

SOCIAL MEDIA TOOLKIT FOR  
GLOBAL FEMALE CONDOM DAY  
2017

# KEEP THE POWER IN OUR HANDS



WOMEN ORGANIZED TO RESPOND TO  
LIFE-THREATENING DISEASE, WORLD

# About

WORLD'S mission is to improve the lives and health of women, girls, families and communities affected by HIV through peer-based education, wellness services, advocacy, and leadership development.

We envision a world where women, girls, and families affected by HIV and AIDS have the tools, support and knowledge to live healthy and productive lives with dignity. Our vision is rooted in a commitment to human rights and wellness with the understanding that this includes freedom from violence; access to housing; quality healthcare; food security; physical, spiritual and emotional well-being; education and economic justice.

## Introduction

On September 16th, 2017, we will be celebrating Global Female Condom Day (GFCD). This day, celebrated every year, was started in 2012 by a group of advocates that wanted to raise awareness around this powerful and protective tool that empowers women to make decisions over their own bodies and pleasure. GFCD is a day of action to raise awareness, continue female condom accessibility and increase knowledge of the use of female condoms.

This year, GFCD is even more important than before. The manufacturer of the female condom has proposed to change the accessibility of the condom to the greater public by medicalizing them and requiring that they be only gotten by a prescription.

Many people in the US don't have access to stable healthcare or to a primary care physician and only go to see a doctor in the emergency room. And those that do have access to health insurance may only use it when they are feeling pain and don't necessarily use their health insurance or access their primary doctor on a regular basis.

## Issue

With the move to make female condoms by prescription only and have no access to them over-the-counter, this makes it more difficult for women, and men, to use this safe alternative to male condoms. And not only will they just become physically inaccessible, they will also be economically inaccessible because the price of the condoms will rise. Now, female condoms are \$3.50 per condom which already costly compared to the male, or traditional condom. After the proposed change, the condoms will be \$120 per 12-pack, or \$10 per condom without insurance and \$20 with coverage.

Unfortunately, many people don't know that this change is happening which is why WORLD is putting together this tool kit: to be able to share knowledge, engage people and help people take action.



# Social Media

Though social media can seem like “armchair” activism, in 2017, social media and online activism can make a change by bringing the community to the online doorstep of the person, company or group that is in charge and can make change.

We'll be hosting a social media campaign on Global Female Condom Day directed at the manufacturing company, Veru Health, that makes the female condoms to be able to let them know that we see what they're trying to do and that we do not approve. We'll be engaging them on Facebook and Twitter. If you have any other platforms that you use, you can use those as well to share what is going on with your family, friends and other followers.

When sharing your thoughts, please use the following hashtags: #GFCD2017 #WORLDWomen #KeepFC2accessible so that we can reshare with our followers as well.



# Sample Messages

Here are some sample tweets to share on Twitter:

@FC2USA @VeruHealthcare Keep female condoms accessible! Don't make them Rx only  
#GFCD2017 #KeepFC2accessible  
#WORLDWomen

What's up @FC2USA @VeruHealthcare? Making FC2 less accessible will not make women use them more! #GFCD2017 #KeepFC2accessible  
#WORLDWomen

Taking FC2 out of the aisles will hurt women! Keep them in women's hands @FC2USA @VeruHealthcare #GFCD2017  
#KeepFC2accessible #WORLDWomen

Here are some Facebook messages that can be shared. You can find them at @fc2femalecondom

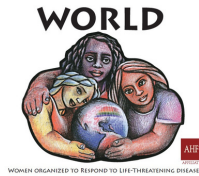
Taking female condoms out of the aisles is unacceptable! This will make it harder for women to get and use because not all women have doctors or health insurance. Keep female condoms accessible! Keep them in the aisles! #GFCD2017  
#KeepFC2accessible #WORLDWomen

Hoping to make more money at the risk of harming women is not how you should do business! Keep female condoms accessible to ALL women, even those without health insurance. #GFCD2017  
#KeepFC2accessible #WORLDWomen

Keep the power in women's hands! Female condoms are an amazing tool to empower women and protect themselves. Taking FC2 out of aisles and into doctor's offices will hurt women looking for an alternative to male condoms. Change your mind and keep FC2 accessible to all women, even if they don't have health insurance or access to a doctor.

#GFCD2017 #KeepFC2accessible  
#WORLDWomen

If you have an Instagram or Snapchat, share a photo of a female condom and use the Facebook message to give more information to your followers or make up one of your own.



For more information on the issue, please read Thebody.com article where more information is provided.

Thank you helping keep female condoms accessible to all that want to use them. If you have any questions about female condoms, please visit The National Female Condom Coalition website:  
[www.nationalfcccoalition.org](http://www.nationalfcccoalition.org).

For questions about this campaign, please contact Ivy Quiroz, Policy and Advocacy Manager at WORLD:  
[iquiroz@womenhiv.org](mailto:iquiroz@womenhiv.org).