

# Sexual and Reproductive Health Week 2020

## Social Media Campaign

### **BACKGROUND:**

Women's health services across Victoria have worked in collaboration to develop a social media campaign celebrating Sexual and Reproductive Health (SRH) Week. The key dates for content sharing and their corresponding themes are:

- Monday 21<sup>st</sup> September - Sexual and reproductive health is essential.
- Tuesday 22<sup>nd</sup> September - Reproductive Health Leave is essential
- Friday 25<sup>th</sup> September - Contraception is essential.
- Monday 28<sup>th</sup> September - Abortion is essential.
- Wednesday 30<sup>th</sup> September - Cervical screening and STI testing is essential.
- Friday 2<sup>nd</sup> October - Sexual wellbeing is essential.

### **How can you get involved?**

We encourage our partners to engage in the campaign to elevate and increase the reach of these messages, and to promote alignment across partner organisations.

We invite you to support our campaign by:

- Sharing [your women's health service] content on your social media platforms
- Posting your own content, using the same hashtags
- Tagging [insert Twitter handle] (Twitter), [insert Instagram handle] and [insert Facebook handle] (Facebook) in your posts
- Liking, tagging and commenting on WHISE's posts

### **What is included?**

The SRH Week working group has packaged the content in this easy-to-follow guide, complete with captions and hashtags for each social media platform. Within this document, for each day you will find the corresponding:

- Social media tile
- Image description
- Facebook text
- Instagram text
- Twitter text

All posts include a section outlining everybody's rights to safe, equitable and accessible services and also include referral numbers for 1800 My Options and 1800 Respect. It is strongly recommended that these sections remain within all posts.

**For partner organisations sharing this content, add the following text at the beginning of the posts and ensure to tag your regional women's health service:**

Our friends at [Your regional women's health service] have developed key messages for Sexual and Reproductive Health Week in collaboration with other women's health services across Victoria. Check out these resources on contraception, abortion, sexually transmitted infections testing, cervical screening, and sex during COVID-19. Sexual and reproductive healthcare is essential healthcare.

If you have any questions about the campaign or its content, please do not hesitate to contact [Insert your name and organisation, contact information].

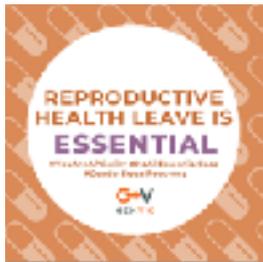
### **CONTENT:**

**Monday 21st of September - Sexual and Reproductive Health Is Essential**

<p><b>Image description</b></p> 	<p>Orange tile with a large centred white circle featuring the text “Sexual &amp; reproductive health is essential” accompanied by campaign hashtags “You are a priority”, “It’s all essential care” and “Gender equal recovery”</p>
<p><b>Facebook text</b></p>	<p>This week is Sexual and Reproductive Health Week. It acknowledges World Contraception Day (26 September) and International Safe Abortion Day (28 September). COVID-19 has disrupted or changed the way we access healthcare, but sexual and reproductive health is still vitally important. Women’s health services across Victoria have come together for Sexual and Reproductive Health Week, to deliver information to you about contraception, abortion, sexually transmissible infections testing, cervical screening, and sex during COVID-19. You have the right to access sexual and reproductive health care, regardless of your age, ability, ethnicity or cultural background, visa status, socioeconomic status, sexuality, or gender identity. Sexual and reproductive health is essential.  #YouAreAPriority #ItsAllEssentialCare #GenderEqualRecovery #SRHIsEssential</p> <p>You have the right to safe and appropriate healthcare, at all times, including during a pandemic. This means that the health care services that you access are high quality and safe spaces; are culturally appropriate and use interpreters; are open to questions and communication that helps you make the right healthcare choices for your situation; provide accurate and evidence based information; respect your privacy; and respect your pronouns and relationships.</p> <p><i>If you or someone you know has questions about accessing sexual and reproductive health services, please call 1800 My Options on 1800 696 784. You have the right to make your own choices regarding your sexual and reproductive health. If you feel like someone is controlling these choices by using pressure or violence, please call 1800RESPECT 1800 737 732.</i></p>
<p><b>Instagram text</b></p>	<p>Same as Facebook, but <b>add last two paragraphs as the first comment instead of in the caption.</b></p>
<p><b>Twitter text</b></p>	<p>This week is Sexual and Reproductive Health (SRH) Week. We will be sharing information about contraception, abortion, STIs, cervical screening and sex during COVID-19. You have the right to access to SRH care. It's essential healthcare.  #YouAreAPriority #ItsAllEssentialCare #GenderEqualRecovery #SRHIsEssential</p>

Tuesday 22<sup>nd</sup> September - Reproductive Health Leave Is Essential

Image description



Orange tile with a background pattern of an illustrated pill. Large centred white circle featuring the text “Reproductive Health Leave is Essential” accompanied by campaign hashtags “You are a priority”, “It’s all essential care” and “Gender equal recovery”.

Facebook text

Equity at work means having your health issues taken seriously, including reproductive health issues.

Reproductive health leave would provide leave provisions for health workers experiencing symptoms or treatments linked to menopause, polycystic ovarian syndrome, sperm and egg donations, terminations, assisted reproduction, gender reassignment and other conditions.

These treatments and conditions place a disproportionate drain on women and trans people to rely on sick leave.

For gender equity to be made a reality, reproductive health leave is essential. We support the Victoria’s Health and Community Services Union’s call for reproductive health leave: <https://www.reproductivehealthleave.com.au/>

@hacsu

#YouAreAPriority #ItsAllEssentialCare #GenderEqualRecovery  
#ReproductiveHealthLeavelsEssential

*You have the right to safe and appropriate healthcare, at all times, including during a pandemic. This means that the health care services that you access are high quality and safe spaces; are culturally appropriate and use interpreters; are open to questions and communication that helps you make the right healthcare choices for your situation; provide accurate and evidence based information; respect your privacy; and respect your pronouns and relationships.*

*If you or someone you know has questions about accessing sexual and reproductive health services, please call 1800 My Options on 1800 696 784.*

*You have the right to make your own choices regarding your sexual and reproductive health. If you feel like someone is controlling these choices by using pressure or violence, please call 1800RESPECT 1800 737 732.*

<p><b>Instagram text</b></p>	<p>For gender equity to be made a reality, reproductive health leave is essential. We support the Victoria's Health and Community Services Union's call for reproductive health leave.</p> <p>Reproductive health treatments and conditions place a disproportionate drain on women and trans people to rely on sick leave.</p> <p>@hacsu</p> <p>#YouAreAPriority #ItsAllEssentialCare #GenderEqualRecovery #ReproductiveHealthLeavelsEssential</p> <p><b>Add last two paragraphs of the Facebook text as the first comment instead of in the caption.</b></p>
<p><b>Twitter text</b></p>	<p>Equity at work means having your health issues taken seriously, including reproductive health issues. We support Australia's first claim for reproductive health leave. @HACSU #YouAreAPriority #ItsAllEssentialCare #GenderEqualRecovery</p>

**Friday 25<sup>th</sup> of September - Contraception Is Essential**

<p><b>Image description</b></p> 	<p>Purple tile with a background pattern of illustrated condoms and Intra Uterine Device.</p> <p>Large centred white circle featuring the text “Contraception is essential” accompanied by campaign hashtags “You are a priority”, “It’s all essential care” and “Gender equal recovery”</p>
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<p><b>Facebook text</b></p>	<p>Accessing contraception is essential, even during a pandemic. While we are under restrictions, you still have the right to go and purchase condoms or contraceptive pills. There are many types of contraception - some contain hormones, and some create a barrier to prevent sperm from entering the cervix through the vagina. If you are questioning what contraception is right for you, go and talk to a GP or sexual health nurse. They will be able to explain your options and help you find the contraception that works best for you and your circumstances. You have the right to see a health professional for this reason, even during COVID-19.</p> <p>While in lockdown, there might be increased pressure from a partner regarding when and how you use contraception. Remember, you have the right to make your own decisions regarding contraception and your sexual and reproductive health!</p> <p>#YouAreAPriority #ItsAllEssentialCare #GenderEqualRecovery #ContraceptionIsEssential</p> <p><i>You have the right to safe and appropriate healthcare, at all times, including during a pandemic. This means that the health care services that you access are high quality and safe spaces; are culturally appropriate and use interpreters; are open to questions and communication that helps you make the right healthcare choices for your situation; provide accurate and evidence based information; respect your privacy; and respect your pronouns and relationships.</i></p> <p><i>If you or someone you know has questions about accessing sexual and reproductive health services, please call 1800 My Options on 1800 696 784. You have the right to make your own choices regarding your sexual and reproductive health. If you feel like someone is controlling these choices by using pressure or violence, please call 1800RESPECT 1800 737 732.</i></p>
<p><b>Instagram text</b></p>	<p>Accessing contraception is essential, even during a pandemic. If you are questioning what contraception is right for you, go and talk to a GP or sexual health nurse. Remember, you have the right to make your own decisions regarding contraception and your sexual and reproductive health!</p> <p>#YouAreAPriority #ItsAllEssentialCare #GenderEqualRecovery #ContraceptionIsEssential</p> <p><b>Add last two paragraphs of the Facebook text as the first comment instead of in the caption.</b></p>
<p><b>Twitter text</b></p>	<p>Accessing contraception is essential, even during a pandemic. You have the right to make your own decisions regarding contraception and your sexual and reproductive health! #YouAreAPriority #ItsAllEssentialCare #GenderEqualRecovery #ContraceptionIsEssential</p>

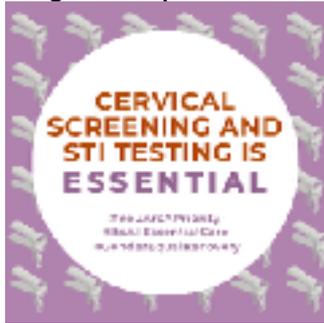
**Monday 28<sup>th</sup> of September - Abortion Is Essential**

<p><b>Image description</b></p> 	<p>Orange tile with a background pattern of illustrated pregnancy tests. Large centred white circle featuring the text “Abortion is essential” accompanied by campaign hashtags “You are a priority”, “It’s all essential care” and “Gender equal recovery”</p>
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<p><b>Facebook text</b></p>	<p>Today is International Safe Abortion Day. Abortion is essential care. You can access abortion during a pandemic. Your rights to safe and appropriate health care remain during lockdowns and restrictions. It's okay to travel for abortion services, even during lockdown, as abortion is essential medical treatment.</p> <p>Abortion is a safe and common procedure in Australia. About one out of every four women have an abortion in their lifetime. Both medication abortion (up to 9 weeks gestation) and surgical abortion (up to 24 weeks gestation) can be accessed, depending on your situation and your preferences. Some GPs can prescribe medication abortion, and some private clinics and hospitals can provide medication and/or surgical abortions.</p> <p>Sometimes it's hard to know what to do during times of crisis. If you think you might be pregnant, take a pregnancy test - they're available at supermarkets, pharmacies, and convenience stores - or talk to your health provider. If the test is positive and you don't want to continue the pregnancy, you can access abortion services no matter where you live in Victoria.</p> <p>Speak to your GP or local health services about your needs. You can also call 1800 My Options on 1800 696 784 to find out about pro-choice health care services, including abortion providers, near you.</p> <p>#YouAreAPriority #ItsAllEssentialCare #GenderEqualRecovery #AbortionIsEssential</p> <p><i>You have the right to safe and appropriate healthcare, at all times, including during a pandemic. This means that the health care services that you access are high quality and safe spaces; are culturally appropriate and use interpreters; are open to questions and communication that helps you make the right healthcare choices for your situation; provide accurate and evidence based information; respect your privacy; and respect your pronouns and relationships.</i></p> <p><i>If you or someone you know has questions about accessing sexual and reproductive health services, please call 1800 My Options on 1800 696 784.</i></p> <p><i>You have the right to make your own choices regarding your sexual and reproductive health. If you feel like someone is controlling these choices by using pressure or violence, please call 1800RESPECT 1800 737 732.</i></p>
<p><b>Instagram text</b></p>	<p>Same as Facebook, but add last two paragraphs as the first comment instead of in the caption.</p>
<p><b>Twitter text</b></p>	<p>Today is #InternationalSafeAbortionDay. Abortion is essential care. You can access abortion during a pandemic. Your rights to safe and appropriate health care remain during lockdowns and restrictions.</p> <p>#YouAreAPriority #ItsAllEssentialCare #GenderEqualRecovery #AbortionIsEssential</p>

Wednesday 30<sup>th</sup> of September - Cervical Screening and STI Testing Is Essential

**Image description**



Purple tile with a background pattern of illustrated speculum. Large centred white circle featuring the text “Cervical screening and STI testing is essential” accompanied by campaign hashtags “You are a priority”, “It’s all essential care” and “Gender equal recovery”

**Facebook text**

Despite the social restrictions in place during the pandemic, the testing and treatment of sexually transmissible infections and cervical screening remain essential to optimise the health of people living in Victoria.

Cervical screening can sometimes be uncomfortable and awkward, but routine cervical screening is your best protection against cervical cancer. If it is time to get your (5 yearly) cervical screen, healthcare providers and clinics are encouraging people with a cervix to get screened.

Sexual behaviours may have changed due to the social restrictions. If you think you need a sexually transmissible infections test, don't wait - contact your local health service.

Accessing testing and screening services looks different during a pandemic, but it is still essential. If you have any questions about these services, contact your local health service or GP to find out more information.

#YouAreAPriority #ItsAllEssentialCare #GenderEqualRecovery  
#CervicalScreeningIsEssential #STITestingIsEssential

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<p><b>Instagram text</b></p>	<p>Despite the social restrictions in place during the pandemic, testing and treatment of sexually transmissible infections and cervical screening remain essential. Sexual behaviours may have changed due to the social restrictions. If you think you need a sexually transmissible infections test, don't wait, contact your local health service. #YouAreAPriority #ItsAllEssentialCare #GenderEqualRecovery #CervicalScreeningIsEssential #STITestingIsEssential <b>Add last two paragraphs of the Facebook text as the first comment instead of in the caption.</b></p>
<p><b>Twitter text</b></p>	<p>Despite the social restrictions in place during the pandemic, the testing and treatment of STIs and cervical screening remain essential. Contact your local health service or GP to find out more information. #YouAreAPriority #ItsAllEssentialCare #GenderEqualRecovery #CervicalScreeningIsEssential #STITestingIsEssential</p>

**Friday 2<sup>nd</sup> of October - Sexual Wellbeing Is Essential**

<p><b>Image description</b></p> 	<p>Orange tile with a background pattern of illustrated underwear. Large centred white circle featuring the text “Sexual wellbeing is essential” accompanied by campaign hashtags “You are a priority”, “It’s all essential care” and “Gender equal recovery”</p>
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<p><b>Facebook text</b></p>	<p>Sex and intimacy are human needs. While sexual behaviour may have changed throughout the pandemic, we can still be sex positive and take care of ourselves and each other.</p> <p>Staying at home may have presented an opportunity to explore your sexuality and to realise that there is not one way to have sex or one way that sex looks. There are lots of great and different ways to have sex as long as consent comes first. However you are having sex (or not having sex) throughout this period, you deserve to be empowered to make decisions about your body and to have access to reliable, supportive information about your sexual and reproductive health.</p> <p>For many of you, the lockdown period may have been a great time to connect with each other and increase communication about sex and sexuality. It may have been an opportunity to explore your sexuality, your desires, and your needs. Your relationships may have felt under strain due to extended periods of close proximity, or you may be feeling pressure because of extended periods of distance. Whatever your experience, your rights to healthy, respectful relationships that are free from shame and stigma remain during a pandemic.  #YouAreAPriority #ItsAllEssentialCare #GenderEqualRecovery #SexualWellbeingIsEssential</p> <p><i>You have the right to safe and appropriate healthcare, at all times, including during a pandemic. This means that the health care services that you access are high quality and safe spaces; are culturally appropriate and use interpreters; are open to questions and communication that helps you make the right healthcare choices for your situation; provide accurate and evidence based information; respect your privacy; and respect your pronouns and relationships.</i></p> <p><i>If you or someone you know has questions about accessing sexual and reproductive health services, please call 1800 My Options on 1800 696 784.</i></p> <p><i>You have the right to make your own choices regarding your sexual and reproductive health. If you feel like someone is controlling these choices by using pressure or violence, please call 1800RESPECT 1800 737 732.</i></p>
<p><b>Instagram text</b></p>	<p>Same as Facebook, but <b>add last two paragraphs as the first comment instead of in the caption.</b></p>
<p><b>Twitter text</b></p>	<p><b>Post 1:</b> Sexual wellbeing is essential. However you are having sex (or not) right now, you deserve to be empowered to make decisions about your body and to have access to reliable, supportive info about your SRH. #YouAreAPriority #ItsAllEssentialCare #GenderEqualRecovery #SexualWellbeingIsEssential</p> <p><b>Post 2:</b> Sexual wellbeing is essential. Your rights to healthy, respectful relationships that are free from shame and stigma remain during a pandemic. #YouAreAPriority #ItsAllEssentialCare #GenderEqualRecovery #SexualWellbeingIsEssential</p>