



**Ready for some
pillow talk?**

**Prêt(e)s pour
des confidences
sur l'oreiller?**

#SRH2017

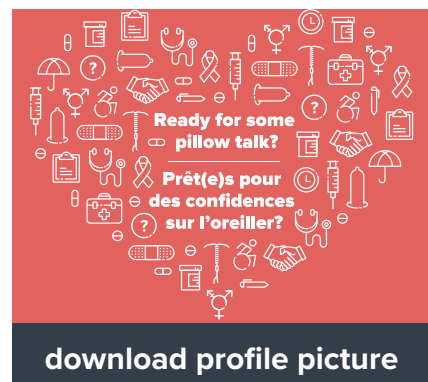
Social Media Toolkit



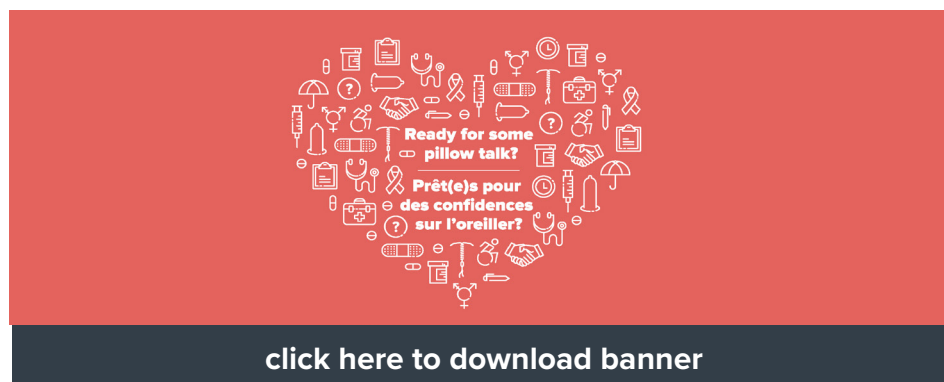
Twitter



Twitter



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HASHTAGS

#SRH2017
#PillowTalk
#CDNhealth
#SRHR
#DrPatientRelationship

SAMPLE TWEETS

Hey twittersphere, what does good healthcare look like to you? Share your voice!
#SRH2017 #pillowtalk #CDNhealth

Quick tip: Have a new patient/client? Check your assumptions! #SRH2017 #pillowtalk
#CDNhealth #DrPatientRelationship

Want a non-judgmental non-stigmatizing practice? Check this out: www.srhweek.ca/2017handbook #SRH2017 #PillowTalk #CDNhealth

Building trust in the healthcare system is important, join the conversation! www.srhweek.ca #SRH2017 #pillowtalk #CDNhealth

Open communication between #healthcare providers & clients is crucial to sexual & repro health #SRH2017 #pillowtalk #DrPatientRelationship

Acknowledge feelings or ways clients need to take care of themselves without judgment #SRH2017 #pillowtalk #CDNhealth

Here's how you can help create a more inclusive and mindful environment in #healthcare! www.srhweek.ca/2017handbook #SRH2017 #pillowtalk

Many factors affect the healthcare Indigenous people receive in Canada www.srhweek.ca/providers/people-and-communities/indigenous-communities #SRH2017 #PillowTalk #CDNhealth

Help ensure all ppl feel safe accessing #CDNhealth services they need, join the conversation! #SRH2017 #pillowtalk #DrPatientRelationship

Check your gender and sexuality assumptions – ask questions without relying on binary assumptions or language #SRH2017 #pillowtalk

Work in an emergency health care setting? Here's how you can make visitor policies more inclusive www.srhweek.ca/2017handbook #SRH2017 #PillowTalk

Communication is important in #healthcare, be mindful of language barriers. Learn tips at www.srhweek.ca/2017handbook #SRH2017 #PillowTalk

Avoid assumptions by asking open-ended and culturally sensitive questions #SRH2017 #PillowTalk #CDNhealth

Is that question medically relevant or is it your own curiosity? Do your part to check your assumptions! #SRH2017 #PillowTalk #cdnhealth

HIV status should never prevent anyone from love, friendship, family or quality #healthcare #SRH2017 #PillowTalk #CDNhealth

You can make a difference! Train yourself/staff in stigma reduction with the right tools www.srhweek.ca/2017handbook #SRH2017 #PillowTalk

You can make a difference! Train yourself/staff in de-escalation techniques, where police are a last resort #SRH2017



Twitter



Facebook

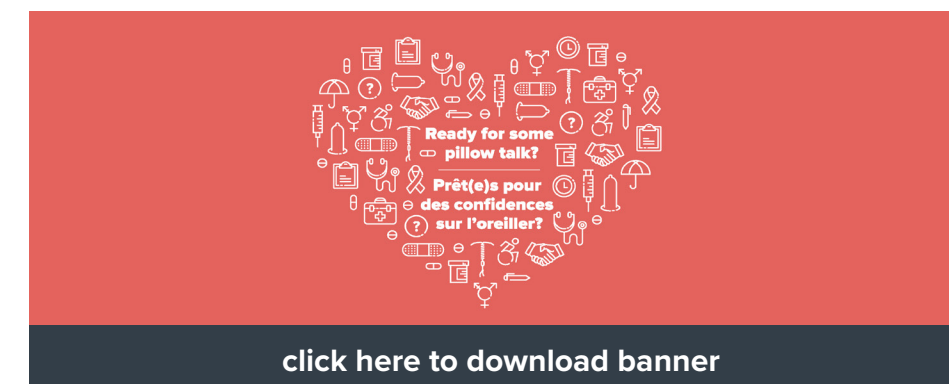
Tips on how to avoid stigma in your everyday practice www.srhweek.ca/2017handbook
#SRH2017 #pillowtalk #DrPatientRelationship #cdnhealth

Is your practice #SOGIE inclusive? <http://www.srhweek.ca/providers/inclusive-practice>
#SRH2017 #pillowtalk #CDNhealth #LGBTIQ

Does your intake form incl preferred pronouns & gender identity? Why it's important and more at www.srhweek.ca/providers/inclusive-practice #SRH2017 #pillowtalk

Are you a healthcare provider who wants to make a difference? Join the conversation!
www.srhweek.ca #SRH2017 #pillowtalk

What does good healthcare mean to you? Join the conversation! #SRH2017 #pillowtalk
Is your healthcare practice trauma informed? Why it's important and more at www.srhweek.ca/providers/trauma-informed-practice #SRH2017 #pillowtalk



HASHTAGS

#SRH2017
#PillowTalk
#CDNhealth
#SRHR
#DrPatientRelationship

SAMPLE POSTS

As healthcare providers, we need to check our assumptions. Harmful assumptions about diverse people and communities can look like many things with serious consequences. Learn how to do your part and join the conversation at www.srhweek.ca #SRH2017 #CDNhealth #pillowtalk #SRHR

Instead of asking, “how do I treat this Muslim man who has an STI”, ask yourself, “how do I treat this STI?” More tips on judgment free healthcare at www.srhweek.ca/2017handbook #SRH2017 #CDNhealth #pillowtalk #SRHR

Many Indigenous people do not trust – and do not use – mainstream health care services because of stereotyping and racism. You can help build trust in the #healthcare system, learn more at www.srhweek.ca/2017handbook and join the conversation! #SRH2017 #CDNhealth #pillowtalk #SRHR



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A lack of knowledge of healthcare providers on non-heterosexual sexualities, and a legacy of mistrust between trans communities and health care institutions mean that LGBTQ, non-binary and gender diverse people are often either reluctant to seek mainstream care or do so very tentatively. Be part of the solution, learn how at www.srhweek.ca/2017handbook #SRH2017 #pillowtalk #CDNhealth #SOGIE

Having the right language, skills, and tools to create an affirming and inclusive environment can help ensure that all patients feel safe accessing the services they need. Check out tips on how you can make a difference at www.srhweek.ca/2017handbook and join the conversation! #SRH2017 #pillowtalk #CDNhealth #SOGIE

The health of newcomers, migrants, and refugees can be impacted by many factors, including precarious immigration status that prevents them from accessing healthcare, financial limitations, and linguistic barriers. Healthcare providers need to approach individuals with an open mind, and listen attentively to how they identify their needs and concerns, and respond to the identified needs. Check out tips on how you can make a difference at www.srhweek.ca/2017handbook and join the conversation! #SRH2017 #pillowtalk #CDNhealth

There are still lots of stigmatizing assumptions about people living with HIV. Good relationships between patients and health care providers are critical. Learn how to create a positive environment for people living with HIV at www.srhweek.ca/2017handbook #SRH2017 #pillowtalk #CDNhealth #HIV

Medicalized racism exists. Do your part to confront and challenge racist stereotypes and avoid generalizing the experiences of diverse people of colour. Learn more at www.srhweek.ca #SRH2017 #pillowtalk #CDNhealth

Everyone deserves quality care but people who are/were incarcerated are often neglected. You can make a difference! Reduce the stigma in health care and visit www.srhweek.ca for more information #SRH2017 #pillowtalk #CDNhealth

People with disabilities are often ignored when it comes to sexuality. Find out how you can be part of the solution at www.srhweek.ca/providers/people-and-communities/disability and join the conversation! #SRH2017 #pillowtalk #CDNhealth

Everyone deserves a non-judgemental and comfortable #healthcare experience! People who use drugs often report being discriminated against by health care providers. Stigma and mistreatment can happen in subtle and not so subtle ways, and impacts the ability of people who use drugs to access the care they need and deserve. Find out ways you can help at www.srhweek.ca and join the conversation! #SRH2017 #pillowtalk #CDNhealth

People who are homeless or living in poverty are often denied access to many services, including health care. Learn how to make healthcare more stress-free www.srhweek.ca/2017handbook and join the conversation! #SRH2017 #pillowtalk #CDNhealth

It's important that patients receive full, accurate, and unbiased information from their healthcare providers so that they can make informed decisions. Be part of the solution at www.srhweek.ca and join the conversation! #SRH2017 #pillowtalk #CDNhealth

Many myths and stereotypes around sexual violence fuel stigma and shame, and create an atmosphere where survivors are either blamed for their assault, not believed, or actively dissuaded from coming forth with their stories. You can help end the stigma! Learn how at www.srhweek.ca and join the conversation! #SRH2017 #pillowtalk #CDNhealth

It's important that healthcare providers are well-informed so they can avoid stigma and properly meet the needs of sex workers – and a diversity of patients. Be a part of the solution at www.srhweek.ca and join the conversation! #SRH2017 #pillowtalk #CDNhealth

There are lots of misconceptions when it comes to size, health and weight loss. Challenge your assumptions! Visit www.srhweek.ca to learn more and join the conversation! #SRH2017 #pillowtalk #CDNhealth

Youth are capable and interested in taking care of their health and wellness, including their sexual and reproductive health. Youth-oriented health care services go a long way in making proper care possible. Learn more at www.srhweek.ca and join the conversation! #SRH2017 #pillowtalk #CDNhealth



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Are you a nurse? Doctor? Work in a clinic? Know someone who does? Check out these tips and strategies for building healthy relationships with your patients and clients! www.srhweek.ca/2017handbook #SRH2017 #pillowtalk

Positive relationships between patients and providers foster better health outcomes and access to services. Let's work together toward healthy bodies, healthy communities and healthy partnerships! www.srhweek.ca #SRH2017 #pillowtalk

When stigma manifests within the client-provider or patient-doctor relationship, it negatively affects the accessibility, quality and acceptability of sexual health services. Here are some ways to be mindful of that in our everyday practice www.srhweek.ca/2017handbook #SRH2017 #pillowtalk

Some helpful tips for making your practice more inclusive! www.srhweek.ca/providers/inclusive-practice #SRH2017 #PillowTalk #LGBTIQrights