



REAL TALK. REAL CONNECTION.

At least 85% of young adults (ages 18-26) want to talk more openly about sexual health and relationship topics with their partners.

Yet, for most, these conversations are anxiety-inducing, awkward, or avoided altogether. A new multi-media campaign, "Own the Awk: Real Talk. Real Connection," from the National Coalition for Sexual Health aims to change that! Open communication is key, especially since young adults are more likely to experience unhealthy relationships, sexually transmitted infections (STIs), and unplanned pregnancies compared to other age groups. Talking openly and honestly can open the door to safer sex, positive relationships, and sexual pleasure.



Own the Awk Brand and Tools

Through humor, awkward portraits, and real-life scenarios, "Own the Awk" helps young adults build their confidence and navigate difficult, embarrassing conversations head on. The campaign shows that meaningful connections can emerge from awkward conversations. Free materials for young adults, partners, and media are described below.

Shaped by Young Adults

To build their skills, young adults told us — through two national surveys and 16 focus groups — they want practical, interactive tools on many topics, including: defining the relationship; expressing feelings, wants, and needs; practicing safer sex; talking about STIs; exploring sexual desires and pleasure; setting boundaries and giving consent; and improving communication skills.

The "AwkLine" Videos

Two people, one awkward topic, and Shan Boodram, celebrity sexual health and relationship expert. Watch how healthy communication saves the day with the "AwkLine."

"Gimme That Ask" Card Game

Turn awkward topics into juicy conversations with seven digital card decks filled with over 140 questions from spicy to sweet. Choose a deck, pick some cards, and play with partner(s), friends, or solo!

"Awk Talk Starters" Scripts

Feeling tongued-tied? Prepare for convos with 14 realistic scripts to help break the ice and keep talking.

"Own the Awk" Website

Build knowledge and skills on a variety of sexual health and relationship topics. Find practical tips, convo starters, and dive into discussions with confidence.

Social Media Tools

Spread the "Awk Word," by using campaign messages, graphics, filters, stickers, and frames.

Partner Toolkit & Media Materials

Amplify the campaign nationwide with a toolkit, media resources, and talking points.

Campaign Advisors and Pre-Testing

A Young Adult Advisory Group and a Partners Advisory Council were continuously engaged in campaign development, and materials were pre-tested with young adults to ensure they are appealing, relevant, and practical.

Campaign Launch

Scheduled for March 2025, the launch will feature special events for young adults and partners, outreach to traditional and social media, and more. To get involved and stay posted, join our email list: <https://bit.ly/OwnTheAwkList>.