



NCSH Quarterly Social Media Campaign #10 Part One: Central Themes

This is the 10th 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. Please share this campaign with social media staff within your organization. You will find a blurb for newsletters/blogs/e-mails and sample tweets, which can be adapted for Facebook as well.

April 19th is the official launch of the NCSH national media campaign to encourage the Hispanic community to access recommended preventive sexual health services, and to promote [TOME EL CONTROL DE SU SALUD SEXUAL](#), our free, easy-to-use Spanish-language guide and website. This is the primary theme for this quarter's social media campaign. We appreciate your help in getting the message out, particularly around our April 19th launch date.

All tweets are provided in English, and some are also provided in Spanish. If you would like to translate any of the below messaging into Spanish, please use the hashtag #SaludLatinxVale.

Sample Newsletter/Blog Content

The [National Coalition for Sexual Health](#) (NCSH), in collaboration with leading Hispanic organizations, including California Latinas for Reproductive Justice and the Colorado Organization for Latina Opportunity and Reproductive Rights (COLOR), has [issued](#) a call-to-action to increase the uptake of essential preventive sexual health services in the Hispanic community. (Your organization's name) is a member of NCSH, and supports this important initiative.

Unfortunately, many Hispanics, even those with insurance, are not currently benefiting from these important preventive services, which are vital to overall health and well-being. For example, in 2015, less than half (46%) of Hispanic girls and only about a third (35%) of Hispanic boys received the recommended HPV vaccine series. At the same time, more than half (54%) of Hispanics have never been tested for HIV, even though it's recommended at least once for everyone, and nearly one in four Latinas have not had a pap smear within past three years.

To help Hispanics get the services they need, the NCSH has launched a free, easy-to-use Spanish-language guide and website, [TOME EL CONTROL DE SU SALUD SEXUAL](#). It features charts of services that are recommended for women and men, questions to ask health care providers, and other resources. The NCSH also [released](#) this handy fact sheet on how to access recommended preventive sexual health services, with or without health insurance, and regardless of immigration status. The guide and fact sheet are available in English and Spanish.

- 1) Press Release in Spanish: http://www.ncshguide.org/downloads/HispanicGuidePressRelease_Final_Spanish.pdf
Press Release in English: http://www.ncshguide.org/downloads/HispanicGuidePressRelease_Final_English.pdf
- 2) *Take Charge* guide in Spanish: <http://ncshguide.org/espanol/>; *Take Charge* guide in English: <http://ncshguide.org/>

- 3) Fact Sheet in Spanish: <http://ncshguide.org/espanol/hoja-informativa-de-servicios-de-salud>
Fact Sheet in English: <http://ncshguide.org/espanol/health-services-fact-sheet>

Sample Tweets:

Links to Press Release:

.@NCSH_ @Latinas4RJ & @COLORLatina issue call-to-action to increase use of #sexualhealth srvces in Latinx community.

http://www.ncshguide.org/downloads/HispanicGuidePressRelease_Final_English.pdf

Experts urge Latinx community to access FREE recommended preventive #sexualhealth services through ACA #thetimeisnow

http://www.ncshguide.org/downloads/HispanicGuidePressRelease_Final_English.pdf

.@NCSH_: Take charge of your #sexualhealth. The time is now. #LatinxHealthMatters

http://www.ncshguide.org/downloads/HispanicGuidePressRelease_Final_English.pdf

Many in #Latinx community not benefitting from free #sexualhealth services. Take action:

http://www.ncshguide.org/downloads/HispanicGuidePressRelease_Final_English.pdf

#LatinxHealthMatters

Links to the Guide:

There are ~20 million new STI cases every year. Anyone who has sex is at risk.

#LatinxHealthMatters <http://ncshguide.org/>

Looking for #sexualhealth resources in Spanish? Check out this easy-to-use guide:

<http://ncshguide.org/> #LatinxHealthMatters

DYK 63% of Latina women (ages 15-21) haven't been screened for chlamydia, which can damage your fertility. Learn more <http://ncshguide.org/>

#HPV is a leading cause of cervical cancer. It's time to put a Pap test on your to-do list!

#LatinxHealthMatters <http://ncshguide.org/>

Links to the Fact Sheet:

Uninsured? You may be eligible for coverage through programs like Medicaid & CHIP. Learn more: <http://ncshguide.org/espanol/health-services-fact-sheet> #LatinxHealthMatters

With or w/o insurance you can obtain low-cost preventive services through local providers & clinics. <http://ncshguide.org/espanol/health-services-fact-sheet> #LatinxHealthMatters

#ACA enrollment may have passed, but (if eligible) you can sign up for Medicaid or CHIP at any time: <http://ncshguide.org/espanol/health-services-fact-sheet> #LatinxHealthMatters

Knowledge is power. Take charge of your sexual health and get the services you need.
<http://ncshguide.org/espanol/health-services-fact-sheet> #LatinxHealthMatters

Looking for free or low-cost health services? Check out this fact sheet:
<http://ncshguide.org/espanol/health-services-fact-sheet> #LatinxHealthMatters

Links to Other Resources:

54% of Hispanics have never been tested for HIV. Have you? #LatinxHealthMatters
<https://gettested.cdc.gov/>

85% of women who don't use birth control get pregnant w/in 1 year. Find a method that works for you: www.bedsider.com #LatinxHealthMatters

Access to safe & effective birth control is key to girls and women advancing. Learn more:
www.bedsider.com #LatinxHealthMatters

Unsure if you qualify for Medicaid or CHIP? Find out here: <https://www.healthcare.gov/medicaid-chip/childrens-health-insurance-program> #LatinxHealthMatters

Others:

“We need to get informed about our options and make sure that we take care of ourselves and our families.” – Cristina Aguilar, @COLORLatina

“We must encourage everyone to take advantage of these preventive services, especially Latinas.” - Ena Suseth Valladeres, @Latinas4RJ

We cannot afford to put our sexual health on hold. The time is now# LatinxHealthMatters.

If #ACA is repealed, access to preventive services may be in jeopardy. The time is now.
#LatinxHealthMatters

Under #ACA, recommended screenings for #chlamydia, #gonorrhea & other STIs are FREE-of-charge. #LatinxHealthMatters

Only 46% of Latina girls got all 3 doses of HPV vaccine. Ask your doctor abt this cancer prevention vaccine today. #LatinxHealthMatters

HPV causes a variety of male cancers, but only 34% of Latino boys got all 3 doses of HPV vaccine. #LatinxHealthMatters

Before #ACA, average cost of IUD \$900. After ACA, average cost \$0. Take charge of your repro health! #LatinxHealthMatters

1 in 2 sexually active people will get an #STD by 25; most won't know it. Have you been tested lately? #LatinxHealthMatters

#Parents: the HPV vaccine prevents multiple cancers. Get your kids vaccinated today!
#LatinxHealthMatters

Sample Tweets in Spanish:

Links to Press Release:

.@NCSH_ @Latinas4RJ y @COLORLatina dicen es tiempo para acción a crecer uso de servicios de #saludsexual.

http://www.ncshguide.org/downloads/HispanicGuidePressRelease_Final_Spanish.pdf

.@NCSH : Tome el control de su #saludsexual. El tiempo es ahora.

http://www.ncshguide.org/downloads/HispanicGuidePressRelease_Final_Spanish.pdf

#SaludLatinxVale

Muchos #Latinx no aprovechan de los servicios gratuitos #saludsexual. Tome acción.

http://www.ncshguide.org/downloads/HispanicGuidePressRelease_Final_Spanish.pdf

#SaludLatinxVale

Links to Guide:

Cada año hay ~20 millones de nuevos casos de ITS. Todos que tengan relaciones está en riesgo. #SaludLatinxVale <http://ncshguide.org/espanol>

¿Buscas recursos de #saludsexual en español? Visite esta guía [Http://ncshguide.org/espanol](http://ncshguide.org/espanol)
#SaludLatinxVale

#VPH es causa principal de cáncer cervical. ¡Es hora de hacer la prueba de Papanicolaou!

#SaludLatinxVale <http://ncshguide.org/espanol/>

Links to Fact Sheet:

Con o sin seguro puede obtener servicios preventivos a bajo costo a través de clínicas.

<http://ncshguide.org/espanol/hoja-informativa-de-servicios-de-salud> #SaludLatinxVale

El conocimiento es poder. Hágase cargo de su salud sexual y obtenga los servicios necesarios.

#SaludLatinxVale <http://ncshguide.org/espanol/hoja-informativa-de-servicios-de-salud>

¿Está buscando servicios gratuitos o de bajo costo? Vea esta hoja informativa:

<http://ncshguide.org/espanol/hoja-informativa-de-servicios-de-salud> #SaludLatinxVale

Links to Other Resources:

54% de los hispanos nunca han sido evaluados para el VIH. ¿Y usted se ha hecho la prueba?

#SaludLatinxVale <https://gettested.cdc.gov/es>

85% de mujeres que no usan anticonceptivos quedan embarazadas en 1 año. Encuentre su método: www.bedsider.com/es #SaludLatinxVale

Acceso a métodos anticonceptivos seguros y efectivos es clave para avanzar las niñas y las mujeres. Aprende más en: www.bedsider.com/es

¿No sabe si califica para Medicaid o CHIP? Infórmese aquí:
<https://www.cuidadodesalud.gov/es/medicaid-chip/childrens-health-insurance-program/>
#SaludLatinxVale

Others:

Si #ACA es revocado, el acceso a los servicios preventivos puede estar en peligro. El tiempo es ahora. #SaludLatinxVale

#Padres: la vacuna contra el VPH evita múltiples cánceres ¡Vacunen a sus hijos hoy mismo!
#SaludLatinxVale