

Women's Health East

Sexual and Reproductive Health Social Media Week 23-29th September 2019

"SUPERHEROES OF SRH"

This year, Women's Health East are running a seven day sexual and reproductive health social media campaign. The aim of the campaign is to:

- Profile women doing great work in sexual and reproductive health across Victoria
- Mark two internationally significant days: World Contraception Day on 26th September and International Safe Abortion Day on 28th September

We invite you to share the content that we have created for the week, and to identify and profile your own 'Superheroes of SRH'.



Women's Health East will be sharing at least one image and message each day over the seven days, in the order shown below. To make sure we have a coordinated approach to the campaign, we ask that you share the same content on the same day as WHE, and encourage you to share your own relevant content.




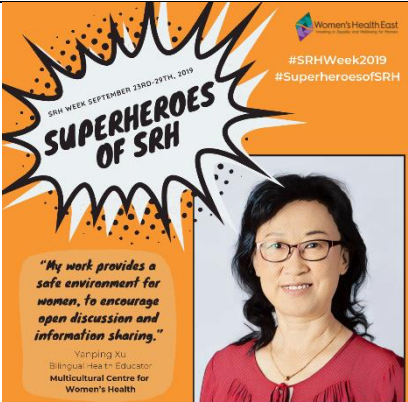


We have provided suggested messaging and preferred hashtags. When posting SRH Week content, please also tag us, using @WHEast on Twitter, @WomensHealthEast on Facebook and @womenshealtheast on Instagram.

All the images below are available to download from the Women's Health East website [here](#). As we are aware that some of our partners prefer to post images that contain no text; we have provided image options for each Superhero. We have also provided instructions on creating your own profiles using our 'Comic Book Superhero' template.

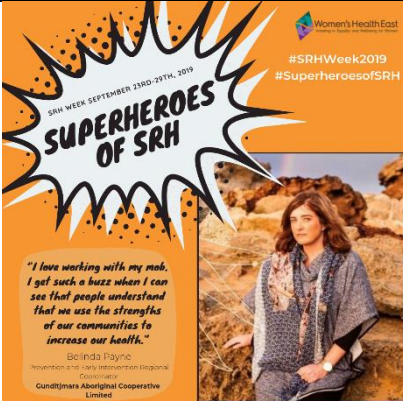
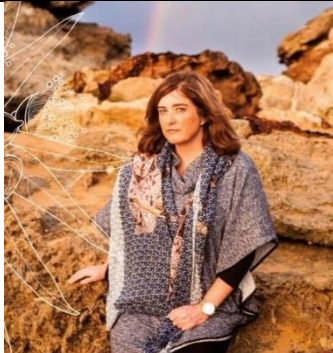

If you have any questions please contact Claire at Women's Health East – 9851 3700 / cbutselaar@whe.org.au







Thank you for participating.

Day	Suggested Text - Long	Profile	Option 2 - Photo with banner	Option 3 - Photo
Friday 20th September	<p>Next week is SRH Week! Throughout the week we'll be profiling amazing women doing great work to improve sexual and reproductive health in Victoria. Keep an eye out for our Superheroes! @JennyMikakos</p> <p>#SRHWeek2019 #SuperheroesofSRH</p>	 <p>The graphic is a comic book style explosion on an orange background. It contains the text 'SRH WEEK SEPTEMBER 23RD-29TH, 2019' at the top, 'SUPERHEROES OF SRH' in large bold letters in the center, and the hashtags '#SRHWeek2019' and '#SuperheroesofSRH' at the bottom. The Women's Health East logo is in the bottom right corner.</p>		
Monday 23rd September Post 1	<p>It's SRH Week! Throughout the week we'll be profiling amazing women doing great work to improve sexual and reproductive health in Victoria. Keep an eye out for our Superheroes! @JennyMikakos</p> <p>#SRHWeek2019 #SuperheroesofSRH</p>	 <p>This is an identical copy of the graphic described in the previous row.</p>		

<p>Post 2 Zoe</p>	<p>Meet Zoe, our first Superhero of SRH! Zoe is working tirelessly to improve sexual and reproductive health for women living with a disability. Click here to read more about Zoe https://bit.ly/2z0ehVm</p> <p>#SRHWeek2019 #SuperheroesofSRH</p>			
<p>Tuesday 24th September</p> <p>Post 1 Yanping</p>	<p>Yanping is our next Superhero of SRH! Yanping is a bilingual health educator helping CALD women learn about their health and their rights. Click here to read more about Yanping https://bit.ly/2Hb4WOX</p> <p>#SRHWeek2019 #SuperheroesofSRH</p>			

<p>Post 2 Claire</p>	<p>Claire is working hard to improve the sexual and reproductive health of women in Melbourne's east. Click here to read more about Claire https://bit.ly/2Z9n0z2</p> <p>#SRHWeek2019 #SuperheroesofSRH</p>			
<p>Wednesday 25th September World Contraception Day</p> <p>Jane and Maria</p>	<p>Jane and Maria are helping women learn about and access effective contraception. They are our Superheroes of SRH for World Contraception Day. Click here to read more about Jane and Maria https://bit.ly/2N7ueBe</p> <p>#WCD2019 #SRHWeek2019 #SuperheroesofSRH</p>			

<p>Thursday 26th September</p> <p>Belinda</p>	<p>Belinda is using the strength of local communities to improve sexual and reproductive health for Indigenous women. Click here to read more about Belinda https://bit.ly/2KNZeDH</p> <p>#SRHWeek2019 #SuperheroesofSRH</p>			
<p>Friday 27th September</p> <p>International Safe Abortion Day</p> <p>Kathleen</p>	<p>On International Safe Abortion Day we're celebrating Kathleen who is helping women access safe and affordable abortion services. Click here to read more about Kathleen https://bit.ly/2YUig9Xi</p> <p>#Sept28 #LetsTalkAbortion #SRHWeek2019 #SuperheroesofSRH</p>			

<p>Saturday 28th September</p> <p>Helena</p>	<p>Professor Helena Teede is assisting women facing fertility challenges. She is our Saturday Superhero of SRH. Click here to read more about Helena https://bit.ly/33BO6SS</p> <p>#SRHWeek2019 #SuperheroesofSRH</p>			
<p>Sunday 29th September</p> <p>Aurora</p>	<p>Aurora is working with at-risk populations in Melbourne's east to tackle high rates of hepatitis B. She is our final Superhero of SRH. Click here to read more about Aurora https://bit.ly/2ZcdvPW</p> <p>A big thank you to all of our Superheroes!</p> <p>#SRHWeek2019 #SuperheroesofSRH</p>			

Creating your own Comic Book Superhero profiles

We encourage you to identify your own Superheroes of SRH and create a profile highlighting the great work that they are doing. We do not require you to use the profile template that we have created, as using the #’s and tagging Women’s Health East will sufficiently increase the reach of SRH Week. However, below we have provided details of how we created our Superhero profiles if you would like to replicate our look.

Profile created using Canva. Utilising a ‘social media’ format 800x800px.

Background colour: #f79630

Star banner: Splash Bubble
Comic Isolated Icon.
Header font: Quicksand
Title font: Knewave

Frame: untitled, search – hand
drawn, rounded
Colour: #eea95a
Quote font: Knewave
Name font: Monserrat Extra-
Light, Monserrat Semi-Bold



font: Monserrat Semi-Bold

Comic book effect: iPhone app
– Prisma Photo Editor

Filter: Broadway, strength of
filter adjustable