

CAPP Toolkit

# SEX ED FOR ALL Month



Community Adolescent  
Pregnancy Prevention

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# Working with MEDIA

# How to send a press release.

Media coverage can play an important role in getting your message to the communities you serve. One good way to connect with media outlets in key months relating to adolescent pregnancy prevention is to send a press release. Media outlets appreciate a professional approach to receiving newsworthy information. Here are some steps to take to communicate with your local media.

**1 Identify media outlets in your area.** Create a list of all local media outlets in your area (newspapers, radio stations, TV shows, etc.), identify key contacts at each outlet, and find their e-mail addresses. If you're unsure who to contact at an outlet, it's ok to call and ask who the appropriate person would be for your story. Most media outlets have a specific contact for news releases listed on their website.

**2 Update the CAPP-provided press release with your specific information.** In the example press releases, you'll notice [placeholders] in red text with brackets around it. These placeholders need to be updated with your specific information. Once all placeholders are updated, turn all text to black. Additionally, add any county-specific data that may be relevant (example: local teen pregnancy rates, local fact sheets, etc.).

**3 E-mail your media contact list.** When e-mailing the press release, start with a short introduction and something like "We have some information we thought your viewers/readers would be interested in. I hope you're able to use the below press release regarding 'Let's Talk Month.' Please let me know if we can provide anything else. Thank you!"

For the subject line, use "Press Release:" and then the actual headline of the press release to make it easy for the news outlets to know what you are sending them. Copy and paste the press release into the body of the e-mail message.

*Note: Send the press release to one media outlet at a time – do not send one e-mail to all media contacts in your area and do not use the BCC option. Make it personal and professional!*

**4 Prepare for any questions.** After sending the press release, a local reporter may call you for additional information, questions or quotes. Be prepared for this conversation. Have 2 or 3 key points that you want to reiterate and make sure you know any relevant statistics. Sending a press release does not guarantee media coverage, which is why timing and message play an important role.

**5 Monitor local coverage and follow up.** Keep track of any outlets that cover your story and send them a quick follow-up note letting them know you appreciate the awareness they brought to CAPP.





# Sample press release

The sample press release can be downloaded from the CAPP website at <https://pcaiowa.org/grantees/capp>.

## FOR IMMEDIATE RELEASE

Contact: [ORGANIZATION AND CONTACT NAME]

Phone: [CONTACT]

Email: [CONTACT]

### Start the Conversation About Sex

May, 2020 – May is *Sex Ed for All Month*, which focuses on empowering young people with the sexual health information they need to make informed decisions. Topics include medically accurate terms, birth control and contraceptive options, consent information and more. *Sex Ed for All Month* is truly focused on “all” individuals regardless of gender, race, sexual orientation, culture, abilities/disabilities or socioeconomic status. Several organizations, such as [ORGANIZATION NAME], have tools available to help young people equip themselves with the knowledge they need to make informed decisions about their relationships.

In 2019, Prevent Child Abuse Iowa released research findings regarding Iowans’ perceptions of healthy relationships, sex and consent. Iowa youth ranked “healthy relationships” and “consent” as the most important topics among eight other conversations to have with trusted adults. The research also revealed that Iowa adolescents desired advice about using contraception/protection, recognizing when they were ready for sex, communicating consent and abstaining. However, when parents/guardians were asked about topics that they’ve discussed with their dependents, “sexual health” and “pregnancy” were the least discussed topics in Iowa households.

[This is a great spot to insert local events for *Sex Ed For All Month* or other sex education tools/events/opportunities.]

For more information on *Sex Ed for All Month*, reach out to [ORGANIZATION NAME] at [PHONE/EMAIL CONTACT].



# :30 radio sample

The sample :30 radio script and :30 audio file can be downloaded from the CAPP website at <https://pcaiowa.org/grantees/capp>. These can be used locally to help get the word out about Sex Ed for all Month.



## Drive Thru :30 Radio

### **Woman through drive-thru speaker:**

*May I take your order?*

### **Teen girl:**

*I'll take a boyfriend with dark hair, who's into music.*

*Oh, and hold the sex, please.*

### **Music up, teen girl over:**

*Okay – teen relationships aren't that easy. However, just like placing your order, you are in control. Especially when it comes to sexual activity. You have the right to say no. Talk with your partner if you're not ready. And if you do decide to have sex, always use birth control or contraceptives to prevent STIs or an unplanned pregnancy.*

### **Woman (quick read):**

*This message brought to you by the Community Adolescent Pregnancy Prevention Program at Prevent Child Abuse Iowa.*

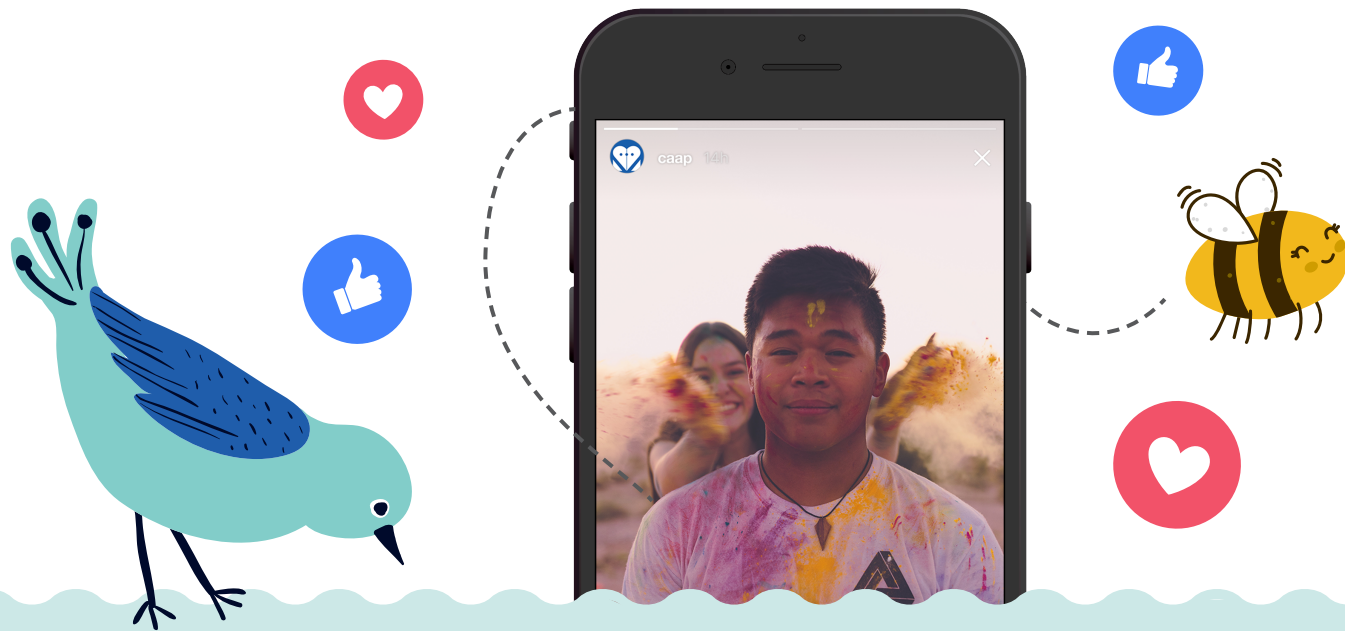




**Social** MEDIA

# So socially savvy

Social media can help you connect with your audience, share your message, and build awareness of your services, so it's important to establish relevant social media profiles where you can share content. Below are a few helpful tips to keep in mind when sharing.



## Helpful Tips:

- **Always post with an image.** Some social media platforms, like Instagram and Snapchat, require posting with an image. Other platforms, like Facebook and Twitter, don't require images. We recommend always post with an image to improve engagement. You can use the images provided in this guide or create your own.
- **Schedule posts in advance.** Posting to social media accounts can be time consuming. Use a site like [HootSuite](#) (they offer free plans) to schedule your posts in advance and save time.
- **Use insights to learn about your audience.** Your Facebook Page and Instagram Business Account can provide a wealth of data about your followers. You can learn more about their demographics, what time of day they're most active, where they're from, and what type of content they respond best to. Use these insights to tailor your posts to your audience.
- **Use stories to share content in the moment.** Both Facebook and Instagram have a story feature that allows you to share photos and videos as they happen. Stories are a great way to share a behind-the-scenes look at an event, or a quick on-camera message.  
[How to post a Facebook Story](#)  
[How to post an Instagram Story](#)
- **Tag other pages for additional reach.** If you're going to mention another person/business in a post, we recommend tagging their profile both in the photo and in the caption. Mentioning and tagging are great ways to make connections with others in your community while also increasing the reach of your post.
- **Use healthy relationships as a gateway message.** As we learned from our research, adolescents and parents both place a great deal of importance on the topic of healthy relationships. Keep this in mind when you're approaching topics about pregnancy prevention.



# Social media

This document contains social media posts for both Facebook and Instagram. Tactics such as hashtags and the inclusion of links are the primary differences between the two platforms.

Social media images are sized appropriately for both Facebook and Instagram, and can be downloaded from the CAPP website at <https://pcaiowa.org/grantees/capp>.

## Facebook: Post Copy

May means the end of the school year is near. But it's also Sex Ed for All Month in Iowa. When it comes to deciding if it's time to have sex and finding accurate information, IT'S ALL YOU! You have the right to say NO to any activity at any time. Rely only on trusted sources for info: Your doctor, school nurse, parent or visit [\[website\]](#). If you do decide to have sex, make sure you use birth control or contraceptives. You can find free condoms at <https://www.myiacondoms.org/> or [\[insert local clinic/resource\]](#).

Happy prom season! You pick your date and your outfit. So while you're calling all the shots, remember this: You're in control of what happens at the end of the night, too. If you're not ready for private/alone time with your date, stick with your friends. If it does end up being a 1-on-1, don't be afraid to communicate your personal boundaries. After all, IT'S YOUR PROM!!!

What do hugs and condoms have in common?

They're both FREE!

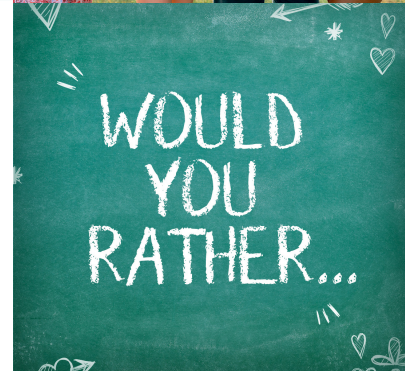
Find free condoms at <https://www.myiacondoms.org/> or [\[insert local clinic/resource\]](#). And remember – you're in control when it comes to having sex. If you're not ready, talk with your partner.

Would you rather:

- Talk with your partner about safe sex?
- Catch an STI (sexually transmitted infection)?
- Or have an unplanned pregnancy?

The answer's pretty clear, huh? Talking to your partner about sex, while maybe a bit awkward at first, is WAY better than the alternatives. For more information about having "the talk," visit [\[website\]](#).

## Image (Thumbnail)



### Facebook: Post Copy

Who deserves access to accurate information about sexual health? EVERYONE, of course! No matter your race, gender, sexual orientation, family income or special needs – as an Iowa teen, you have the right to info that can help you make an informed decision about sex. Here's a great place to start: [\[website\]](#).

Who decides when it's okay to have sex?

- a. You
- b. Your partner
- c. Your parent
- d. Your doctor

If you guessed "a" you get an A+! Nobody else can tell you when it's cool to have sex. It's all you! If you're not ready, talk to your partner. Because respecting each other's boundaries and discussing possible outcomes is a smart move.

Summer vacay means it's time to play! But no matter what you do, play it safe when it comes to sexual activity. Talk openly with your partner to see if you're both ready. And if one of you isn't, that's as cool as a dip in the pool. But if you do decide to have sex, make sure you use a condom or contraceptives. Because an STI or unplanned pregnancy could ruin your summer. Get free condoms at <https://www.myiacondoms.org/> or [\[insert local clinic/resource\]](#). Make it a summer to remember ... for all the right reasons!

The end of May means it's the end of Sex Ed For All Month. But your right to say no to sex – and to get accurate information about sexual health – happens every day, all year long!

For tips on talking to your partner about sex, or to find people or places that can give you accurate sexual health information, visit [\[website\]](#). Have a great summer!

### Image (Thumbnail)





## Social media (continued)

### Important Note about Instagram Bios & Links

- For posts that mention “free condoms” (posts 1, 3 & 7), please include this link in your organization’s Instagram bio: <https://www.myacondoms.org/>
- For all other posts related to talking about sex and finding accurate information, please update your Instagram bio to include a link to your organization’s website

#### Instagram: Post Copy

May means the end of the school year is near. But it’s also Sex Ed for All Month in Iowa. When it comes to deciding if it’s time to have sex and finding accurate information, IT’S ALL YOU! You have the right to say NO to any activity at any time. Rely only on trusted sources for info: Your doctor, school nurse, parent or trusted adult. If you do decide to have sex, make sure you use birth control or contraceptives. To find free condoms in your area, visit the link in our bio.

#iowa #safesex #sexedforallmonth #condoms #freecondoms #teens #free

Happy prom season! You pick your date and your outfit. So while you’re calling all the shots, remember this: You’re in control of what happens at the end of the night, too. If you’re not ready for private/alone time with your date, stick with your friends. If it does end up being a 1-on-1, don’t be afraid to communicate your personal boundaries. After all, IT’S YOUR PROM!!!

#prom #prom2020 #promposal #iowa #safesex #sexedforallmonth

What do hugs and condoms have in common?

They’re both FREE!

To find free condoms in your area, visit the link in our bio. And remember – you’re in control when it comes to having sex. If you’re not ready, talk with your partner.

#iowa #safesex #sexedforallmonth #condoms #freecondoms #teens #free

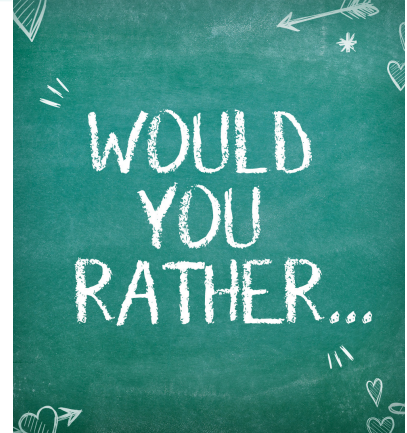
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- Or have an unplanned pregnancy?

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#sextalk #letstalk #iowa #teens #wouldyourather #safesex #sexedforallmonth

#### Image (Thumbnail)



## Social media (continued)

### Instagram: Post Copy

Who deserves access to accurate information about sexual health? EVERYONE, of course! No matter your race, gender, sexual orientation, family income or special needs – as an Iowa teen, you have the right to info that can help you make an informed decision about sex. For a great place to start, visit the link in our bio.

#iowa #safesex #sexedforallmonth #condoms #freecondoms #teens #free

### Image (Thumbnail)



Who decides when it's okay to have sex?

- a. You
- b. Your partner
- c. Your parent
- d. Your doctor

If you guessed “a” you get an A+! Nobody else can tell you when it's cool to have sex. It's all you! If you're not ready, talk to your partner. Because respecting each other's boundaries and discussing possible outcomes is a smart move.

#sextalk #letstalk #popquiz #iowa #teens #safesex #sexedforallmonth



Summer vacay means it's time to play! But no matter what you do, play it safe when it comes to sexual activity. Talk openly with your partner to see if you're both ready. And if one of you isn't, that's as cool as a dip in the pool. But if you do decide to have sex, make sure you use a condom or contraceptives. Because an STI or unplanned pregnancy could ruin your summer. To find free condoms in your area, visit the link in our bio. Make it a summer to remember ... for all the right reasons!

#summer #summerbreak #vacation #iowa #teens #safesex #sexedforallmonth  
#condoms #freecondoms #free



The end of May means it's the end of Sex Ed For All Month. But your right to say no to sex – and to get accurate information about sexual health – happens every day, all year long!

For tips on talking to your partner about sex, or to find people or places that can give you accurate sexual health information, visit the link in our bio. Have a great summer!

#summer #summerbreak #vacation #iowa #teens #safesex #sexedforallmonth  
#condoms #freecondoms #free







# Involving the (COMMUNITY



## Roots run deep

Build awareness for Sex Ed for All Month by partnering with others in your community, sponsoring events, and getting the message out.

### Don't know where to start? Here are some ideas ...

There are many organizations in your community that might be interested in partnering with you for Sex Ed for All Month initiatives, including:

- Child development agencies
- Faith-based communities
- Family services
- Health organizations
- Hospitals
- Mentoring programs (like Big Brothers/Big Sisters)
- Parent organizations
- Recreation centers (like YMCAs and/or YWCAs)
- Schools
- Social services
- Women's groups
- Youth groups (like Boy Scouts/Girl Scouts)

## Community events

Hosting events provides a great opportunity to start the conversation, answer questions, and encourage ongoing discussions.

### Health Fairs

Partner with schools and health care providers to host a teen and parent health fair. Use this as an opportunity to discuss sexual health, healthy relationships and how to have open conversations.

### Parent/Teen Workshops

Host a "Healthy Relationships" parent/teen workshop. Attendees can use the takeaways of this workshop as an opportunity to start a conversation about sexual health.

### Parent Panels

Host a panel for parents and adult leaders in the community to attend to better understand how to educate teens about sex, how to be an "askable" parent, how to promote healthy relationships, etc.



## Get creative!



Think of innovative ways to get your message out into the community.

- Ask local schools if you can provide Sex Ed for All Month content for newsletters, school calendars, etc.
- Create and/or promote sex education materials for young people with various disabilities or chronic illnesses. These could be materials with braille, videos with subtitles, educational tools with more detail for paralysis, etc.
- Post fliers at local businesses. Ask local restaurants if you're able to put table tents around the restaurant to promote events.
- Ask local media outlets if you're able to do a live interview to promote Sex Ed for All Month and any events you're hosting.
- Ask schools to sponsor a poster or essay contest, on the topic of sex education, consent, or empowerment.
- Provide parents with resources, such as the "It's always time for the talk" brochure.
- Purchase "Game On! The Ultimate Sexuality Education Gaming Guide" and host game nights. You can find the game here: <https://www.sexedstore.com/game-on/>
- Host sex education trivia at a local coffee shop and give away free candy and condoms.



## Sample newsletter content

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The sample newsletter can be downloaded from the CAPP website at <https://pcaiowa.org/grantees/capp>.

### ***It's All You! May is Sex Ed for All Month***

Pop quiz: Who decides when it's time to have sex? The answer is easy: *It's All You!* There's no right age, moment or relationship status – it's totally your call! Everyone has the right to say NO to ANY sexual activity at ANY time. Talking openly with your partner about sex shows a respect for each other's comfort level and lets you be clear about the consequences, like STIs and unwanted pregnancy. If you do decide to have sex, make sure you use birth control or contraceptives. You can find free condoms at [myiacondoms.org](https://myiacondoms.org) or [\[insert local clinic/resource\]](#). And don't believe everything you hear or see. Rely only on trusted sources for sex information and education: A parent, your doctor or your school nurse, or visit [\[website\]](#).





## Community Adolescent Pregnancy Prevention

Prevent Child Abuse Iowa  
501 SW 7th Street, Suite G | Des Moines, IA 50309  
[pcaiowa.org/prevention/capp](http://pcaiowa.org/prevention/capp)