

#SEXUAL HEALTH TOOLKIT

February 2022



Department
of Health

CAMPAIGN INTRODUCTION

#SexualHealth is a public education campaign funded by the New York State Department of Health AIDS Institute. The campaign explores the multi-faceted term, “sexual health”. It features a diverse group of six campaign ambassadors each with a short video, still ad and text for several social media posts in English and Spanish. The campaign explores the importance of sexuality and pleasurable sexual experiences to our overall physical, mental, and emotional health. It seeks to destigmatize talking about sexual health – with partners and with health care providers. It encourages personal reflection and conversations about the elements of sexual health outlined by the American Sexual Health Association, including: sexual pleasure; intimacy; communication; consent; and, access to sexual health education and care.

The AIDS Institute encourages you to use the videos, ads and posts from the campaign in your efforts to educate your 18–39-year-old patients and clients about sexual health. We especially hope campaign materials will be used by:

- Health care organizations
- Sexual health clinics
- Local health departments
- Community-based organizations
- STD/STI Clinics
- Colleges and universities

How to Use These Materials:

1. The campaign features a primary hashtag: #Sexualhealth. We encourage everyone to use this hashtag to join the conversation and build the brand.
2. Each of the six ambassadors have two still ads. Ad sizes have been customized for different platforms. The square ads are designed for use on Instagram and Facebook, and rectangular ads were designed for use on Twitter.

Here are some practical ways you can promote the campaign and use the materials:

- Select the campaign ambassador(s) that most reflect your community and post material from the campaign on your agency website and social media platforms.
- Customize the Campaign: Adapt the text of the posts so that they link people to your agency.
- Allocate funding to “boost” posts on your social media platforms.
- Allocate funding for paid on-line advertising using these materials.
- Share the materials with regional online newspapers, magazines, blogs and vlogs.
- Include the materials in your programming during group or individual sessions to stimulate discussions about sexual health.
- Ask your local media (newspapers, community papers, magazines, etc.) to write a special interest story/article about sexual health.
- **Add to the campaign** – identify clients, community leaders or health experts and record their responses to the question: “What does sexual health mean to you?”

For more information about this campaign, contact:

HIV Education and Training Programs, AIDS Institute at hivet@health.ny.gov or Brianna Cifone at Brianna.Cifone@health.ny.gov.

SOCIAL MEDIA: STILL ADS, VIDEOS & POSTS

In an effort to amplify the message of this #SexualHealth campaign, you are encouraged to share these still ads, videos and prewritten posts made available in this toolkit. *Note: These suggested posts are designed to make it easy for you to share this campaign on social media, and to be able to customize the message for your agency's needs.*

STILL ADS: (Right click image to download)



Facebook, Instagram



Twitter

VIDEO: [link](#)

POSTS: Suggested Captions

1. Your body, your #SexualHealth. Being in control means knowing what gives you pleasure and choosing experiences on your own terms. That's why talking about sex with your partner(s) before, during, and after sex will make sure everyone feels safe and has fun!
<https://www.health.ny.gov/sexualhealth>
2. Good #SexualHealth can lead to great sex when you have a positive attitude about sex, communicate openly with your partner(s), and take good care of your body. Find out more by visiting: <https://www.health.ny.gov/sexualhealth>
3. Have questions about your #SexualHealth? Talk openly with your health care provider and take charge by getting the information, treatment, and referral services that you need.
<https://www.health.ny.gov/sexualhealth>
4. Just starting to explore sexual relationships? Being in touch with your body and your emotions will help you discover what you like and don't like. #Sexualhealth is finding out what feels good and

comfortable to you. <https://www.health.ny.gov/sexualhealth>

STILL ADS: (Right click image to download)



Facebook, Instagram



Twitter

VIDEO: [link](#)

POSTS: Suggested Captions

1. Are you comfortable talking about your #SexualHealth with a health care provider? With a little practice, you can make the most out of your next visit by taking the lead in the discussion. To learn more: <https://www.health.ny.gov/sexualhealth>
2. Getting regular #SexualHealth check-ups can be one of the most important things you can do to have healthy sex life. If you want to connect with a provider, visit: <https://providerdirectory.aidsinstituteny.org/>
3. #SexualHealth is lots of things, like building trust with your partner(s) and having pleasurable experiences. Find out more by visiting: <https://www.health.ny.gov/sexualhealth>
4. It's your sexual experience. Feeling comfortable in your body and knowing what is pleasurable to you is good #SexualHealth. Learn more at <https://www.health.ny.gov/sexualhealth>

STILL ADS: (Right click image to download)



Facebook, Instagram



Twitter

VIDEO: [link](#)

POSTS: Suggested Captions

1. "As a disabled person, some people don't think I have sex. But I can, and I do." Know the importance of getting tested, being informed, and of course, having fun when it comes to your #SexualHealth. <https://www.health.ny.gov/sexualhealth>
2. People with disabilities enjoy intimacy and great sex as much as anyone! Find #SexualHealth information about relationships, sexual expression, and testing that fits your needs. To learn more visit: <https://www.health.ny.gov/sexualhealth>
3. Talking with a health care provider about your #SexualHealth is a two-sided conversation. Especially when it comes to your desires and needs. Find out how you can start this conversation with confidence. <https://www.health.ny.gov/sexualhealth>
4. #SexualHealth is accepting your body and knowing what is pleasurable to you. Understanding what you want will enhance your sexual experience. Learn more at: <https://www.health.ny.gov/sexualhealth>

STILL ADS: (Right click image to download)



Facebook, Instagram



Twitter

VIDEO: [link](#)

POSTS: Suggested Captions

1. #SexualHealth is about Intimacy, Respect and TRUST. It takes all three to talk openly with your partner(s) about your boundaries and what feels good to each of you. To learn more visit: <https://www.health.ny.gov/sexualhealth>
2. Talking with a health care provider is a two-sided conversation. Especially when it comes to YOUR #SexualHealth. Find out how you can TAKE THE LEAD so you can have all of your questions answered. Find a provider here: <https://providerdirectory.aidsinstituteny.org/>
3. Have a game plan before you have the “sex-talk” with your partner(s).
 - Talk before you get intimate... but it's never too late to start
 - EMBRACE your own pleasure
 - Ask them questions– be positive and open
 - Be specific about what you like and don't likeTo learn more visit: <https://www.health.ny.gov/sexualhealth>
4. For many, sex and intimacy go hand and hand. #SexualHealth is building intimacy by being open about what you like and what you don't like. This will deepen your connection and enhance your sexual experiences. To learn more visit: <https://www.health.ny.gov/sexualhealth>

STILL ADS: (Right click image to download)



Facebook, Instagram



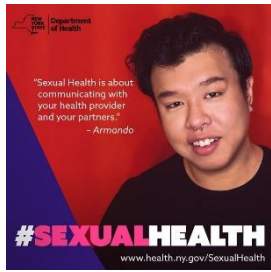
Twitter

VIDEO: [link](#) **VIDEO(Spanish):** [link](#)

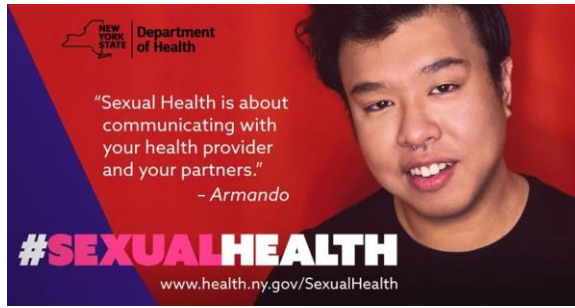
POSTS: Suggested Captions

1. #SexualHealth is peace of mind. Be confident about getting intimate by knowing your status. To find a provider, go to: <https://providerdirectory.aidsinstituteny.org/>
2. No topic is off the table when it comes to your #SexualHealth. Pleasure, excitement, satisfaction, safety, consent, protection. These are all great topics to discuss with your sex partner(s) before, during, and after sex. <https://www.health.ny.gov/sexualhealth>
3. Yes doesn't mean "yes" forever, you can CHANGE YOUR MIND ANY TIME. Consent is EMPOWERMENT. Consent is TRUST. Learn more about what is positive consent, and what is NOT. <https://www.health.ny.gov/sexualhealth>
4. Owning your beauty is #SexualHealth. Great sex starts with you by loving your body and being confident about what you want to happen with your partner(s). <https://www.health.ny.gov/sexualhealth>
5. Sexiness is not bound by size, shape or weight. #SexualHealth is self-acceptance and knowing that you are beautiful just the way you are. To learn more: <https://www.health.ny.gov/sexualhealth>
6. Sensual Health is #SexualHealth. Talking to your partner(s) about touch and pleasure will help to open an intimate connection. <https://www.health.ny.gov/sexualhealth>

STILL ADS: (Right click image to download)



Facebook, Instagram



Twitter

VIDEO: [link](#)

POSTS: Suggested Captions

1. #SexualHealth is about communicating with your partners. But talking about sex can be awkward sometimes. Practice saying it out loud or with friends to sharpen your sex-talk game. <https://www.health.ny.gov/sexualhealth>
2. DYK you can practice condom use when pleasuring yourself? Getting used to the sensations of a condom on your own can help with using one with someone else. Understanding your body is #Sexualhealth. <https://www.health.ny.gov/sexualhealth>
3. #SexualHealth includes pleasure, communication, and making informed decisions about what works for you, in and out of the bedroom. <https://www.health.ny.gov/sexualhealth>
4. #Sexualhealth communication can include showing your partner where and how you want to be touched. Sexual satisfaction is good for your health and good for your relationship! <https://www.health.ny.gov/sexualhealth>
5. What turns YOU on the most? #SexualHealth is talking about pleasurable touch and positions with your partner(s) before, during, and after sex to get the most out of your experience. <https://www.health.ny.gov/sexualhealth>

Additional Posts to Consider

ABSTINENCE

1. #SexualHealth is about CHOICE. My choice is abstinence.
<https://www.health.ny.gov/sexualhealth>
2. #SexualHealth can mean deciding to wait, or not having sex with a partner other than yourself.
<https://www.health.ny.gov/sexualhealth>
3. My #Sexualhealth choice is not to have sex with a partner at this point in my life. This is my decision and my decision alone. <https://www.health.ny.gov/sexualhealth>

SEX AND SUBSTANCE USE

1. Do you drink or get high when having sex? #SexualHealth is also knowing your options for staying safe when you party and play. <https://www.health.ny.gov/sexualhealth>
2. You have options for staying sexually healthy when you party and play (PnP). #SexualHealth empowers you to make informed decisions that work for you.
<https://www.health.ny.gov/sexualhealth>
3. #SexualHealth is creating a safe space if using substances while having sex.
<https://www.health.ny.gov/sexualhealth>
4. #SexualHealth includes using drugs for enhancing sexual pleasure and intimate connection. Talk to your PNP partner(s) about what feels good, your limits and taking breaks during sex.
<https://www.health.ny.gov/sexualhealth>

Other New York State Department of Health AIDS Institute campaigns to consider linking to when posting about sexual health topics:

This is Why I PrEP: <https://www.prepforsex.org/> This campaign features eight community ambassadors talking about why they use HIV Pre-exposure Prophylaxis for HIV prevention and to promote their sexual health.

I Can't Transmit HIV to Anyone: <https://www.untransmittable.org/> This campaign educates people about U=U or undetectable = untransmittable. It features six spokesmodels explaining how being on effective HIV treatment means that a person living with HIV cannot transmit HIV to another person through sex.

HIV Stops with Me: <https://hivstopswithme.org/> This campaign shares stories of people living with HIV who are keeping the virus undetectable so they can live their best lives.

SEXUAL HEALTH RESOURCES

[U=U FAQ](#)

[Drug Use Resources and HIV/AIDS, STD & Hepatitis C Prevention](#)

[HIV/AIDS and STD Testing](#)

[Pre & Post Exposure Prophylaxis \(PEP, PrEP\)](#)

[PEP Hotline](#)

[NYS Condom Program \(NYSCondom\)](#)

[LGBTQ Health](#)

[Hepatitis C](#)

[STD Basics and Resources](#)

MATERIALS

[PrEP is for Women](#)

[You Can Say Yes Brochure](#)
[Spanish](#)

[You Can Say Yes - Postcard](#)

[Talking with Young People - Brochure](#)

Special Thanks To:

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