NCSH Quarterly Social Media Campaign (November 2026-January 2027)

Welcome to the 47th NCSH quarterly social media campaign, featuring sample sexual health content for your social media channels.

Part 1, for healthcare providers, features content on how to talk about the 6th P – sexual problems, pleasure, and pride – with patients. Part 2, for the public, focuses on why people should and how they can talk to their partner(s) and providers about these topics. Part 3 includes content for sexual health observances over the next quarter, and Part 4 contains graphics related to all three sections.

We encourage you to share this campaign with fellow educators, advocates, and your organization's social media team. When you post our content, please be sure to tag us: @NCSH_ on X/Twitter, @TheNCSH on Bluesky, @nationalcoalitionsexualhealth on Instagram, @National Coalition for Sexual Health on LinkedIn, and @NationalCoalitionforSexualHealth on Facebook!

Part 1: Content for Providers

Twitter/X and Bluesky

Why Discussing This Topic Matters

- Patients believe questions about sexual concerns and pleasure should be standard practice! Providers: watch @NCSH_'s 7-part video series to hear what patients want and to get practical strategies for starting the conversation. https://www.youtube.com/playlist?list=PLhJ-Oyv3ibs3zWw-33098DaQMl6NMg0cS
- Sexual difficulties are very common for patients: 43% of women and 31% of men report having at least one. Providers: make the topic part of routine care by using @NCSH_'s Essential Sexual Health Questions here: https://wp05.cdn.ihealthspot.com/wp-content/uploads/sites/52/2024/10/Final-English-EssentialQuestions-updated-11.22.23.pdf

Overview: Initiating Conversations about Sexual Concerns and Pleasure

- Sexual health is more than preventing STIs, unplanned pregnancies, & other physical problems. Sexual pleasure & comfort are important, too. Providers: if you want to deliver comprehensive care to your patients, make these questions part of routine visits: https://www.nationalcoalitionforsexualhealth.org/wp-content/uploads/sites/52/2024/10/Final-English-EssentialQuestions-updated-11.22.23.pdf

- Providers: Do your patients know they can talk with you about sexual difficulties, like pain during sex, low desire, or trouble orgasming? By asking the first question, you can open the door to these important convos. Learn more: https://www.youtube.com/watch?v=I4VPTO3xC-o&list=PLhJ-Oyv3ibs3zWw-33098DaQMl6NMg0cS&index=5
- Talking with patients about sexual concerns and pleasure can feel awkward, but with practice it gets easier. Check out this video series from @NCSH_, The 6 P's of Taking a Sexual History, to get tips on starting these conversations with patients: https://www.youtube.com/playlist?list=PLhJ-Oyv3ibs01BPvkxjR4RqTlSpEytPFu
- Providers, when a patient opens up about sexual difficulties, your response matters! Start with: "Thank you for telling me. We can work on this together." Listen without judgment and let them set the focus of the visit. Learn more: https://www.youtube.com/watch?v=r7zFvzfozzg&list=PLhJ-Oyv3ibs01BPvkxjR4RqTlSpEytPFu&index=3
- Providers: want to offer your patients a valuable online resource on sexual concerns and pleasure? This practical, evidence-based guide from @NCSH_ matches common concerns with causes, solutions, and the providers who can help: https://www.nationalcoalitionforsexualhealth.org/tools/communicating-to-the-public/a-guide-to-sexual-concerns-and-pleasure/
- Unaddressed sexual concerns can quietly erode a patient's overall well-being, but providers can make it easier for patients to speak up. Providers: Check out this guide from @NCSH_ to help break the ice! https://www.nationalcoalitionforsexualhealth.org/tools/communicating-to-the-public/a-guide-to-sexual-concerns-and-pleasure/

Pleasure

- Providers: conversations about sexual concerns and pleasure should be a standard part of care. Try saying: "I ask all my patients about sexual functioning and pleasure. Do you have any concerns you'd like to discuss today?" Find more questions: https://www.nationalcoalitionforsexualhealth.org/wp-content/uploads/sites/52/2024/10/Final-English-EssentialQuestions-updated-11.22.23.pdf
- Worried there's not enough time to ask patients about sexual concerns & pleasure during a routine visit? If you ask something like, "How is your sex life going? Any concerns?" patients can usually share the main headlines in 1 or 2 minutes. Learn more: https://www.youtube.com/watch?v=jnvvBBuDM3Y&list=PLhJ-Oyv3ibs3zWw-33098DaQMl6NMg0cS&index=3

Problems

- One question can often open the door to better sexual health care – "Are you experiencing any difficulties during sex?" Try including it on intake forms and/or during patient conversations. This will help patients share their concerns. Get more questions: https://www.nationalcoalitionforsexualhealth.org/wp-content/uploads/sites/52/2024/10/Final-English-EssentialQuestions-updated-11.22.23.pdf

- Many patients feel anxious about bringing up sexual concerns. Providers, please don't keep your patients waiting. You can take the lead in creating a comfortable space for these discussions. Check out this video for guidance. https://www.youtube.com/watch?v=r7zFvzfozzg&list=PLhJ-Oyv3ibs01BPvkxjR4RqTlSpEytPFu&index=5

Pride

- Providers: Make your exam room a safe place for patients to discuss gender identity & sexual orientation. Try asking: "What support, if any, do you have from friends & family about your gender identity and sexual orientation?" Get more essential questions: https://www.nationalcoalitionforsexualhealth.org/wp-content/uploads/sites/52/2024/10/Final-English-EssentialQuestions-updated-11.22.23.pdf
- Conversations with patients about sexual difficulties should go beyond the symptoms. Check out this video from @NCSH_, The 6 P's of Taking a Sexual History, for tips on discussing pride, gender identity, sexual orientation, and social support, too: https://www.youtube.com/watch?v=nXrs_K4xuXo&list=PLhJ-Oyv3ibs01BPvkxjR4RqTlSpEytPFu&index=5

LinkedIn

Why Discussing This Topic Matters

- When asked, "What sexual health topics should providers discuss?" patients make it clear that sexual concerns and pleasure should be standard practice.

  Providers: Want to hear directly from patients about what they want from sexual health visits and get practical strategies for starting conversations about these topics? Watch: Patients Want More, Parts 1 and 2, and the entire NCSH 7-part video series Tips for Talking: Sexual Health and Your Patients.

  🔗 Part 1: https://www.youtube.com/watch?v=vyvTIr2X3-E&list=PLhJ-Oyv3ibs3zWw-33098DaQMl6NMg0cS&index=1
  🔗 Part 2: https://www.youtube.com/watch?v=dZMHRAnWOc0&list=PLhJ-Oyv3ibs3zWw-33098DaQMl6NMg0cS&index=3
  🔗 7-Part Series: https://www.youtube.com/playlist?list=PLhJ-Oyv3ibs3zWw-33098DaQMl6NMg0cS
- More than 4 in 10 women and 3 in 10 men report at least one sexual difficulty. Conversations about them at routine visits? Far less common.

  These concerns can affect a patient's sex life, relationships, and overall well-being but many patients never raise them on their own. Often, the biggest hurdle is simply knowing how to start the conversation, and that's where providers can step in!

Providers: Check out @National Coalition for Sexual Health's Essential Health Questions and the 7-part video series Tips for Talking: Sexual Health and Your Patients for tips on navigating conversations with patients about sexual difficulties.

🔗 Essential Health Questions: Final-English-EssentialQuestions-updated-11.22.23.pdf
🔗 Video Series: https://www.youtube.com/playlist?list=PLhJ-Oyv3ibs3zWw-33098DaQMl6NMg0cS

Overview: Initiating Conversations about Sexual Concerns and Pleasure

- Sexual health is much more than preventing STIs/HIV and unplanned pregnancies. It also means helping patients have a pleasurable, satisfying sex life if they want one.

  Providers: Are you including conversations about sexual pleasure and concerns in routine care? Doing so can help you:
  - ✅ Deliver more comprehensive, patient-centered care,
  - ✅ Learn about sexual difficulties patients might not raise on their own,
  - ✅ Identify other health issues that need to be addressed, and
  - ✅ Build trust and rapport.

  To get ideas on how to start the conversation, explore the @National Coalition for Sexual Health's Essential Questions to Ask All Patients: Final-English-EssentialQuestions-updated-11.22.23.pdf
- Providers: Want to deliver the best sexual health care possible?

  Make time to discuss sexual difficulties and pleasure with all patients – two important topics that are often left out. Since patients may not raise these issues on their own, providers should take the lead.

  Not sure how to start? You can open with something like "It is part of my routine with all patients to ask about sexual health, including sexual functioning and pleasure, as part of their visit."

  Watch the @National Coalition for Sexual Health's video series, the 6 P's of Taking a Sexual History, for more guidance on discussing problems, pleasure, and pride during patient visits: https://www.youtube.com/playlist?list=PLhJ-Oyv3ibs01BPvkxjR4RqTlSpEytPFu

- How can health care providers make it easier for patients to discuss sexual concerns and pleasure? By taking the lead and making these conversations part of routine care!

  Patients may feel uncomfortable bringing up these topics on their own, but providers can help break the ice with simple, open-ended questions like:

  💬 "I ask all my patients about sexual health, including pleasure and any difficulties. Is there anything on your mind?"
  💬 "Many people have questions or concerns about sex at some point. Do you have any you'd like to talk about?"

  As you navigate these conversations, use inclusive, nonjudgmental language and avoid making assumptions about patients' gender identity, sexual orientation, partners, relationships, or sexual practices. Be open-minded and let them guide the conversation.

  Ready to strengthen your approach? Watch this video series from the @National Coalition for Sexual Health for practical strategies to help you initiate and navigate conversations about sexual health, pleasure, and concerns: https://www.youtube.com/playlist?list=PLhJ-Oyv3ibs3zWw-33098DaQMl6NMg0cS
- Addressing sexual difficulties is key to a patient's overall health and well-being. But let's face it: these concerns aren't always easy to talk about with patients!

  Providers, try these tips to prepare yourself and your patient room to create a judgment-free zone.

  ✅ Get comfortable with yourself first. Take a moment before the visit to check your biases surrounding gender identity, sexual orientation, number of sexual partners, or specific sexual practices, so you can create an inviting, nonjudgmental space.
  ✅ Remember, we're all human. These conversations can feel awkward, even for experienced providers, and that's okay. The more you practice, the easier it gets.
  ✅ Lead with open-ended questions and an open mind.
  ✅ Put sexual health resources in clear view, which will signal that sexual health conversations are welcome.

  To get more tips on creating a judgement-free zone, watch this video from @National Coalition for Sexual Health: https://www.youtube.com/watch?v=H34McGt-ZgE

Pleasure

- Providers: The way you ask about sexual pleasure can make a big difference in how patients respond.

  It's best to start with broad, open-ended questions, and let patients lead. But, if they seem uncomfortable or don't know what you mean, you can move on to more specific questions, like: “Are you and your partners on the same page about what’s pleasurable?” or "Are you and your partners on the same page about your sexual desires and boundaries?”

  Remember: the goal isn’t just to identify problems. It’s also to understand what sexual health, pleasure, and satisfaction means to each patient.

  Check out these resources from the @National Coalition for Sexual Health to get more tips on discussing sexual pleasure:

  🔗 https://www.youtube.com/watch?v=I-IXHlnAaHU&list=PLhJ-Oyv3ibs01BPvkxjR4RqTlSpEytPFu&index=4

  🔗 Final-English-EssentialQuestions-updated-11.22.23.pdf

- What if we talked about sexual pleasure as routinely as we talk about sexual risk?

  A simple question like "How is your sex life going? What concerns do you have about your sex life?” can lead to conversations about:

  ✅ Pain or discomfort
  ✅ Emotional well-being
  ✅ Safety and consent
  ✅ Relationship concerns
  ✅ Other health problems or concerns

  Expanding sexual histories to include pleasure and concerns helps providers better understand their patients' experiences, identify problems, find solutions, and improve overall health & well-being.

  Check out this resource from the @National Coalition for Sexual Health to find more ideas for starting the conversation: Final-English-EssentialQuestions-updated-11.22.23.pdf

Problems

- Bringing up a sexual difficulty with a healthcare provider is rarely easy.

  When a patient does open up, a supportive, nonjudgmental response from their provider can build trust, encourage open communication, and lay the foundation for finding solutions.

  Providers, when a patient shares a concern, try to:

  💬 Validate and thank them: “Thank you for telling me. I’m glad you did.”
  🔒 Confirm confidentiality and let the patient know they can decide how much or little to share: “Things we talk about stay in this room and you’re in the driver seat. You can share as much as you feel comfortable with.”
  👂 Listen to their priorities: Ask what concerns them the most, and what they would like help addressing.
  🤝 Explain next steps: Discuss possible solutions, treatment options, or referrals as needed.

  Want more strategies for navigating these conversations? Watch this video from the @National Coalition for Sexual Health for practical guidance on discussing sexual difficulties with patients: https://www.youtube.com/watch?v=r7zFvzfozzg&list=PLhJ-Oyv3ibs01BPvkxjR4RqTlSpEytPFu&index=3
- “Are you having any difficulties when you have sex, like pain or discomfort?"

  For healthcare providers, this may sound like a simple question, but it can open the door to important conversations that patients may not initiate.

  Sexual difficulties can stem from a range of factors, including physical health, mental health, medications, and relationships. With each patient, providers should talk about and explore the possible causes. And, while doing so, you could uncover other serious health issues, like heart disease and diabetes, that might otherwise go unaddressed.

  Check out this resource from @National Coalition for Sexual Health for more practical questions to incorporate into patient visits: Final-English-EssentialQuestions-updated-11.22.23.pdf

Pride

- Sexual health conversations shouldn't stop at just the physical. They should include pride, too.

  Understanding how someone feels about their gender identity, sexual orientation, and sense of acceptance and belonging can be just as important to well-being.

  Questions about support systems can help providers identify other factors that may be influencing sexual pleasure and difficulties. Providers: at your next patient visit try asking:

  💬 "What support, if any, do you have from your family and friends for your gender identity?"
  💬 "What support, if any, do you have from your family and friends for your sexual orientation?"
  💬 "Are you experiencing any harassment or violence—at home, at work, at school, or in your community—due to your sexual orientation or gender identity?"

  Creating space for conversations about pride isn't just inclusive care. It's better care.

  Want more strategies? Watch this video from the @National Coalition for Sexual Health for practical guidance on integrating pride into sexual health conversations: https://www.youtube.com/watch?v=nXrs_K4xuXo&list=PLhJ-Oyv3ibs01BPvkxjR4RqTlSpEytPFu&index=5
- Sexual pleasure and difficulties don't exist in a vacuum. They can be influenced by relationships, self-acceptance, and community support.

  By making pride part of sexual health conversations, providers can uncover challenges a patient is experiencing, identify barriers to seeking help, and link them to services, if desired.

  Here are three questions you can ask to incorporate pride into patient visits:

  ✅ "What support, if any, do you have from your family and friends about your gender identity?"
  ✅ "What support, if any, do you have from your family and friends about your sexual orientation?"
  ✅ "Are you experiencing any harassment or violence—at home, at work, at school, or in your community—due to your sexual orientation or gender identity?"

  Explore this resource from the @National Coalition for Sexual Health for questions to ask patients: Final-English-EssentialQuestions-updated-11.22.23.pdf

NCSH Quarterly Social Media Campaign (November 2026-January 2027)
Part 2: Pleasure is Part of Sexual Health

Understanding what brings you pleasure, and feeling comfortable talking about your sexual desires and any concerns with your partners and healthcare providers, is an important part of sexual health. Part 2 of this campaign offers practical tips for exploring what feels good to you, talking openly with your partner(s), navigating common sexual concerns, and getting support from a healthcare provider or licensed therapist when you need it.

For more resources—including a video series, scripts, and virtual card decks—on talking openly about sexual desires and five other sexual health and relationship topics, explore our campaign for young adults at OwnTheAwk.org. You can also visit the National Coalition for Sexual Health's Guide to Sexual Concerns and Pleasure for tips on addressing and talking about sexual concerns and pleasure with a provider or licensed therapist.

Why Talk About Sexual Desires, Concerns, and Pleasure?

- *Everyone deserves pleasure in sex & relationships (if they want it)*
    - Everyone deserves a pleasure-filled sex life if they want it! 🤍 So, talk about what turns you on, what feels good, and what you want to explore with your partner(s). Get tips for starting these conversations with confidence: https://owntheawk.org/learn/sexual-desires-pleasure/
    - Sexual pleasure is for EVERYONE who wants it! 🔥 But there's no one-size-fits-all approach: what feels good, satisfies you, and makes sex enjoyable can look different for everyone. Explore ways to make pleasure a priority with @PPFA: https://www.plannedparenthood.org/learn/sex-pleasure-and-sexual-dysfunction/sex-and-pleasure
- *Strengthen your connection*
    - Being open and honest about your sexual desires with your partner(s) can improve physical intimacy, help you feel more connected, build trust, and create a more satisfying sex life for everyone. 🔥 Get tips for having these conversations: https://www.plannedparenthood.org/learn/sex-pleasure-and-sexual-dysfunction/sex-and-pleasure/how-do-i-talk-my-partner-about-sex
    - Want to keep the spark alive with your partner(s)? Talk about what turns you on, what you enjoy, & what you want to try. Open conversations about pleasure can help you stay connected and keep your sex life satisfying for everyone. 💞 Dive into these convos: https://owntheawk.org/learn/sexual-desires-pleasure/
    - Talking openly with your partner(s) about your sexual likes, dislikes, and concerns can feel awkward, but these conversations get easier with practice and can pave the way to better sex & stronger connections. 💕 Get tips for these talks: https://www.nationalcoalitionforsexualhealth.org/tools/communicating-to-the-public/a-guide-to-sexual-concerns-and-pleasure/#efaq-solutions-for-common-sexual-concerns

- *Stay in sync with your partner*
    - Staying in sync in the bedroom takes more than chemistry! 💫 Sharing what you enjoy in bed, asking your partner what they like, and checking in regularly can help you stay on the same page and make sure you're both satisfied. Learn about sexual pleasure: https://www.ashasexualhealth.org/your-sexual-pleasure/#elementor-toc__heading-anchor-2
    - When it comes to sex, you and your partner(s) aren't mind readers! 🧠 Be clear and specific about your desires and boundaries and make space for your partner(s) to share theirs. Open communication leads to a better connection (and better sex!). Learn more: https://owntheawk.org/learn/sexual-desires-pleasure/
- *Protect your sexual health*
    - Safer sex and pleasure go hand in hand! 🌓 🫶 Talking with your partner(s) about protection, boundaries, and what feels good can make you more relaxed, confident, and ready to enjoy the moment. Explore the connection between pleasure and safer sex: https://owntheawk.org/learn/safer-sex/
    - Talking about safer sex doesn't have to kill the mood. 😉 💬 In fact, knowing you're on the same page can help everyone feel more comfortable, and make sex more relaxing and enjoyable! Learn why pleasure and sexual health belong together: https://fiveactionsteps.nationalcoalitionforsexualhealth.org/

Explore Your Desires

- *Get to know what feels good to you*
    - Before sharing your desires with your partner(s), do a little homework! 📝 😉 Explore your turn ons, turn offs, and what you might want to try. Knowing yourself first makes it easier to talk clearly with your partner(s) later. Get started: https://owntheawk.org/learn/sexual-desires-pleasure/
    - When was the last time you checked in with yourself about what you want from sex? 🤔 Think about what makes you feel excited, comfortable, and satisfied. Understand your desires so that you can communicate them to your partner(s)! https://owntheawk.org/learn/sexual-desires-pleasure/
    - Knowing what turns you on and off makes talking with your partner(s) about your desires easier. There's plenty to explore, whether with partner(s) or solo, including:
      🫶 Touching
      🐰 Massage
      🌶️ Using sex toys
      📖 Reading erotica
      💗 And more!
      Learn more: https://owntheawk.org/learn/sexual-desires-pleasure/
- *Make a (yes, no, maybe) list*
    - Have you made a yes/no/maybe list of your sexual desires?
      ✔️ Yes: Things you're definitely into
      ❌ No: Things you definitely don't want to do
      ❓ Maybe: Things you're open to exploring
      Make your list, then compare it with your partner(s)! Get checklists: https://www.scarleteen.com/read/relationships/yes-no-maybe-so-sexual-inventory-stocklist

- *Reflect on any sexual concerns/difficulties you are experiencing*
    - Noticing something different about your sex life? 👀 Changes in arousal, pleasure, or sexual functioning are common and can happen for many reasons. If you have any concerns, don't brush them aside. Explore common concerns and ways to get help: https://bit.ly/SexualConcernsPleasure
    - Understanding your sexual needs means recognizing any concerns. Think about any difficulties affecting your sex life & learn about possible solutions like better partner communication or talking with a healthcare provider or licensed therapist. Learn more: https://bit.ly/SexualConcernsPleasure

Start the Conversations with Your Partner(s)

- *Choose a comfortable time and place*
    - Talking about sexual desires or concerns with a partner? There's no wrong way to have this chat! Whether it's in person 😊, over the phone 📞, or through texts 📲 (if you're confident they'll protect your privacy), just keep the convo going. Gets more tips: https://fiveactionsteps.nationalcoalitionforsexualhealth.org/3-2/
    - The best time to talk about sexual desires and concerns? ⏰ Whenever you and your partner(s) feel comfortable, which can be before, during, or after sex! Whether sharing turn-ons or talking about worries, keeping communication open is what counts. Get tips: https://owntheawk.org/learn/sexual-desires-pleasure/
    - Talking about sexual desires can feel vulnerable! 💗 Help your partner(s) open up by choosing a private/relaxed space, listening patiently, & respecting their feelings. The goal? Make everyone feel heard & free from judgment. 🫶 Learn more: https://owntheawk.org/learn/sexual-desires-pleasure/
- *Be honest and open about what you want*
    - Wondering how to tell your partner what's working & what's not in your sex life? 💭 Start with the positive: Talk about what's going well. And when it's time to bring up what's not working, do so kindly & calmly. Get more guidance on talking to partners: https://www.plannedparenthood.org/learn/sex-pleasure-and-sexual-dysfunction/sex-and-pleasure/how-do-i-talk-my-partner-about-sex
    - When sharing your sexual likes & dislikes, speak openly but make it about YOU, not your partner(s). 🗣️ Try "I love when we __, but I'm not into __" instead of "You always do __ wrong." Otherwise, they might get defensive and shut down the convo. Learn more: https://owntheawk.org/learn/sexual-desires-pleasure/
    - Remember: sharing your sexual likes and dislikes, and inviting your partner(s) to do the same, can help you build a more satisfying sex life together. 🔥 The trick is to speak honestly and respectfully and invite your partners to do so, too. Learn more: https://www.plannedparenthood.org/learn/sex-pleasure-and-sexual-dysfunction/sex-and-pleasure/how-do-i-talk-my-partner-about-sex
- *Make space for your partner to share*
    - Conversations about sexual desires should be a two-way street! ↔️Make space for your partners to share what turns them on, what they're curious about, & what they'd like to avoid. Listen with an open mind & without judgment! Learn more about communication: https://fiveactionsteps.nationalcoalitionforsexualhealth.org/4-2/

    - You've shared your desires & your partner(s) have shared theirs too. Now, find where your interests overlap! Talk about what you both enjoy, want to try, & feel comfortable with. Finding common ground can make sex more satisfying for you both! Next steps: https://owntheawk.org/learn/sexual-desires-pleasure/
    - When talking about sexual desires and pleasure with your partner(s), it's important to make sure they feel heard. As they're talking, keep calm 😌, maintain eye contact 👀 to show you're listening 👂, and be patient with them as they share. 🫶 Read on: https://fiveactionsteps.nationalcoalitionforsexualhealth.org/3-2/
    - Your partner wants to try something new in the bedroom? 👀 Hear them out! If you're interested, go for it. If not, suggest ideas that could appeal to both of you. Remember, you should NEVER feel pressured to do anything sexual. Find next steps: https://fiveactionsteps.nationalcoalitionforsexualhealth.org/4-2/
- *Ideas to break the ice*
    - Want to spice things up in the bedroom but unsure how to bring it up to your partner? 🌶️ 💬 Try: "What's one sexual thing you've always wanted to try together?" A simple question can open the door to exploring new, satisfying things! Get more convo starters: https://owntheawk.org/learn/sexual-desires-pleasure/
    - Not sure how to tell your partner(s) what you enjoy in the bedroom? Start with something positive: "I really like it when we ___. How do you feel about it?" Sharing what feels good & inviting their thoughts is a great way to start the convo! Get more tips: https://owntheawk.org/learn/sexual-desires-pleasure/
    - Want to talk about sexual desires with a partner? 💬 Try opening with: "I'm really into you and want to make sure we're both happy in the bedroom." Get more scripts to help you break the ice on pleasure & 5 other sexual health and relationship topics: https://owntheawk.org/share/awk-talk-starters/
    - Talking about what turns you on can feel a little awk! 😳 🔥 But it doesn't have to be. 📽️ See how one couple navigates a conversation about sexual desires and pleasure with a little help from the 📞 AwkLine. Watch now: https://owntheawk.org/learn/sexual-desires-pleasure/#watch
    - Want to talk about sexual desires and pleasure but don't know where to start? 🃏 The "Gimme That Ask" seven digital card decks are packed with fun questions to help you and your partner(s) break the ice, flirt, & talk about what you're into. Start playing: https://owntheawk.org/play/
- *Navigate differences in desire*
    - Do you and your partner have different sex drives? You're not alone! 💕 It's common for one partner to want sex more often than the other. Talk about what might get you both in the mood and other ways to connect that work for everyone. Learn more: https://bit.ly/SexualConcernsPleasure
- *How to talk about sexual concerns with your partner(s)*
    - Not sure how to tell your partner(s) about a sexual concern? 💬 Try opening with: "I've been struggling with ___ when it comes to sex, and I'd love to find ways to address it. Would you be open to talking about it?" Get more guidance from @NCSH_: https://www.nationalcoalitionforsexualhealth.org/tools/communicating-to-the-public/a-guide-to-sexual-concerns-and-pleasure/#efaq-solutions-for-common-sexual-concerns
    - If you're experiencing any sexual concerns, remember: you are not alone. Sexual difficulties are very common. Talking with your partner might make it easier to try out some solutions that you learn through self-education or from a professional. Learn more: https://bit.ly/SexualConcernsPleasure

- You don’t have to navigate sexual difficulties alone! When a concern comes up, try to approach it as a team with your partner(s):
  💬 Share what you're experiencing
  👂 Listen to each other's feelings
  💡 Explore possible solutions together
  Get more tips: https://bit.ly/SexualConcernsPleasure
- Talking about sexual concerns with your partner(s)? Remember:
  🧠 Your partner is not a mind reader – be clear about difficulties and how you feel
  💬 Open communication is key to a pleasurable sex life for everyone
  🔄 Keep the conversation going
  Learn more: https://bit.ly/SexualConcernsPleasure
- Having trouble getting in the mood? Talk with your partner(s) about ways to relax & build intimacy like cooking together, watching a movie, listening to music, or lighting candles. Setting the mood can start long before you get to the bedroom! Learn more: https://bit.ly/SexualConcernsPleasure

- *Remember that desires, preferences, and concerns can change*
  - Reminder: your sexual interests and desires might change over time. Continue to check in with yourself and your partner(s) – keep the conversation going about your likes and dislikes!
    💬💕 Learn more about having these conversations:
    https://fiveactionsteps.nationalcoalitionforsexualhealth.org/3-2/
  - Sexual concerns can change over time, so don’t make talking about them a one-time thing!
    🔄 Check in with your partner(s) about what's working, what's changed, and any support you need. Ongoing communication can help you navigate challenges together:
    https://fiveactionsteps.nationalcoalitionforsexualhealth.org/3-2/

Understand Sexual Concerns

- *Common sexual concerns*
  - Sexual concerns are more common than you think! 💜 From low desire and difficulty reaching orgasm to pain during sex, erectile difficulties, or vaginal dryness, many people experience these challenges. The good news? Solutions are available! Learn more: https://bit.ly/SexualConcernsPleasure
  - Sexual concerns can affect anyone, and can take many forms including:
    📉 Low sex drive
    😣 Pain during sex
    ⏱️ Delayed or premature ejaculation
    💧 Vaginal dryness
    🎯 Difficulties reaching orgasm, and more
    Learn more about these common concerns & solutions: https://bit.ly/SexualConcernsPleasure
- *What can cause or contribute to sexual concerns*
  - Sexual difficulties aren't always just about sex! Your physical health, mental health, relationships, medications, & life experiences can all affect your sex life. Understanding what's causing a concern is the first step toward addressing it. Learn more: https://bit.ly/SexualConcernsPleasure
  - Your mental health plays a big role in your sex life! 🧠 Stress, body image, trauma, anxiety, & depression can affect sexual desire & pleasure. Caring for your mental health & seeking support when needed can improve your sexual well-being, too. Learn more: https://bit.ly/SexualConcernsPleasure

- Did you know that a variety of physical conditions might affect your sex life? They include:
  🩸 Diabetes
  💔 High blood pressure
  🌸 Menopause
  🩺 Chronic diseases
  ⚖️ Hormonal imbalances, and more
  Learn more about potential causes of sexual concerns: https://bit.ly/SexualConcernsPleasure
- Past experiences of sexual trauma can affect intimacy, desire, and pleasure. 💜 Healing looks different for everyone, and support is available. A licensed trauma-informed mental health professional can help you navigate the challenges. Learn more: https://www.verywellmind.com/trauma-informed-therapy-definition-and-techniques-5209445
- Your sex life doesn't have an expiration date! Aging can bring changes to desire, arousal, & sexual functioning, but that doesn't mean you need to live with discomfort or give up on pleasure. There are solutions to address these changes. Explore options: https://www.vice.com/en/article/this-is-how-long-you-can-stay-sexually-active-according-to-experts/
- Relationship stress can follow you into the bedroom. 💔 Conflict, communication challenges, or unresolved tensions can affect intimacy and sexual satisfaction. Open, honest conversations and/or relationship counseling can make a difference. Get guidance: https://bit.ly/SexualConcernsPleasure

Moving Forward: Finding Support and Solutions

- *When to address a sexual concern*
  - Notice changes in your sexual desire, arousal, or pleasure? 👀 You don't have to suffer in silence! Take action now and talk with a healthcare provider or licensed therapist about possible causes and solutions. Get guidance: https://bit.ly/SexualConcernsPleasure
  - Just because sexual difficulties are common doesn't mean you have to live with them! ❤️‍🩹 If pain, discomfort, or changes in sexual functioning are affecting you, it's time to talk with your healthcare provider or a licensed therapist. Learn more: https://bit.ly/SexualConcernsPleasure
- *Treatment and other options for addressing common concerns*
  - Trying to manage a sexual concern? There's no one-size-fits-all solution, but you have options, like:
    📘 Self-education
    💬 Partner communication
    🧠 Therapy
    🌿 Lifestyle changes
    💊 Medications
    🩺 Devices & aids
    Explore what might work for you: https://bit.ly/SexualConcernsPleasure
  - When it comes to addressing sexual concerns, what works for one person may not work for another! The key is understanding what's causing your difficulties & exploring personalized solutions. Sometimes, a combination of approaches works best. Learn more: https://bit.ly/SexualConcernsPleasure

    - Wondering how to manage a sexual concern? 🤔 You don't have to figure it out on your own! A healthcare provider or licensed therapist can help identify possible causes and recommend solutions to meet your needs. Get more guidance: https://bit.ly/SexualConcernsPleasure
- *What types of professionals can help*
    - Unsure who to talk to about a sexual concern? 🤔 Start here:
      🩺 Physical or medical issues? Try a healthcare provider.
      🧠 Emotional or relationship issues? Consider a licensed therapist.
      🤝 Both? Finding an expert for each one may help.
      Get more guidance: https://bit.ly/SexualConcernsPleasure
    - Your primary care provider can be a great first stop for addressing sexual concerns! 🩺 Whether it's pain, low desire, or other changes, they can help identify possible causes, discuss treatment options, & refer you to specialists when needed. Learn more: https://bit.ly/SexualConcernsPleasure
    - Some sexual concerns may benefit from specialized care! 🩺 OB-GYNs, urologists, and other reproductive health specialists can help assess and treat issues like pain during sex, vaginal dryness, or erectile difficulties. Learn more: https://bit.ly/SexualConcernsPleasure
    - Ever wondered what a sex therapist does? 🧠 These trained mental health professionals use talk therapy to help people navigate sexual concerns, from desire and arousal to intimacy and communication. 🔎 Find @TheAASECT-certified therapists: https://www.aasect.org/referral-directory
    - Sometimes sexual concerns are tied to stress, anxiety, or relationship challenges. Licensed general, family, & relationship therapists can help you work through communication, intimacy, trust, & other issues that may affect your sex life. Explore options: https://bit.ly/SexualConcernsPleasure
- *How to find a provider or licensed therapist*
    - Need help with a sexual concern? Start by talking with your primary care provider. Don't have one? Check with your insurance company or local health department. Uninsured? You can search for affordable care at a community health center near you! Find one: https://findahealthcenter.hrsa.gov/
    - Looking for a licensed therapist to help with sexual concerns? 🔎 You have options! Search by location, insurance, specialty, and more using online therapist directories. You can also check with your insurer about coverage and referrals. Start your search: https://www.psychologytoday.com/us/therapists
- *What if you don't feel comfortable seeking care or talking about your concerns*
    - Everyone deserves non-judgmental, comprehensive care to address their sexual concerns. 🩺 If you are not comfortable with your healthcare provider or therapist for any reason, listen to your feelings, and consider finding a new one. 🫶 🔎 Learn more: https://bit.ly/SexualConcernsPleasure
    - Green flags in a provider:
      ✅ Comfortable discussing your sexual history & concerns
      ✅ Respects your gender identity & sexuality
      ✅ Clearly answers your questions
      ✅ Explains what they're doing before any physical exams
      Learn more about choosing a provider: https://bit.ly/SexualConcernsPleasure

How to Talk About Sexual Concerns with a Healthcare Provider or Therapist

- *How to bring up the conversation*
  - Talking about sexual concerns with your healthcare provider might feel awkward, but you deserve care that addresses ALL of your needs. And solutions are on the other side of the conversation! Get tips for starting these conversations: https://bit.ly/SexualConcernsPleasure
  - Bringing up a sexual concern with your healthcare provider can be simple! 💬 Start with something like: "I wanted to talk with you about my sex life today." Then, be ready to share specific questions or details about your concerns. Get more tips: https://bit.ly/SexualConcernsPleasure
  - Too nervous to bring up a sexual concern out loud? 📝 Write it down! Share a note with your healthcare provider or include your concern on an intake form. It can help break the ice and make starting the conversation a little easier. Get more tips: https://bit.ly/SexualConcernsPleasure
- *How to prepare for your visit*
  - Before talking to a provider/therapist about sexual concerns you have, it can be helpful to think about:
    🌹 The type of concern(s) you're having
    🌹 Your medical/sexual/relationship history
    🌹 Questions you have for them
    Learn more about preparing for a visit: https://bit.ly/SexualConcernsPleasure
  - Visiting your provider or therapist to talk about sexual concerns? Expect to:
    🩺 Share a medical history/symptoms
    💬 Discuss your sexual history/factors affecting your sex life
    📋 Receive a diagnosis, proposed solutions, and/or a referral
    Learn more: https://bit.ly/SexualConcernsPleasure
- *Questions you can ask*
  - Nervous to talk about sexual concerns with your provider? It helps to have some questions handy. Try:
    ❓ Can you help me address my concerns?
    ❓ What might be causing this?
    ❓ Do I need medical tests?
    ❓ What solutions do you recommend?
    Get more convo tips: https://bit.ly/SexualConcernsPleasure
- *Questions your provider may ask*
  - Don't be surprised if your healthcare provider asks about your sex life! Sexual health is part of your overall health, and questions about it can lead to better care. See what they may ask: https://bit.ly/SexualConcernsPleasure
  - Talking to a provider about sexual concerns? They may ask:
    💬 How is your sex life going?
    💕 Is sex pleasurable for you?
    😳 Are you experiencing difficulties?
    💊 What medications do you take?
    💔 How are your relationships?
    Know what to expect: https://bit.ly/SexualConcernsPleasure

NCSH Quarterly Social Media Campaign
Part 3: 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:

November

- Thanks, Birth Control (November 12)
- U.S. Antibiotic Awareness Week (November 18-24)
- Thanksgiving Day (November 26)

December

- World AIDS Day (December 1)
- National Safe Toys and Gifts Month (December)
- Happy Holidays (Throughout the Season)
- New Year's Eve (December 31)

January

- New Year's Day (January 1)
- Cervical Health Awareness Month (January)
- National Stalking Awareness Month (January)

November

Thanks, Birth Control (November 12)
Learn more at Power to Decide: https://powertodecide.org/thxbirthcontrol

- Here's to birth control, and to having options! 🎉 Whether your goals include preventing pregnancy, managing health symptoms, or family planning, you deserve a method that meets your needs. Explore your choices with @Bedsider: https://www.bedsider.org/birth-control #ThxBirthControl
- There's no one-size-fits-all option when it comes to birth control. 💐 💛 The right method depends on your needs, preferences, and lifestyle. Compare your options side-by-side with @Bedsider and start figuring out what works for you: https://www.bedsider.org/birth-control/side_by_side #ThxBirthControl

U.S. Antibiotic Awareness Week (November 18-24)
Learn more at the Centers for Disease Control and Prevention (CDC): https://www.cdc.gov/antimicrobial-resistance/communication-resources/usaaw.html

- Everyone has a role in fighting antimicrobial resistance! 💊 This Antibiotic Awareness Week, remember: taking antibiotics only when needed and exactly as prescribed helps keep them effective for the future. Learn more from @CDCgov: https://www.cdc.gov/antimicrobial-resistance/communication-resources/usaaw.html #USAAW26
- STI treatment often depends on antibiotics that work. 💉 💊 But antimicrobial resistance can make some infections harder, or sometimes even impossible, to treat. This #USAAW26, join the fight to preserve these important medicines and protect sexual health: https://www.cdc.gov/antimicrobial-resistance/communication-resources/usaaw.html

Thanksgiving Day (November 26)

- Here's something to be thankful for: relationships where you can be you, communicate openly, and feel respected. ❤️ This Thanksgiving, explore @NCSH_'s tips for building positive, healthy relationships: https://fiveactionsteps.org/
- This Thanksgiving, add pleasure to the list of things you're grateful for. 🦃 For many people, a satisfying sex life is key to their overall health and well-being, and everyone should be able to enjoy one if they want to. Learn more about sexual pleasure: https://www.nationalcoalitionforsexualhealth.org/tools/communicating-to-the-public/a-guide-to-sexual-concerns-and-pleasure/

December

World AIDS Day (December 1)
Learn more at the HIV.gov: https://www.hiv.gov/events/awareness-days/world-aids-day

- HIV treatment has transformed what it means to live with HIV. 💞 💊 People on effective, consistent treatment can live long, healthy lives, and when HIV is undetectable, it can't be sexually transmitted (U=U). This #WorldAIDSDay, learn more from @HIVgov: https://www.hiv.gov/tasp/
- Knowing your HIV status puts you in control of your health. This #WorldAIDSDay, make sure you know your status so you can take steps to either prevent it (like taking PrEP) or treat it (like starting antiretroviral therapy). Find a testing site near you: https://gettested.cdc.gov/

National Safe Toys and Gifts Month (December)

- Sex toys can be part of a healthy, pleasurable sex life. ✨ The key is using them safely! Follow care instructions, use compatible lubricants, and don't share toys. If you do share, use a condom. This #SafeToysMonth, learn more about caring for toys: https://www.mindbodygreen.com/articles/how-to-clean-sex-toys
- Shopping for a spicier gift this holiday season? 🎁 🌶️ This #SafeToysAndGiftsMonth, when picking sex toys, look for body-safe, nonporous materials and follow the manufacturer's instructions for use and care. Learn more about picking toys: https://www.plannedparenthood.org/learn/sex-pleasure-and-sexual-dysfunction/sex-and-pleasure/sex-toys
- Sex toys can help you explore what brings you pleasure. 😉 🎁 This #SafeToysAndGiftsMonth, learn more about sexual pleasure and ways to build a satisfying sex life with @NCSH_'s Guide to Sexual Concerns & Pleasure: https://www.nationalcoalitionforsexualhealth.org/tools/communicating-to-the-public/a-guide-to-sexual-concerns-and-pleasure/

Happy Holidays (Throughout the Season)

- 'Tis the season to skip small talk. 🎁 😏 Check out "Gimme that Ask," seven free, digital card decks with questions ranging from sweet to spicy on topics like flirting, feelings, and more! Just pick a deck and start playing with partners, friends, or solo: https://owntheawk.org/play/
- Give your future self a gift: take charge of your sexual health. 🎁 🩺 From STI screenings and vaccines to contraception and conversations with your health care provider, preventive care matters. See what services may be right for you with @NCSH_'s guide: ncshguide.org
- Make meaningful connection part of your holiday plans. ✨ ❤️ Whether that means quality time together, honest convos, physical intimacy, or something else, there are many ways to build healthy relationships. Explore tips for strengthening yours: https://fiveactionsteps.org/

New Year's Eve (December 31)

- Before the ball drops, check in with yourself. 🪩 ✨ Are you happy with your sex life, relationships, and overall sexual health? Take @NCSH_'s Sexual Health Quiz to see where you're thriving, and where you might want to make a change in the new year: https://www.nationalcoalitionforsexualhealth.org/tools/communicating-to-the-public/quiz/
- Making resolutions tonight? Add prioritizing your sexual health to the list. 🩺 Stay on top of recommended screenings, vaccines, and other preventive services, & talk openly with your health care provider. Learn more with @NCSH_'s guide: ncshguide.org
- One resolution for health care providers: make every patient feel heard, respected, and in control of their sexual health care. 🩺 💙 Start 2027 by strengthening your trauma-informed approach with practical strategies from @NCSH_: https://www.nationalcoalitionforsexualhealth.org/tools/for-healthcare-providers/trauma-informed-care/

January

New Year's Day (January 1)

- Here's a resolution worth keeping: prioritize your sexual well-being. ❤️‍🩹 If you have sexual concerns or difficulties, there are solutions available. @NCSH_'s Guide to Sexual Concerns & Pleasure can help you find them: https://www.nationalcoalitionforsexualhealth.org/tools/communicating-to-the-public/a-guide-to-sexual-concerns-and-pleasure/
- New year? Better sexual health and relationship conversations. 💬 Make 2027 the year you get more comfortable talking about what you want, need, & feel in your relationships. Good communication takes practice & Own the Awk has tools to build your skills: https://owntheawk.org/learn/comms-101/
- Providers: commit to making sexual health care better for all patients this new year. Create more inclusive, patient-centered experiences that help people feel respected and comfortable discussing their sexual health. Find practical guidance here: https://www.nationalcoalitionforsexualhealth.org/tools/for-healthcare-providers/

Cervical Health Awareness Month (January)
Learn more at the National Cervical Cancer Coalition (NCCC): https://www.nccc-online.org/cervical-health-awareness-month/

- The HPV vaccine is cancer prevention. 💉 💙 The vaccine protects against the types of HPV that cause most cervical cancers. This #CervicalHealthAwarenessMonth, talk to your provider about the HPV vaccine and learn more from @CDCgov: https://www.cdc.gov/hpv/vaccines/
- Stay on top of your cervical health! Regular Pap and/or HPV tests can help find changes that could lead to cervical cancer so they can be monitored or treated early. This #CervicalHealthAwarenessMonth, ask your provider about when you're due for screening: https://www.cdc.gov/cervical-cancer/screening/
- Knowing how to protect your cervical health is powerful. 💪 💙 This #CervicalHealthAwarenessMonth, take a moment to check: Are you up-to-date on cervical cancer screening? Have you gotten the HPV vaccine? Talk with your provider and learn more: https://www.nccc-online.org/cervical-health-awareness-month/

National Stalking Awareness Month (January)
Learn more at the Stalking Prevention, Awareness, & Resource Center (SPARK): https://www.stalkingawareness.org/stalking-awareness-month-2026/

- Stalking isn't always obvious. It can include repeated unwanted calls or messages, showing up unexpectedly, monitoring someone's activities, or other behaviors that cause fear or concern. ❤️‍🩹 This #NSAM, learn to recognize stalking and #KnowItNameItStopIt: https://www.stalkingawareness.org/
- Constant monitoring isn't caring. Repeated unwanted contact isn't romantic. Healthy relationships respect boundaries and each person's independence. This #NSAM, learn how to recognize warning signs, stay safe, and support others from @FollowUsLegally: https://www.stalkingawareness.org/
- #DYK technology is frequently used in stalking? Unwanted messages, monitoring social media, tracking someone's location, or using technology to repeatedly contact or watch someone can all be part of stalking. This #NSAM, learn more from @FollowUsLegally: https://www.stalkingawareness.org/stalking-awareness-month-2026/

NCSH Quarterly Social Media Campaign (November 2026-January 2027)
Part 4: Graphics

NCSH is proud to offer Part 4: Social Media Graphics for this Quarterly Social Media Campaign. This section contains links to both new and previously designed graphics on Canva from both NCSH and member organizations that are formatted for Instagram. These graphics can be reformatted for other social media platforms if desired. **We kindly ask that you acknowledge us in your caption and/or tag us!**

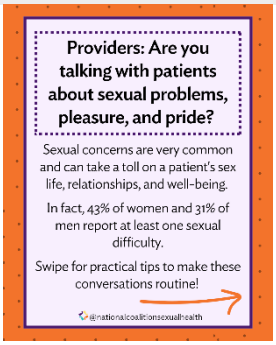
Follow us on LinkedIn National Coalition for Sexual Health, Instagram @nationalcoalitionsexualhealth, X @NCSH_, and Bluesky @thencsh.bsky.social.

As a reminder, for graphics with a Canva template, you can modify the design and text, including adding your organization's logo. Instructions:

- Click the link to the desired graphic.
- Create a free account on Canva.com if you don't already have one.
- Click "Use template".
- Voila! A graphic you can either download as-is or modify as you wish. You can go to the top right corner, hit "share," and then hit "download" to receive the graphic.

Part 1: Graphics for Providers

Talking About Pleasure, Problems, and Pride



[Use Canva Template]

Note: This post includes 9 total graphics designed to be shared together

"Tips for Talking: Sexual Health and Your Patients" Video Series



[Use Canva Template]

"Tips for Talking: Sexual Health and Your Patients" Video Quotes



[Use Canva Template]

Note: This post includes 10 quotes you can choose from

Part 2: Graphics for the Public

Starting the Convos with Partners: Sexual Desires



[Download Graphics]

Note: This post includes 4 total graphics designed to be shared together

Common Sexual Concerns



[Download Graphics]

Note: This post includes 5 total graphics designed to be shared together

Benefits of a Good Sex Life



[Download Graphics]

Note: This post includes 6 total graphics designed to be shared together

Low Sexual Desire



[Download Graphics]

Note: This post includes 6 total graphics designed to be shared together

Mismatched Sex Drives



[Download Graphics]

Note: This post includes 7 total graphics designed to be shared together

If You're Not Having Orgasms



[Download Graphics]

Note: This post includes 5 total graphics designed to be shared together

How to Talk to Your Provider



[Download Graphics]

Note: This post includes 9 total graphics designed to be shared together

Asking for Consent



[Download Graphics]

Note: This post includes 4 total graphics designed to be shared together

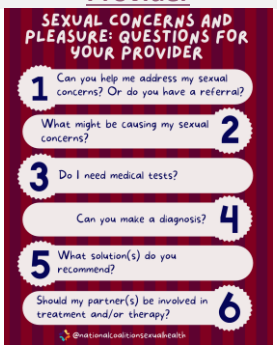
Overview of Common Sexual Concerns



[Use Canva Template]

Note: This post includes 10 total graphics designed to be shared together

Questions for Your Provider



[Use Canva Template]

Make Room for Pleasure in Conversations



[Use Canva Template]

Safely Explore Your Desires



[Use Canva Template]

Note: This post includes 7 total graphics designed to be shared together

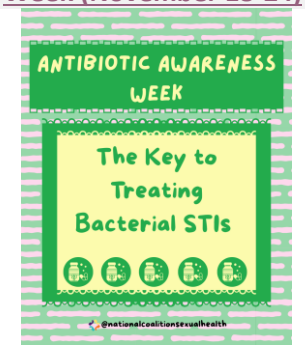
Part 3: Observances

Thanks, Birth Control (November 12)



[Use Canva Template]

U.S. Antibiotic Awareness Week (November 18-24)



[Use Canva Template]

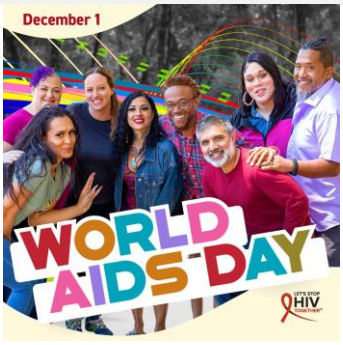
Note: This post includes 5 total graphics designed to be shared together

Thanksgiving Day (November 26)



[Use Canva Template]

World AIDS Day (December 1)



[Download Graphic]

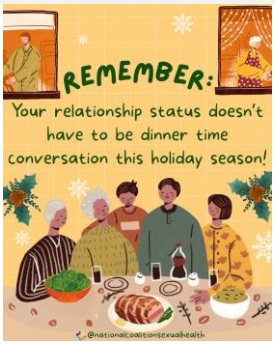
National Safe Toys and Gifts Month (December)



[Use Canva Template]

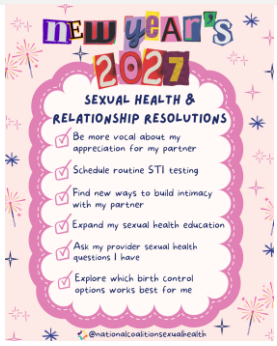
Note: This post includes 2 total graphics designed to be shared together

Happy Holidays



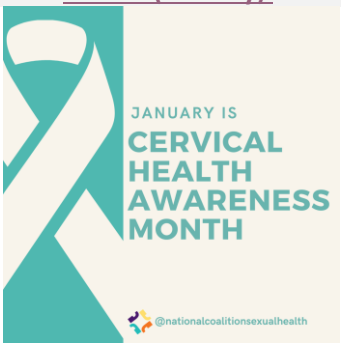
[Download Graphics]

New Years (December 31/January 1)



[Use Canva Template]

Cervical Health Awareness Month (January)



[Use Canva Template]

Note: This post includes 4 total graphics designed to be shared together

National Stalking Awareness Month (January)



[Download Graphics]