

Social Media Toolkit

Title: Reproductive Health

For use during Week 51: December 23, 2019-December 29, 2019

Launch Date: December 12, 2019

Introduction

**Describe content of toolkit.*

**Describe background of topic*

**Describe the source(s) for the toolkit content*

This social media toolkit will include five Facebook posts, five Instagram posts, ten Twitter posts, and ten hashtags regarding reproductive health to be posted by the public health departments in Brown, Butler, Clermont, and Clinton County throughout the week of December 23rd, 2019. Each post will include a mixture of text, pictures, infographics, and hashtags.

Reproductive health is not merely the absence of disease, but a state of complete physical, mental and social well-being in all matters relating to the reproductive system and to its functions and processes.¹ This includes maternal and infant health, contraception, teen pregnancy, breastfeeding, sexually-transmitted infections, and maternal and infant death. Maternal mortality is unacceptably high. In 2017, roughly 295,000 women died during and following pregnancy and childbirth.² Ninety-four percent of these deaths occurred in low-resource settings and most could have been prevented.²

For adolescents, an estimated 2.1 million were living with HIV in 2016. Access to condoms, HIV testing and counseling, and stronger links to HIV treatment services are needed for young people to knowledgeably protect themselves.³ Globally, the leading cause of death for 15 to 19 year old girls is complications from pregnancy and childbirth.³ Better access to contraceptive information and services can reduce the number of adolescent pregnancies and fatalities due to unsafe abortion.³

In Ohio, the teen birth rate has been steadily decreasing since 2008.⁴ In 2017, for girls 15 to 19, the overall birth rate was 20.8 per 1,000 females, a 7% reduction from 2016. In 2018, the birth rate for girls 15 to 17 decreased an average of 9.1% and 6.3% for girls 18 to 19 years.⁴ Only about half of teenage girls receive prenatal care in the first trimester as compared to more than 77% of women aged 30-34 years which is the age group with the highest percentage of women receiving prenatal care in the first trimester.⁴

Information obtained from the Centers for Disease Control and Prevention, World Health Organization, and the U.S. Department of Health and Human Services will be prominent sources used for the content of the toolkit.

Target audience/high-risk subsets

Female adults and adolescents in Brown, Butler, Clermont, and Clinton counties are our target audience. High-risk populations are African American mothers; teens aged 15 to 17; sexually active persons, adolescents who are taught abstinence-only education.

Target Audience Needs/Issues/Considerations

Teen mothers experience higher infant mortality. Sexually-active adolescents may be unable to afford services, have a lack of knowledge about available services, or fear negative attitudes or a lack of confidentiality among providers. Even if adolescents have never had sexual intercourse, they may have begun to explore intimate relationships and to engage in activities such as kissing, hugging and fondling. Changes during puberty can be extremely confusing. The target audience needs access to youth-friendly reproductive health services and information. They need accurate information about what their body is undergoing. The Conservative party, religious organizations, and people with a "pro-life" stance may post opposition to the stance that public health departments may take. They may want to limit sex education because of the fear of teens becoming sexually active.

Supporting Campaigns

Planned Parenthood plannedparenthood.org/

Power to Decide <https://powertodecide.org/>

Advocates for Youth <https://advocatesforyouth.org/>

Centers for Disease Control and Prevention cdc.gov/

Do Something dosomething.org/us/campaigns

References

¹World Health Organization (n.d.) Reproductive Health. Retrieved from <https://www.who.int/westernpacific/health-topics/reproductive-health>

²World Health Organization (n.d.) Maternal Mortality. Retrieved from <https://www.who.int/en/news-room/fact-sheets/detail/maternal-mortality>

³World Health Organization (n.d.) Adolescent Health Risks and Solutions. Retrieved from <https://www.who.int/en/news-room/fact-sheets/detail/adolescents-health-risks-and-solutions>

⁴Ohio Department of Health (2018, August 8). Ohio Teen Birth Fact Sheet. Retrieved from <https://odh.ohio.gov/wps/portal/gov/odh/know-our-programs/reproductive-health-and-wellness-program/resources/teen-birth-fact-sheet>

Toolkit Content

Please list: Developer(s) Affiliation(s) Title(s)	Laurie Hamame, Cleveland State University, MPH student Hamza Ali, Youngstown State University, MPH student Kennedy Thompson, Youngstown State University, 4 + 1 MPH student Dania El-Shaar, Northeast Ohio Medical University, MPH student Rachael Bucey Leopold, Cleveland State University, MPH student																																					
Estimated time used to create	4 hours																																					
Date submitted	06 December 2019																																					
DUE date & TARGET date for release (Monday)	06 December 2019 09 December 2019																																					
Approvals (Needs at least one reviewer per column—initial appropriate column)	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 40%;">Reviewer</th> <th style="width: 10%;">Date</th> <th style="width: 15%;">Format & language (grammar)</th> <th style="width: 10%;">Social media content</th> <th style="width: 10%;">Public health content</th> </tr> </thead> <tbody> <tr> <td>Amy Lee</td> <td>12/10/19</td> <td>AL</td> <td></td> <td></td> </tr> <tr> <td>Kim Trowbridge</td> <td>12/11/19</td> <td>KT</td> <td>KT</td> <td>KT</td> </tr> <tr> <td> </td> <td> </td> <td> </td> <td> </td> <td> </td> </tr> <tr> <td> </td> <td> </td> <td> </td> <td> </td> <td> </td> </tr> </tbody> </table> <p>Approvers Instructions</p> <ul style="list-style-type: none"> • Please approve by the target date for release. Approvers may review for more than one review category (e.g. both public health content and social media content). At least one approver is needed per category; two approvers are preferred. • Feel free to add or make edits—there will not be an opportunity for the original student group to make further edits <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 30%;">Reviewer</th> <th>Items for review</th> </tr> </thead> <tbody> <tr> <td>Public health content</td> <td>Information provided is current (within six months of launch date or the most recent information as relevant for a specific topic e.g. the latest guidelines). Also, from a credible source.</td> </tr> <tr> <td>Social media content</td> <td>Layout, imaging, length of posts</td> </tr> <tr> <td>Format and language</td> <td>Good grammar, punctuation, format compliant with toolkit guidelines.</td> </tr> </tbody> </table>					Reviewer	Date	Format & language (grammar)	Social media content	Public health content	Amy Lee	12/10/19	AL			Kim Trowbridge	12/11/19	KT	KT	KT											Reviewer	Items for review	Public health content	Information provided is current (within six months of launch date or the most recent information as relevant for a specific topic e.g. the latest guidelines). Also, from a credible source.	Social media content	Layout, imaging, length of posts	Format and language	Good grammar, punctuation, format compliant with toolkit guidelines.
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Accuracy	Sources of all data are provided (all credible sources) YES or NO																																					
Social Media Platforms Included	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 50%;">Platform</th> <th style="width: 20%;">Ideal number</th> <th style="width: 10%; background-color: #ffff00;">In this toolkit</th> </tr> </thead> <tbody> <tr> <td>Facebook</td> <td style="text-align: center;">5</td> <td style="text-align: center;">5</td> </tr> <tr> <td>Twitter</td> <td style="text-align: center;">10</td> <td style="text-align: center;">10</td> </tr> <tr> <td>Instagram</td> <td style="text-align: center;">5</td> <td style="text-align: center;">5</td> </tr> <tr> <td>Hashtags (for Twitter or Instagram)</td> <td style="text-align: center;">10</td> <td style="text-align: center;">10</td> </tr> <tr> <td>Video (YouTube)</td> <td style="text-align: center;">Optional</td> <td style="text-align: center;">0</td> </tr> <tr> <td>Print media (e.g. press release)</td> <td style="text-align: center;">Optional</td> <td style="text-align: center;">0</td> </tr> <tr> <td>Other (list): Photos Blog post ideas</td> <td style="text-align: center;">Optional</td> <td style="text-align: center;">0</td> </tr> </tbody> </table>					Platform	Ideal number	In this toolkit	Facebook	5	5	Twitter	10	10	Instagram	5	5	Hashtags (for Twitter or Instagram)	10	10	Video (YouTube)	Optional	0	Print media (e.g. press release)	Optional	0	Other (list): Photos Blog post ideas	Optional	0									
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FACEBOOK

<p>Facebook 1</p>	<p>Do you remember your high school sex education? According to the Guttmacher Institute, only half of U.S. states mandate sex education. In Ohio, sex and HIV education are mandated but it does not have to be medically accurate, age or culturally appropriate. Ohio schools are not obligated to mention consent, sexual assault, sexual orientation, or healthy decision-making. Parents can also opt their children out of education altogether. http://education.ohio.gov/Topics/Learning-in-Ohio/Health-Education</p> <p>@PlannedParenthood believes sex education should be medically-accurate, evidence-based, age-appropriate, and unbiased. Check out their awesome digital tools to get started on your comprehensive #SexEd → https://www.plannedparenthood.org/learn/for-educators/digital-tools</p>
<p>Facebook 2</p>	<p>#ZikaVirus can cause severe birth defects from being passed from a pregnant woman to her fetus. Since it is spread primarily through mosquitoes, there is no vaccine available. It is not well known how severe the effects of Zika infection can be for a pregnancy, so it is best to take steps to prevent infection! Check out the CDC guide for tips to protect yourself. #PrenatalCare → https://www.cdc.gov/pregnancy/zika/protect-yourself.html</p>
<p>Facebook 3</p>	<p>It's not easy raising a baby, yet America has the highest teen pregnancy rate of any industrialized nation, according to the Centers for Disease Control and Prevention. Challenge your kids to take care of a phone baby for a day. This digital "texting baby" will teach them a thing or two about what it's like to be a teen parent and prevent risky sexual behavior. #SexEd #TeenPregnancy https://www.dosomething.org/us/campaigns/pregnancy-text/community</p>

<p>Facebook 1</p>	 <p>Planned Parenthood December 5 at 2:14 PM · 🌐</p> <p>Want to cozy up with a new read? "In Case You're Curious" is a big book of answers to the most popular and interesting questions young people have about their bodies, STDs, and more.</p> <p>Bonus: all royalties from sales of the book support Planned Parenthood education programs across the country.</p> <p>ROMPER.COM Planned Parenthood's New Book About Sex Can Answers All Your Teens Surprising Q's</p>	<pre><iframe src="https://www.facebook.com/plugins/post. php?href=https%3A%2F%2Fwww.facebook.co m%2FPlannedParenthood%2Fposts%2F313879 5706136452&width=500" width="500" height="575" style="border:none;overflow:hidden" scrolling="no" frameborder="0" allowTransparency="true" allow="encrypted- media"></iframe> Accessed 12/10/19</pre>
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Facebook 2

CDC STD
November 28 at 8:09 AM · 🌐

Looking for a quick way to let your patients know what's happening with STDs, why it matters, and what they can do? This downloadable infographic can help! <https://bit.ly/36ezc6y>

in 2018
STDs SURGE FOR THE FIFTH STRAIGHT YEAR, REACHING AN ALL-TIME HIGH.

583,405 CASES OF GONORRHEA
87% are men since 2014

115,045 CASES OF SYPHILIS
77% are men since 2014

1,306 CASES OF SYPHILIS AMONG NEUROLOGISTS
88% are men since 2014

Anyone who has sex is at risk, but some groups are more affected:

- YOUNG PEOPLE AGED 15-24
- GAY & BISEXUAL MEN
- PREGNANT WOMEN

LEFT UNTREATED, STDs CAN CAUSE:

- INCREASED RISK OF SPREADING HIV
- LONG-TERM PELVIC/RECTOWAL PAIN
- INABILITY TO GET PREGNANT OR PREGNANCY COMPLICATIONS

PREVENT THE SPREAD OF STDs WITH THREE SIMPLE STEPS:
TALK **TEST** **TREAT**

The State of STDs in 2018 | CDC
Infographic for 2018 STD Surveillance

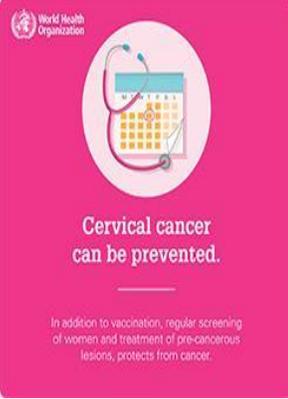
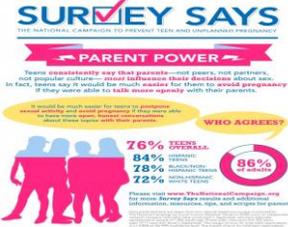
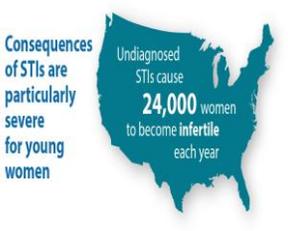
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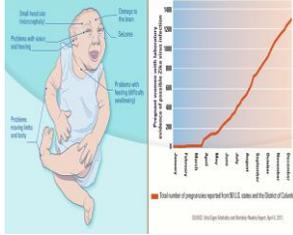
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scrolling="no" frameborder="0"  
allowTransparency="true" allow="encrypted-  
media"></iframe>  
Accessed 12/10/19
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TWEETS

Tweet 1	Ohio is #taxfreeperiod. There will no longer be a sales tax on feminine hygiene products. Accessing medically necessary #menstruation products is now more equitable thanks to @GovMikeDeWine.
Tweet 2	Inspire others to stand up for reproductive health. Share your stories with us! #ThisIsPublicHealth
Tweet 3	Nearly 38,000,000 people globally are living with #HIV or #AIDS. Want the fast facts? Check out this link → https://www.womenshealth.gov/hiv-and-aids/hiv-and-aids-basics/facts-about-hiv-and-aids
Tweet 4	@CDCgov says #Zika virus can be passed from pregnant woman to her fetus and through unprotected sex with affected individuals. Stay informed! #FemaleHealth #Contraception
Tweet 5	This Cincinnati Reproductive Life Plan can help your health care provider better understand what you are looking for in your #contraception method. Bring it to your next check up! → https://odh.ohio.gov/wps/portal/gov/odh/know-our-programs/maternal-child-health-program/media/Reproductive_Life_Plan+_Cinci via @OhioDeptofHealth
Tweet 6	Some #BirthControl methods are 99.7% effective with perfect use. Find a health center near you to find your perfect fit and reduce your chance of pregnancy! → https://findahealthcenter.hrsa.gov/
Tweet 7	#STD testing is important for all! At home tests are now available @nurxapp #endthestigma
Tweet 8	#Breastfeeding can provide an infant with many benefits but can be difficult. For more information and tips on breastfeeding visit https://www.womenshealth.gov/breastfeeding
Tweet 9	The @ACOG calls climate change an urgent #womenshealth concern. New data links extreme heat to premature births. RT: "Here's how climate change could affect pregnant women and newborns"
Tweet 10	Doing something positive for your growing baby is as easy as popping a daily supplement. #Prenatal vitamins increase #maternalhealth and #infanthealth by filling nutrition gaps and supporting fetal development → https://www.healthline.com/health/pregnancy/best-prenatal-vitamins

INSTAGRAM

	Infographic	Website	Caption (if provided)	When accessed	Permission
<p>Instagram 1</p>		<p>https://www.who.int/reproductivehealth/publications/cancers/cervical-cancer-infographics/en/</p>	<p>Womens' preventive health services provided without extra costs to you #reproductiverights</p>	<p>Dec. 03, 2019</p>	<p>Source: World Health Organization</p>
<p>Instagram 2</p>		<p>http://modernlatina.com/national-teen-pregnancy-prevention-month-stayteen/</p>	<p>Start the conversation! #talkingispower #sexed</p>	<p>Dec. 03, 2019</p>	<p>Source: Modern Latina, The National Campaign</p>
<p>Instagram 3</p>		<p>https://www.cdc.gov/nbddd/birthdefects/infographics/pact/index.html</p>	<p>Make a PACT for birth defect prevention! #infantmortality</p>	<p>Dec. 03, 2019</p>	<p>Source: Centers for Disease Control and Prevention</p>
<p>Instagram 4</p>		<p>https://www.cdc.gov/std/products/infographics.htm</p>	<p>Get tested for an STI at your local clinic! #endthestigma #reproductivehealth</p>	<p>Dec. 04, 2019</p>	<p>Source: Centers for Disease Control and Prevention</p>

Instagram 5	<p>Congenital Zika syndrome is a pattern of birth defects in babies infected with Zika during pregnancy</p>  <p>Reported cases of pregnant women with any lab evidence of possible Zika increased in 2016</p> <p>Good head-to-head response Problems with vision and hearing Problems moving body parts Changes to the brain Seizures Problems with breathing</p> <p>Each number of pregnancies reported from 10 U.S. states and the District of Columbia</p> <p>2016: 1000 2017: 1000 2018: 1000 2019: 1000 2020: 1000 2021: 1000 2022: 1000 2023: 1000 2024: 1000 2025: 1000 2026: 1000 2027: 1000 2028: 1000 2029: 1000 2030: 1000</p>	https://www.cdc.gov/vitalsigns/zika-babies/infographic.htm	<p>Mosquito prevention protects pregnancy and it starts with you! #infanthealth</p>	<p>Dec. 04, 2019</p>	<p>Source: Centers for Disease Control and Prevention</p>
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RELEVANT HASHTAGS

	Hashtag
Hashtag 1	#ReproductiveHealth
Hashtag 2	#WomensRights
Hashtag 3	#FemaleHealth
Hashtag 4	#WomensHealth
Hashtag 5	#ReproductiveRights
Hashtag 6	#BirthControl
Hashtag 7	#Contraception
Hashtag 8	#MaternalHealth
Hashtag 9	#PublicHealth
Hashtag 10	#SexEd