

OWN THE AWK

Partner Toolkit: Own the Awk Campaign

March 2025



NATIONAL COALITION FOR
SEXUAL HEALTH

Contents

Campaign Overview	1
The Foundation	1
Campaign Branding	1
Guided by Young Adults and Experts	2
Core Campaign Tools	2
How Partners Can Get Involved	3
Inside This Toolkit	3
Promotional Graphics and Content by Channel	4
Presentations and Events	8
Promotional Materials	11
We Want to Hear from You!	12
Appendix: Additional Social Media Graphics and Captions	13



Campaign Overview

The National Coalition for Sexual Health (NCSH) is excited to introduce "**Own the Awk: Real Talk. Real Connection**," a multi-media campaign to empower young adults to talk openly about sexual health and relationship topics with their partners.

The campaign features a variety of free, interactive, and practical tools—shaped with young adults—to build confidence and skills. All campaign materials are available for you to use and share widely.

[Factsheet Link \(PDF\)](#)

The Foundation

According to NCSH research with 1,860 young adults via national surveys and focus groups, at least 85% of them want to talk more openly about sexual health and relationship topics, and 97% want to improve their communication skills.

But, many report barriers that stand in their way, such as fear of how their partners will react, a lack of skills on how to bring up topics, and embarrassment. As a result, these important conversations are often anxiety-producing, awkward, or avoided altogether.

For an executive summary of this research, please go to: [Sexual Health Communications and Relationships Among Young Adults \(PDF\)](#).

Campaign Branding

Through humor, awkward portraits, and real-life scenarios, **Own the Awk** aims to change that! The campaign helps young adults navigate difficult conversations head-on, which can open the door to safer sex, positive relationships, and sexual pleasure. **Own the Awk** is a realistic, positive call-to-action that delivers meaningful benefits through its tagline:

Real Talk. Real Connection.



Guided by Young Adults and Experts

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, clear, and practical. To build their skills, young adults told us they want practical, interactive tools on many topics.

Core Campaign Tools

Our engaging campaign tools help break down barriers and prompt open conversation about a variety of topics. All of them are available for free through our website, OwnTheAwk.org

“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." Link: [Spread the Awk-Word: Videos](#)

“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 your cards, and play with partner(s), friends, or solo! Link: [Spread the Awk-Word: Card Decks: Gimme That Ask](#)

“Awk Talk Starters” Scripts

Feeling tongued-tied? Prepare for convos with 14 realistic scripts to help you break the ice and keep talking. Link: [Spread the Awk-Word: Awk Talk Starters](#)

Own the Awk Website

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

Social Media Tools

Spread the "Awk-Word," by using campaign messages, graphics, filters, stickers, and frames. Link: [Social Media Tools](#)

Own the Awk focuses on top-of-mind topics for young adults, including:

- Defining the relationship
- Feelings, wants, and needs
- Safer sex
- Sexually transmitted infections (STIs)
- Sexual desires and pleasure
- Boundaries and consent
- Communication 101



How Partners Can Get Involved

We hope you will join us and share **Own the Awk** with young adults and your networks. Here are some initial ideas:

- Promote the campaign and tools through your communication channels (e.g., social media platforms, newsletters, email, websites, podcasts).
- Integrate campaign tools like the card decks, videos, and scripts into community or local events.
- Invite NCSH to give campaign presentations with you (e.g., virtual meetings, webinars, conferences) or deliver presentations on your own (e.g., using campaign resources).

Inside This Toolkit

Ready-to-use materials and ideas for local events to spread the word about the campaign. The toolkit offers tailored content for social media, digital platforms (e.g., email, newsletter, blogs), websites, podcasts, and community or local events. You can use the assets included below and/or go to OwnTheAwk.org to download many of them.

Social Media

- **Graphics with captions** – Choose from social media graphics with captions to share via your social channels. These graphics highlight the campaign, core topics, and tools. In the Appendix, you will find 11 graphics/captions in English and 6 in Spanish.
- **GIFs, stickers, and frames** that you can feature in websites, emails, and other communications.

Promotional Videos and Radio Spots

Use these promo videos and live read radio spots to promote **Own the Awk** full-length videos and other campaign tools (via social and other channels).

Text for Digital Communications

Short-form text for use on websites, emails, blogs, and other communications.

Message Strategy

Talking points for the **Own the Awk** campaign. You can use these messages to give presentations and answer questions about Own the Awk. Download talking points [here](#).



Promotional Graphics and Content by Channel

Social Media

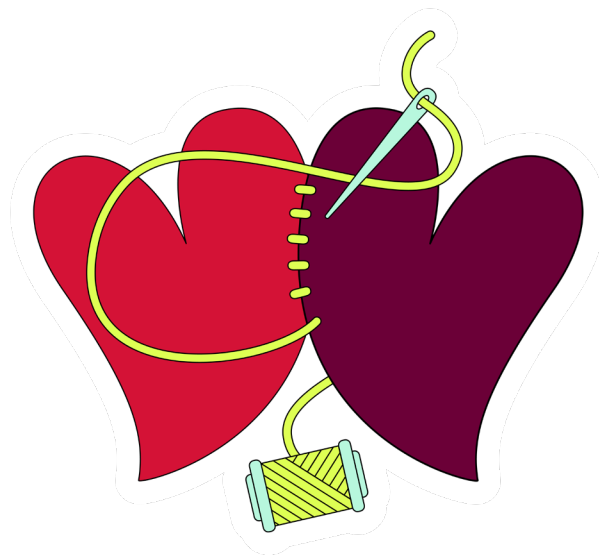
This section contains social media messages, graphics, and captions for young adults and for partners. They can be used on Instagram, X (Twitter), LinkedIn, and Facebook. We ask that you please tag our accounts when sharing these resources. You can find NCSH at:

- Instagram: @nationalcoalitionsexualhealth
- X (Twitter): @NCSH_
- LinkedIn: National Coalition for Sexual Health

Sample Social Media Graphics and Captions

We have created social media graphics and captions that you can share to promote the campaign, specific messages, and tools. On the next page, you will find four that you can use, and in the [Appendix](#), you will find 11 graphics/captions in English and six in Spanish.

Visit OwnTheAwk.org/share/digital or OwnTheAwk.org/es/share/materiales-digitales for more social campaign materials, including GIFs, stickers, and frames, to share on socials!



Sample Social Media Graphics and Captions

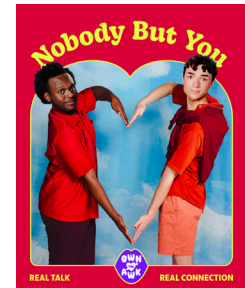
To create awareness among your professional networks and partners, you can share the graphics and captions below. To download these graphics, please go to OwnTheAwk.org/share/digital (for English) or OwnTheAwk.org/es/share/materiales-digitales (for Spanish).

Graphics/Captions for Young Adults

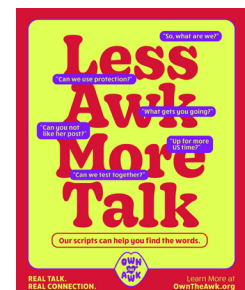
Own the Awk has all the advice you need to turn those tongue-tied moments into meaningful connections— and make your love life way less awkward. Get free scripts, videos, digital card decks, and more on seven sexual health and relationship topics at OwnTheAwk.org.



The only thing more awkward than the "what are we" chat is NOT having it. Don't keep guessing where you stand. Clear up the confusion and get the lowdown on defining the relationship with our videos, scripts, conversation starters, and more at OwnTheAwk.org.



Defining the relationship? Talking safer sex? Sharing sexual desires? Disclosing an STI? Yeah, we know those convos can be awkward. The good news? We have scripts to help guide you through them. Practice now with our Awk Talk Starters at OwnTheAwk.org.



Graphics/Captions for Partners

Through humor, awkward portraits, and real-life scenarios, **Own the Awk** builds confidence and helps young adults navigate tough sexual health and relationship topics. This free, interactive campaign features young adult-tested videos, digital card decks, scripts, and more. Hard launching at OwnTheAwk.org.



Additional Social Content for Promotion to Partners

To create awareness among your professional networks and partners, you can share the tweets/messages below.

Want to help young adults tackle those tough sex and relationship convos? #OwnTheAwk provides fun, pre-tested, and interactive resources across seven different topics on everything from defining the relationship to safer sex to boundaries. Check it out: OwnTheAwk.org

At least 85% of young adults want to talk more openly about relationships and sexual health with their partners. But for most, these convos are anxiety-inducing or avoided altogether. A new multimedia campaign from [TAG: NCSH], #OwnTheAwk, aims to change that: OwnTheAwk.org

Young adults want to talk openly about relationships & sexual health. But many don't know where to start. Using positive, pre-tested materials, #OwnTheAwk helps young adults navigate these convos head-on & shows that real talk can lead to real connections: OwnTheAwk.org

Talking openly with partners can open the door to safer sex, positive relationships, & sexual pleasure. #OwnTheAwk gives young adults the tools they need to tackle 7 key relationship & sexual health topics, including scripts, videos, and digital card decks: OwnTheAwk.org

Spread the Awk-Word! @NCSH_'s #OwnTheAwk campaign, developed with young adults, offers practical, interactive tools like videos, digital card decks, and icebreakers to promote open convos on seven different sexual health & relationship topics. Check it out: OwnTheAwk.org

From digital card decks to "AwkLine" videos with Shan Boodram, #OwnTheAwk provides free, interactive tools to help young adults talk openly and confidently about sexual health and relationships. Check it out: OwnTheAwk.org



Digital Communications

You can use the following messaging for email, newsletters, blogs, or other digital communication channels to reach your networks.

Sample Copy for Digital Communications

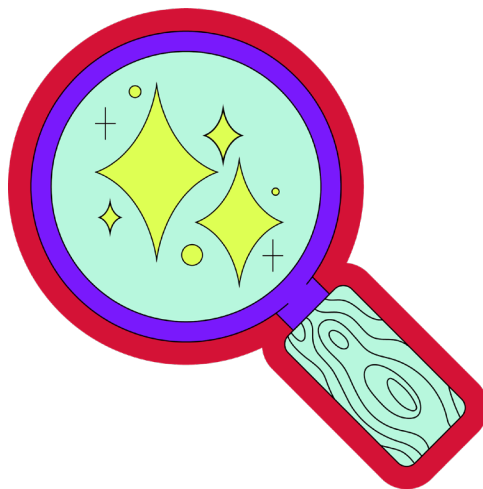
The National Coalition for Sexual Health (NCSH) launched **Own the Awk**, a multi-media campaign to empower young adults to have open, honest conversations with their partners about sexual health and relationship topics.

At least 85% of young adults want to talk more openly about these topics and 97% want to improve their communication skills, according to NCSH national surveys. Shaped by young adults for young adults, "Own the Awk: Real Talk. Real Connection" offers free, practical, and interactive tools to build confidence and skills.

Through humor, awkward portraits, and real-life scenarios, **Own the Awk** helps young adults navigate difficult conversations head on, which can open the door to safer sex, positive relationships, and sexual pleasure.

Own the Awk features videos, conversation starters, digital card decks, scripts, and resources on seven different topics: communication 101, defining the relationship, sexual desires and pleasure, safer sex, STIs, feelings, wants, and needs, and boundaries and consent.

Please visit and share OwnTheAwk.org within your networks!



OWN THE AWK

Website Promotion

Below is sample copy that can be used to promote **Own the Awk** on your website.

Sample Copy for Website

The National Coalition for Sexual Health launched **Own the Awk** in March 2025! **Own the Awk** is a multi-media campaign designed to empower young adults to have open, honest conversations with their partners about sexual health and relationship topics.

It offers free, interactive tools for young adults including videos, conversation starters, digital card decks, scripts, and resources on seven different topics: defining the relationship; feelings, wants, and needs; safer sex; STIs; sexual desires and pleasure; boundaries and consent; and communication 101.

Resources for partners and media are also available.

Learn more: OwnTheAwk.org

Presentations and Events

Presentations and Podcasts

Please reach out to us if you would like to:

- Feature **Own the Awk** content and tools in a presentation or podcast. We can provide talking points and slides that can be leveraged for various presentation types. Download talking points [here](#).
- Invite an **Own the Awk** team member to give a presentation about the campaign jointly with you or solo at webinars, conferences, virtual calls, podcasts, and more.

Email us about presentations or events: NCSH@altarum.org

Media Assistance

If you receive media inquiries and/or are interested in doing media interviews, please reach out directly to: Susan.Gilbert@altarum.org or Nathalie.Canadas@altarum.org



Community and Local Event Promotion

If you conduct community events, and would like to promote **Own the Awk** and its tools, we would love to partner with you! There are many ways you can promote **Own the Awk**. Here are some ideas:

Tabling **Own the Awk** Tools and Materials

- Provide **Own the Awk** stickers, postcards, and other materials at your booth or tabling activities.
- Give a short presentation to introduce the campaign and its goals, engage attendees with interactive activities and answer questions.

Note: These materials/templates will be available to partners in the near future. We will inform you via the Campaign Bulletin.

Hosting **Own the Awk** Events or Activities

Organize events specifically themed around the **Own the Awk** campaign. Ideas are below:

Play the Card Game: "Gimme that Ask"

Consider playing "Gimme that Ask!" The campaign features seven digital card decks filled with over 140 questions—from spicy to sweet— to help young adults turn awkward topics into real connections. The decks feature true-or-false, hot-or-not, fill-in-the-blank, red-or-green flag, and open-ended questions. How to play? Simple. Choose a deck, pick some cards, and play with partner(s), friends, or solo!

[Spread the Awk-Word: Card Decks > Gimme That Ask](#)



OWN THE AWK

Use Videos and Scripts to Kickstart Conversations on Key Topics

Pick from **Own the Awk's** assortment of five "AwkLine" videos or 14 realistic "Awk-Talk Starters" scripts to encourage healthy communication, break the ice, and keep the conversation going. Watch the videos or set up a fun role-playing activity using the scripts (you can download and print PDFs or view them on a phone). Then, dive into conversations at your next hangout or community event.

You could use these questions and others to spark discussion: Were the scenarios realistic? Would you handle the convo differently? Any other tips you'd offer up to overcome "the awkward" on this topic?

Find videos and scripts to share at OwnTheAwk.org.

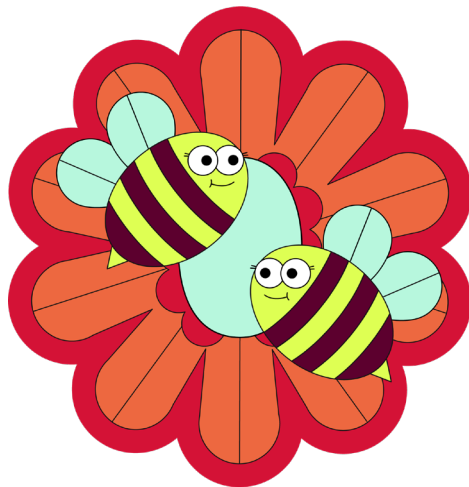
Integrating Own the Awk into Sex Education Activities

Incorporate **Own the Awk** resources and activities into your existing educational programs focused on healthy relationships, sexual health, and/or communication skills: workshops, events, and discussion groups.

Use **Own the Awk** materials, such as videos, scripts, digital card decks, and website content to encourage conversations and provide valuable information to participants. (See above for a few ideas).

Collaborate with Local Influencers and Organizations

Partner with local social media influencers, colleges, health care providers, and other community organizations to "Spread the Awk-Word." These collaborations can help amplify the campaign's reach and impact in your community.



OWN THE AWK

Promotional Materials

You can use the assets included below:

Campaign Factsheet

This campaign factsheet offers an overview of the **Own the Awk** campaign and tools. It can be shared as an attachment or embedded directly into communications.

Download: [Own the Awk Factsheet \(PDF\)](#)

Materials for Community Events

Are you planning an event for young adults and want to promote **Own the Awk**?

NCSH can provide access to templates for printing **Own the Awk** materials such as stickers, palm cards/postcards, flyers, and posters with QR codes.

Reach out to NCSH@altarum.org for access to templates and options for co-branding promotional materials.

Promo Videos

To promote the full-length video series and the **Own the Awk** campaign, you can use these two 30-second and six 15-second promo videos via social and other channels.

Videos: [Own the Awk Video Playlist \(YouTube\)](#)

Live Read Radio Scripts

To promote **Own the Awk**, you can use these live read radio scripts. There are three script options to choose from, ranging from 15 to 30 seconds in length. You can use these scripts via radio, podcasts, and other channels.

Radio scripts: [Own the Awk Live Read Radio Scripts \(PDF\)](#)



OWN THE AWK
REAL TALK. REAL CONNECTION.

Campaign Fact Sheet
owntheawk.org

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 avoidy, 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 14 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 Awk" 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 partners, friends, or solo!

"Awk Talk Starters" Scripts
Feeling tongue-tied? Prepare for convo 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>.



We Want to Hear from You!

Please tell us how you are promoting **Own the Awk** through your channels! We would love to share examples to inspire other partners in the **Own the Awk** network.

Please tell us about how you have promoted or integrated the campaign into your work and activities. We also invite you to connect with us, and share other ideas for how we can partner in promotion. You can also share ideas with us for additional materials that would be useful for partners to help spread the word.

We invite you to fill out this [form](#) or email our team at NCSH@altarum.org.



OWN THE AWK

Appendix: Additional Social Media Graphics and Captions

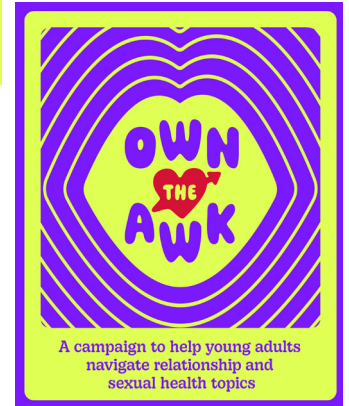
Download English graphics: [Spread the Awk-Word Digital Materials](#)

Download Spanish graphics: [Corre la voz incómoda materiales digitales](#)



Evergreen Teaser Post

Through humor, awkward portraits, and real-life scenarios, Own the Awk builds confidence and helps young adults navigate tough sexual health and relationship topics. This free, interactive campaign features young adult-tested videos, digital card decks, scripts, and more. Stay tuned for our hard launch at OwnTheAwk.org



Campaign Launch Post

English Caption

Own the Awk has all the advice you need to turn those tongue-tied moments into meaningful connections—and make your love life way less awkward. Get free scripts, videos, digital card decks, and more on seven sexual health and relationship topics at OwnTheAwk.org

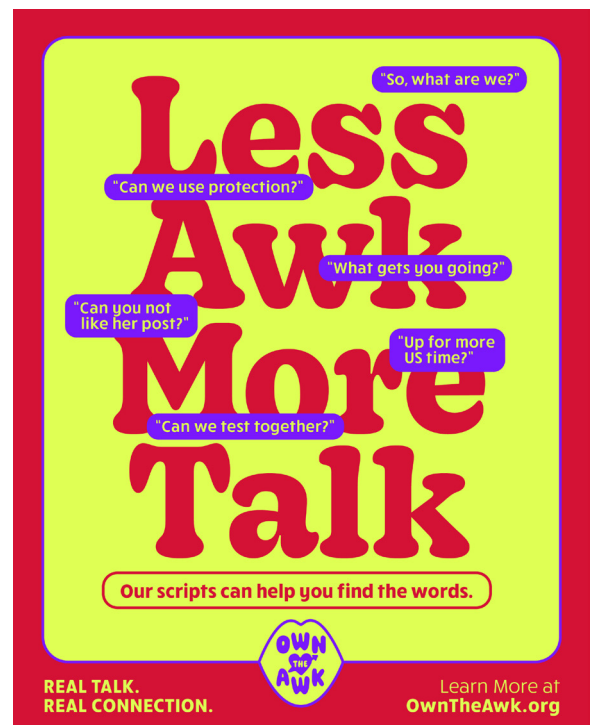
Spanish Caption

La campaña Own the Awk tiene todos los consejos que necesitas para convertir esos momentos de lengua trabada en conexiones significativas y hacer que tu vida amorosa sea mucho menos incómoda. Obtén guiones, videos, barajas de cartas digitales y más recursos gratuitos sobre siete temas de salud sexual y relaciones en OwnTheAwk.org/es



General Script Promotion

Defining the relationship? Talking safer sex? Sharing sexual desires? Disclosing an STI? Yeah, we know those convos can be awkward. The good news? We have scripts to help guide you through them. Practice now with our Awk Talk Starters at OwnTheAwk.org



Promoting "Match My_" Card Deck (Animated GIF)

Down bad but feeling tongue-tied? Explore our 7 digital card decks and choose a topic from spicy to sweet! Start fun and flirty or get right down to the deeper stuff; our decks have both! Ready to play? Pick your cards at OwnTheAwk.org



Promoting "Tawk_ to Me" Card Deck (Animated GIF)

Bring on the banter! Grab a card deck from our Tawk_ to Me series, filled with fill-in-the blank, hot-or-not, and red flag/green flag questions that'll spark fun convos and real connections. Start playing at OwnTheAwk.org



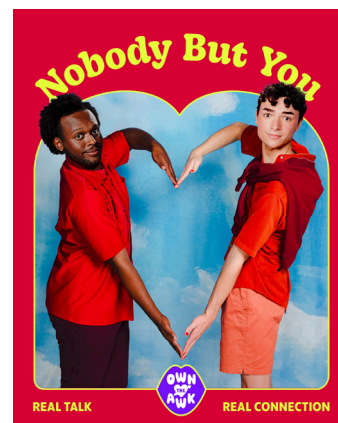
Content Specific Posts

English Caption

The only thing more awkward than the "what are we" chat is NOT having it. Don't keep guessing where you stand. Clear up the confusion and get the lowdown on defining the relationship with our videos, scripts, conversation starters, and more at OwnTheAwk.org

Spanish Caption

Lo único más incómodo que tener la charla de "¿qué somos?" es NO tenerla. No sigas adivinando qué son. Aclara la confusión y obtén toda la información sobre cómo definir la relación con nuestros videos, guiones, temas para conversaciones y más en OwnTheAwk.org/es



English Caption

Does talking about STIs make you cringe? The reality is half of sexually active people will get an STI by age 25, and most STIs don't show any symptoms. It's time we drop the awkward and have "the talk" about testing. See how it's done with our videos, scripts, convo starters, and more at OwnTheAwk.org

Spanish Caption

¿Te incomoda hablar sobre las ITS? La realidad es que la mitad de las personas sexualmente activas contraerán una ITS antes de los 25 años, y la mayoría de las ITS no presentan síntomas. Es hora de dejar la incomodidad y tener "la charla" sobre las pruebas. Descubre cómo hacerlo con nuestro video, guiones, temas para conversaciones y más en OwnTheAwk.org/es

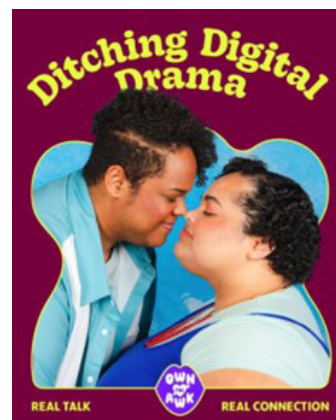


English Caption

Struggling to define digital boundaries around hard launching your relationship or commenting on other people's Insta pics? Setting social media guardrails helps you avoid conflict and build stronger relationships. Learn how to talk about digital limits at OwnTheAwk.org

Spanish Caption

¿Te cuesta definir límites digitales cuando estás lanzando tu relación o comentando en las fotos de otras personas en Instagram? Establecer límites en redes sociales te ayuda a evitar conflictos y a construir relaciones más sólidas. Aprende a hablar sobre límites digitales en OwnTheAwk.org/es



English Caption

Struggling to be your true self and share what you need? No surprise since most of us have never had a Comms 101 class! Learn how to open up about your feelings, be an active listener, and navigate conflict, minus the drama. Get tips and tools on our Comms 101 page at OwnTheAwk.org

Spanish Caption

¿Te cuesta ser tu yo más auténtico y expresar lo que necesitas? No es sorpresa, ya que la mayoría de nosotros nunca ha tomado una clase de Comunicaciones 101. Aprende a hablar abiertamente sobre tus sentimientos, a escuchar activamente y a navegar los conflictos sin drama. Obtén consejos y herramientas en nuestra página de Comunicaciones 101 en OwnTheAwk.org/es



English Caption

Ready to cut the risks, but keep the fun? We've got all the deets on safer sex strategies, like condoms and birth control. Plus, tips on how to bring them up with your partner(s). See how to get the convo rolling at OwnTheAwk.org

Spanish Caption

¿Listo/a para reducir los riesgos sin perder la diversión? Tenemos todos los detalles sobre estrategias para un sexo más seguro, como los condones y los métodos anticonceptivos. Además, te damos consejos sobre cómo hablar de esto con tu(s) pareja(s). Mira cómo iniciar la conversación en OwnTheAwk.org/es

