can reduce the risk of giving HIV to your partner. Here's 5 ways to make using them more pleasurable: <http://blackdoctor.org/482152/men-5-ways-to-make-condoms-more-pleasurable/>
- Early treatment for #HIV can help you live a healthier & longer life. Seek care as soon as you've been diagnosed.
- DYK taking a pill a day can help prevent getting #HIV? It's called #PrEP. <http://www.cdc.gov/hiv/pdf/library/factsheets/prep101-consumer-info.pdf>

- More than 1 million people in the United States are living with HIV. Have you been tested? <https://gettested.cdc.gov/>
- Using #condoms consistently & correctly can help protect you from getting HIV. Here's how to use them correctly: <https://www.plannedparenthood.org/learn/birth-control/condom>
- #Women: Ever used a female condom? They are as effective as male #condoms at preventing HIV and puts you in control. https://www.cdc.gov/hivrisk/decreased_risk/barriers/female_condoms.html
- Nearly 1 in 8 people aren't aware of their HIV infection. Get tested and know your status: <https://gettested.cdc.gov/>

World AIDS Day (Dec 1)

- Today's World AIDS Day! Celebrate by getting tested. Find a center near you. <https://locator.aids.gov/> #WAD2016
- December 1st is #WorldAIDSDay. When you know your #HIV status, you can protect yourself and your partners <https://gettested.cdc.gov/> #WAD2016
- This #WAD2016, learn more about PrEP, a daily pill that prevents HIV: <http://go.usa.gov/Hj8T>
- Are you a mixed-status #HIV couple? Here's how to have a healthy, happy relationship: <http://blackdoctor.org/485007/mixed-status-couples-ways-to-have-a-healthy-relationship-when-your-partner-has-hiv-you-dont/> #WAD2016

Happy Holidays

- 'Tis the season of giving! Give your partner(s) the gift of good #sexualhealth and get tested for #STIs. <http://www.ncshguide.org/resources/find-a-provider-or-clinic>
- Let's make sure that the only thing being shared under the #mistletoe is a kiss! Get tested for STIs this #holiday season #happyholidays
- Give yourself the gift of good #sexualhealth this #holiday season & check out the FREE preventive services available: <http://www.ncshguide.org/aca-coverage>
- Here's one thing you won't be spending money on this holiday season: FREE preventive sexual health services covered by the ACA: <http://www.ncshguide.org/aca-coverage>
- Baby, it's cold outside - but it's worth braving it to get tested for #STIs! Don't know where to go? Start here: <http://www.ncshguide.org/resources/find-a-provider-or-clinic>
- Did someone gift you with an #STI this year? You can still date & be healthy. Here's how: <http://www.refinery29.com/2015/12/99560/sti-diagnosis-advice#slide>

- Menorah? Check. Dreidel? Check. Condoms? Learn why you should add them to your list this #Hannukah: <http://www.factsaboutcondoms.com/index.php>

New Year's Eve (Dec 31)

- New year, new you! It's time to take charge of your #sexualhealth. #happynewyear2016 <http://www.ncshguide.org>
- Remember to use protection this New Year's Eve. Condoms are the only way to prevent both pregnancy AND STIs. #safersex #2016
- Whether you've been dating for a long time or just for the night, treat each other w/ respect. #loveisrespect <http://www.loveisrespect.org/dating-basics/what-should-i-look-for-in-partner/> #NYE

January

New Year's Day (Jan 1)

- Planning to be healthier this year? Put good #sexualhealth on your to do list! #happynewyear2016
- This #newyear, are you and your partner planning on ditching condoms? Here are 10 things to know before you do: <http://www.refinery29.com/safe-unprotected-sex-without-a-condom>
- This #newyear, want to try a new birth control method? Give the female condom a try. <https://bedsider.org/features/636-5-things-you-really-should-know-about-female-condoms>
- Don't forget to put good #sexualhealth on your list of New Year's resolutions! Check out these services to get you started. <http://www.ncshguide.org/services>

Cervical Health Awareness Month

- January is Cervical Health Awareness Month! RT to learn more, get involved & make a difference: <http://www.nccc-online.org/hpvcervical-cancer/cervical-health-awareness-month/> #CervicalHealthMonth
- DYK 11.4% of women were not screened for #cervicalcancer in the previous 5 years? Let's mobilize & get the word out: <http://www.nccc-online.org/hpvcervical-cancer/cervical-health-awareness-month/>
- Have you heard the latest about #HPV? Check out this fact sheet to learn more: <http://www.cdc.gov/std/hpv/hpv-factsheet-march-2014.pdf> #CervicalHealthMonth
- #Women: Are you making #sexualhealth a priority? Free & low-cost Pap tests are available near you: <http://www.nccc-online.org/resources/freelow-cost-pap-testing/> #CervicalHealthMonth

- DYK that nearly half of young women become infected with #HPV within 3 years of first having sex? #CervicalHealthMonth
- Did you know that, when used correctly, #condoms decrease the #HPV infection rate by ~70%? #CervicalHealthMonth
- #Parents: DYK #HPV causes nearly ALL cervical cancer? Vaccinate your girls AND boys against this preventable disease. #CervicalHealthMonth
- #HPV is so common that nearly all men & women will get it in their lives. Make sure your children are vaccinated at ages 11 or 12.