

#MyLASexEd
Campus Campaign Toolkit



#MyLouisianaSexEd

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#MyLouisianaSexEd

#MyLASexEd was originally conceived and developed as a social media campaign by the Louisiana Youth For Truth council, a group of diverse young people who educate and advocate for inclusive, medically-accurate sex education through policy change, reforming cultural attitudes, and mobilizing youth. Louisiana Youth For Truth is a former program of the Institute of Women and Ethnic Studies, funded by Advocates for Youth. During the 2016-2017 school year, Louisiana Youth For Truth collected over 50 photo cards from students statewide. Together, these photo cards tell the story of sex education in our state. During the 2017 Louisiana legislative session, the council launched a social media campaign to highlight Louisiana youth's experiences with sex education—the bad and the good, the hurtful and the empowering. You can revisit the campaign on the council's Instagram page: www.instagram.com/lyft_iwes.



Through collaboration with organizational partner Lift Louisiana, #MyLASexEd lives on as an organizing and storytelling tool. The website will continue to feature stories from young people across the state, and provide tools that can be used to support youth-led advocacy efforts.

#MyLouisianaSexEd

The #MyLASexEd Campaign partners with student organizations on college campuses across the United States to engage in cultural advocacy. #MyLASexEd Campaign Campus Activists work to promote access to comprehensive sexual health education in public schools and tell the truth about abstinence-only education. Members of #MyLASexEd chapters serve as activists, advocates and organizers on sex-ed on their campus and in the community. Student leaders will be supported with training to plan for the upcoming year and provided with materials to use on their campus.

The goals of #MyLASexEd Campaign are to:

- Harness the power of storytelling to engage and inspire action and strengthen support for comprehensive, sex education.
- Challenge abstinence-only policies and the misinformation young people receive from these programs
- Increase public awareness of the importance of sexual health education
- Educate the media on issues related to sex-ed
- Advocate for policies that promote comprehensive, sex education at a local and state level.

Sex education in Louisiana is focused on programs that promote abstinence, if students receive any information at all. Unfortunately, there is a huge gap between the state's prescription for sex ed (and lack thereof) and Louisiana's embarrassingly high rates of sexually transmitted infections (STIs) and unplanned pregnancies among teenagers and young people.

Advocates and have tried several times over the last few years to introduce bills to mandate "comprehensive" sex-ed in schools — including learning about contraception and STIs — because our state has the country's highest rates of new infections among people under 18 years old. These efforts have been challenged by conservative lawmakers and religious groups that want to keep sex talk at home — and out of schools.

To make progress, lawmakers need to hear from young people about what sexual health information they are getting and from where.

This campaign is about capturing these stories to share with Louisiana's lawmakers. They need to understand how important it is to provide students with the information they need to prepare for safe and healthy relationships.

Bring #MyLASexEd to Your Campus

Before getting started...

1. Recruit friends or work with other members of a student organization
2. Set goals for how many stories you want to collect
3. Make a plan for when and how you will collect stories

Tip: If working with a student organization, you can table on campus to recruit students to share their stories.

Ways students can share a story:

1. Write it down – upload it through the website or email it to info@liftlouisiana.org
2. Selfie – complete a #MyLASexEd photo card and take a picture holding it – post it on Twitter and Instagram #MyLASexEd
3. Video – take a video using the guidance in this toolkit, or ask people to take their own video and post it on Twitter at #MyLASexEd

Note: When asking for students to share their stories – let them know they are not required to have their face photographed or to use their full/real name.

ALWAYS have students complete a photo/video release form.

Telling a good story

During your campaign, your message can be expanded into everything from a letter to the editor to a presentation in front of a lawmaker. Basic outline of a story:

What is the problem?

What is the solution?

What lawmakers can do to change things?

#MyLouisianaSexEd

Selfie Advocacy

SELF-ADVOCATES CAN STAND UP TO SAY WE NEED COMPREHENSIVE SEX EDUCATION IN PUBLIC SCHOOLS IN LOUISIANA



What was
your sex
education
experience?

1. Complete a **#MyLASexEd** card
2. Take a Selfie
3. Post on Twitter and Instagram -
#MyLASexEd
4. Tag us!
Twitter **@LiftingLA**
Instagram **@LiftLouisiana**
5. Email us at **info@LiftLouisiana.org**

Video Story Sharing Guidance

With high rates of STDs and unplanned pregnancies among young people in Louisiana, lawmakers need to hear from you!!!

Videos allow you to share your stories about what, if any, information about sexual health you received in high school.

Then we can share your stories with lawmakers to make sure they understand that Louisiana needs Comprehensive, Sexual health Education now.



SYPHILIS CASES have risen steadily since 2003.



HIV prevalence continued to rise among young people over the last decade



YOUNG PEOPLE OF COLOR constitute a disproportionate number of all cases of sexually transmitted diseases.

So now get started collecting stories from students on your campus.



Tips for Making Videos Using Your Phone

You don't need a ton of expensive equipment to film and edit engaging videos -- you just need to follow the steps above to film something that looks great!

1. Find a quiet place to film.

This might seem obvious, but if you're filming at school or out in public, the sight of a phone might not tip people off to keep the volume down if they're nearby. If possible, book a meeting space in the dorms or library, hang signs telling people to steer clear of where you're shooting, or bring a friend with you to block off the area where you plan to film.

2. Make sure your iPhone has enough storage space.

Make sure you have enough space before pressing "record." Delete as many unnecessary files and apps as you can.

3. Turn off notifications.

Before you start filming, set your phone to Do Not Disturb mode to keep notifications going in the background so you can film uninterrupted.

4. Use a tripod and microphone.

If you're concerned about holding the phone steady without shaking, you might consider using a tripod. You don't need a fancy microphone and boom setup like in the movies, You can use something as simple as a microphone that plugs into your phone's headphone input to get great audio for your videos. You can ask if your film/media department at school have these for students to use.

5. Light your video.

You need enough light to give the impression of natural light, which means it's coming from a variety of different light sources, and not just directly overhead.

6. Film horizontally.

It makes more sense to film horizontally so your video can be viewed if the user rotates his or her phone, or is watching on a large tablet or computer screen.

7. Don't use the Phone's zoom capability.

Simply put, iPhone's zoom will most likely make your video look bad.

8. Lock your exposure.

When it comes to filming a video, your phone's super-powered exposure will continue adjusting and readjusting according to movement -- leaving your final video occasionally blurry and out of focus.

What do I say?

HERE ARE SOME QUESTIONS TO HELP GET YOU STARTED:

Did your high school provide sex-ed?

Did you feel like your sex-ed gave you a better understanding of human sexuality, intimacy, and sexual health?

Did you learn about contraception or teen pregnancy?

Were you given any medically inaccurate information?

Did your sex-ed prepare you for sexual encounters in anyway?

If you didn't get sex-ed in school, where did you get it from? Friends, family, the Internet, books, etc?

Did you or anyone you know suffer from negative consequences as a result of poor sex-ed?

What would you change about your sex-ed experience?

Do you have any specific stories about your sex-ed experience?

#MyLouisianaSexEd

Photo/Video Release Form

I, _____ (please print), grant permission to Lift Louisiana and its volunteers and employees, the irrevocable and unrestricted right to reproduce the photographs and/or video images taken of me for the purpose of publication, promotion, illustration or advocacy in any manner or in any medium. I hereby release Lift Louisiana and its legal representatives for all claims and liability relating to said images or video. Furthermore, I grant permission to use my statements I made during my interview, with or without my name, for the purpose of advocacy and publicity without restriction. I waive my right to any compensation.

I acknowledge that I am over the age of 18

Name(s): _____

Signature: _____ Date: _____

Address: _____

This form is also available at <https://tinyurl.com/MyLASexEdVideoPhotoRelease>

#MySexEd

Taught me...



#MyLASexEd

Social Media Toolkit

Social media can be an excellent way to involve people in your campaign. Students can be reached to get involved in the campaign, and lawmakers and administrators can be reached to see the campaign and hear our voices. Every social media platform can be used in a different way to generate support! Tips and sample posts for several platforms are below to get you started!

General Tips:



- Facebook is a good place to share slightly longer posts to provide more information to your audience about relevant issues and to get people involved
- Good platform for sharing articles and news links relevant to the campaign
- Good place to post multiple campaign photos in an album



- Twitter is useful to make quick and concise points about the campaign or relevant issues
- Tweet at your legislators by tagging them (@) encouraging them to pursue legislation that improves women's health and rights
- Highlight short stories and pictures from the campaign



- Instagram is a good platform to share anything visual captured from the campaign, such as photos of people who have shared their story or short videos of people speaking about their sex ed. experience
- You can also share infographics detailing the problems with sex ed. in Louisiana



- Use our campaign hashtags to increase visibility and connect the campaigns from all campuses! Our recommended hashtags are:
 - #MyLASexEd
 - #MyLouisianaSexEd
 - #SexEdinLA

Sample Posts:

Facebook:

- “Everyone deserves comprehensive sex ed. However, many students nationwide, like in Louisiana, are not receiving it. We must work to step away from abstinence only programs. #MyLASexEd”
- “[Student name], a student from Louisiana shared that they learned [misleading information] in their sex ed. curriculum We need to work to ensure students are receiving medically accurate sex ed. in Louisiana! #MyLASexEd”
- “26.9% of teens in Louisiana report that they never received education about HIV/AIDS in school, despite Louisianans being at a uniquely high risk. I support better #SexEdinLA to help combat this.”
- In Louisiana, sex. Ed can only start being taught after grade 6, despite studies proving that the earlier you begin teaching sex ed, the more responsible students will be regarding their sexual behaviors. I support better #SexEdinLA to better the health and lives of our students.

Twitter:

- “@[your lawmaker’s Twitter handle]: I support comprehensive sex ed. in Louisiana and ask that you do too! #SexEdinLA”
- [Attach student story-sharing photo] “[Student name] learned [misleading info] in their sex ed. class. [Name] supports comprehensive sex ed. in LA instead! #MyLASexEd”
- “Louisiana has one of the highest rate of STDs nationwide. I support better #SexEdinLA to help resolve this.”
- “Louisiana ranked 2nd in the nation for highest rates of chlamydia and gonorrhea. @[your lawmaker], please help change #SexEdinLA”
- “In 2010, LA spent \$152 million on teen childbearing. @[your lawmaker], please help change this with better LA sex ed!”

Instagram:

- [Attach student story-sharing photo], caption: “[Student name] learned [misleading/uninformative information] in their sex ed. class. Abstinence-only sex ed. is failing our students. We must work harder for comprehensive sex ed. in Louisiana. #MyLASexEd”
- [Attach infographic about teen pregnancy in Louisiana], caption: “Louisiana consistently ranks in the top 5 highest teen pregnancy rates in the nation. We need to do more to educate our teens about safe sex – we need to support comprehensive sex ed. #SexEdinLA”

Twitter Accounts for LA Representatives:

Neil C. Abramson	@NeilAbramson	Marcus L. Hunter	@RepMarcusHunter
Beryl Adams Amedee	@BerylAmedee	Barry Ivey	@Barry_Ivey
'Tony' Bacala	@tonybacala59	Katrina R. Jackson	@RepKJackson
Stuart J. Bishop	@ElectSBishop	Edward C. "Ted" James	@EdwardTedJames
Joseph Bouie Jr.	@DocJoeBouie	Patrick O. Jefferson	@POJefferson
Chris Broadwater	@Cbroadh2o	Nancy Landry	@Nancy_Landry
Gary Carter	@gm_carter	Walt III Leger	@WaltLeger
Jean-Paul Coussan	@JeanPaulCoussan	Tanner Magee	@Mageefor53
Kenny R. Cox	@StateRepKCox	Denise Marcelle	@Marcelle4Dist61
Gregory Cromer	@RepGregCromer	Dustin Miller	@Rep_Miller
Stephen Dwight	@Sdwight35	Helena Moreno	@HelenaMorenoLA
Julie Emerson	@JulieEmerson	John C. "Jay" Morris	@JayJaymorris3
Franklin J. Foil	@FranklinJFoil	J. Kevin Pearson	@RepPearson
Raymond E. Garofalo	@RayGarofalo	John M. Schroder	@JohnSchroderLA
Cedric B. Glover	@CedricBGlover	Alan Seabaugh	@RepAlanSeabaugh
Jimmy Harris	@jimmyharris99	Scott M. Simon	@RepScottSimon
Cameron Henry	@CameronHenryLA	Patricia Haynes Smith	@RepPatSmith
Bob Hensgens	@bobhensgens	Joseph A. Stagni	@JosephStagniDC
Stephanie Hilferty	@sahilferty	Julie Stokes	@JulieSStokes
Dorothy Sue Hill	@DorothySueHill	Kirk Talbot	@TalbotforLA
Valarie Hodges	@ValarieHHodges		
Paul Hollis	@RepPaulHollis		

Twitter Accounts for LA Senators:

Conrad Appel	@ConradAppel
Regina Barrow	@RepReginaBarrow
Wesley Bishop	@RepWesleyBishop
Gerald Boudreaux	@GeraldBoudreaux
Troy Carter	@TROYSEE
Norbert Chabert	@NorbNolty
Dan Claitor	@DanClaitor
Jack Donahue	@ReElectJack
Yvonne Colomb	@SenYvonne
Ryan Gatti	@RyanGatti
Sharon Hewitt	@sharonhewitt
Gerald Long	@GeraldLong31
Jay Luneau	@wjluneau
John Milkovich	@john_milkovich
Jean-Paul Morrell	@JPMorrell
Barrow Peacock	@SenatorPeacock
Jonathan Perry	@CajunComedy
Karen Carter Peterson	@TeamKCP
Neil Riser	@NeilRiser
John R. Smith	@SenateRaces2012
Gregory Tarver	@GregoryTarver
Mike Walsworth	@MikeWalsworth