

Social media toolkit: Family Planning Only

Background

This plan lays out messaging for social media outreach and advertising for providers and Washington Apple Health (Medicaid) Family Planning Only (FPO) clients, or potential clients, to help individuals learn about services available to take charge of their lives and prevent unintended pregnancies.

Social media graphics are created for Facebook, LinkedIn, X, and Instagram posts and stories.

Audiences

Audiences for this campaign include Washington residents, health care providers, Washington Tribes, and other stakeholder agencies including the Governor's office.

Social media messages

General services campaign

- Family planning services including education, counseling, birth control, and office visits are covered under Apple Health. Don't qualify for Apple Health? You might be eligible for Family Planning Only coverage. Learn more: hca.wa.gov/family-planning

General services campaign – Spanish

- Los servicios de planificación familiar, que incluyen educación, asesoramiento, control de la natalidad y visitas al consultorio, están cubiertos por Apple Health. ¿No califica para Apple Health? Es posible que sea elegible para la cobertura exclusiva de planificación familiar. Aprende más: hca.wa.gov/family-planning



Family Planning Only coverage is for everyone

- Family planning is for everyone, regardless of gender identity. With Family Planning Only coverage, you have access to sexual health education, contraception, office visits, follow up care, and more. Learn more at hca.wa.gov/family-planning



**Family Planning Only
coverage helps you take
control of your future**

See if you qualify at hca.wa.gov/family-planning



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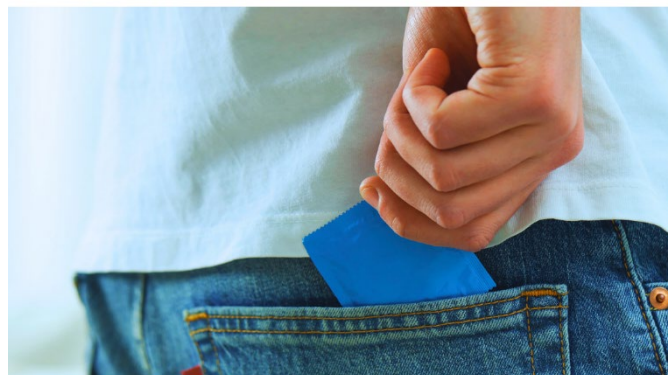


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Email social@hca.wa.gov for a zip file of these images for use.

Family Planning Only coverage is for everyone – Spanish

- Planificación familiar es para todos, sin importar su genero de identidad. Con la cobertura de Solo Planificación Familiar, tiene acceso a educación sobre salud sexual, anticoncepción, visitas al consultorio, visitas de seguimiento, y más. Aprenda más yendo a hca.wa.gov/family-planning



La cobertura de planificación familiar únicamente le ayuda a tomar el control de su futuro

Para ver si califica vaya a la página hca.wa.gov/family-planning



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STI testing and screening

- Family Planning Only covers testing and treatment for sexually transmitted infections, contraceptives, HPV and HEP B vaccinations, cervical cancer screening, and more. Learn about other services covered by Family Planning Only online at hca.wa.gov/family-planning
- Not everyone shows signs and symptoms for Sexually Transmitted Infections. Ask your provider what tests are right for you. Learn more about testing and treatment covered under Family Planning Only at hca.wa.gov/family-planning
- Did you know that syphilis can be passed along during sexual activities or during a pregnancy? Knowing your status helps protect you and people you care about. Testing and treatment for sexually transmitted infections, including syphilis, is covered under Family Planning Only coverage. See if you qualify online at hca.wa.gov/family-planning



Family Planning Only covers testing, treatment, and vaccines for sexually transmitted infections

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STI testing and screening - Spanish

- Solo Planificación Familiar cubre las pruebas el tratamiento de infecciones de transmisión sexual, anticonceptivos, vacunas contra el virus del papiloma humano y hepatitis B, pruebas de detección del cáncer cervical y más. Aprenda más sobre otros servicios cubiertos por Solo planificación Familiar yendo a la página hca.wa.gov/family
- No todos muestran los signos y síntomas de infecciones de transmisión sexual. Pregúntele a su proveedor que pruebas son las adecuadas para usted. Aprenda mas sobre las pruebas y tratamientos cubiertos por medio de Solo planificación Familiar yendo a hca.wa.gov/family-planning
- ¿Sabía que la sífilis se puede transmitir durante las actividades sexuales o durante el embarazo? Saber su estado ayuda a proteger a usted y a sus seres queridos. Las pruebas y el tratamiento de infecciones de transmisión sexual, incluyendo la sífilis, están cubiertos por la cobertura de Solo Planificación Familiar. Para ver si califica vaya a la página hca.wa.gov/family-planning



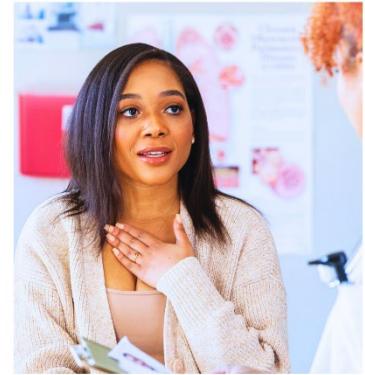
El programa Family Planning Only cubre las pruebas el tratamiento y vacunas de infecciones de transmisión sexual

Para ver si califica vaya a la página hca.wa.gov/family-planning



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HIV and HEP testing

- Testing for HIV, hepatitis B and C are covered under Family Planning Only coverage. See if you qualify for coverage at hca.wa.gov/family-planning



Family Planning Only covers testing for HIV, Hepatitis B and C

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HIV and HEP testing – Spanish

- Las pruebas del VIH, hepatitis B y C están cubiertos bajo la cobertura de Solo Planificación Familiar. Vea si califica para cobertura yendo a hca.wa.gov/family-planning



**Las pruebas del VIH, hepatitis B y C
están cubiertos por el programa
del Family Planning Only**

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