

#MyLASexEd:

Campaign for Sex Education in Louisiana



WWW.FEMINISTCAMPUS.ORG

WWW.MYLOUISIANASEXED.INFO

STATUS OF SEX ED IN LOUISIANA

Laws surrounding sex education in Louisiana are archaic and do not reflect medically accurate information about reproductive health. Students are systematically misled and kept ignorant about their sexual health and reproductive processes. Currently, Louisiana:

- Has the **3rd highest** birth rate of females aged 15-19, reaching 29.1% in 2017, and
- **Ranks** 2nd nationally for chlamydia, 5th for gonorrhea, and 7th for rates of syphilis.

Louisiana law **RS 17:281** states that “any public elementary or secondary school in Louisiana may, but is not required to, offer instruction in subject matter designated as ‘sex education,’” which results in the absence of sex education classes at many public schools. This law also bans distributing or teaching about contraceptives, using educational materials portraying same-sex activity, mentioning abortion other than in a negative context, and does not require STI or HIV education in public school sex education classes. Louisiana also **prohibits** the Centers for Disease Control (CDC) from asking public school students about their sexual behaviors on the student risk (Youth Risk Behavior Surveillance) survey. This leaves students and their advocates without imperative data on the sexual behaviors of Louisiana youth and potential federal funding to address the state’s sexual health crisis.

#MyLASexEd CAMPAIGN ORIGINS

The #MyLASexEd campaign captures stories from Louisiana students to educate decision-makers about the importance of providing young people with the information they need in order to have safe and healthy relationships. #MyLASexEd was originally conceived and developed as a social media campaign by the Louisiana Youth for Truth council. In 2017, the council launched a social media campaign to highlight the experiences of Louisiana youth with sex education—the bad and the good, the hurtful and the empowering.

Through collaboration with **Lift Louisiana**, #MyLASexEd lives on as an organizing and storytelling tool. Current advocacy tools and student stories are featured on the website and @MyLASexEd on social media. #MyLASexEd engages young change-makers, inspires action, increases public awareness of the importance of sex education and strengthens support for medically-accurate sex education, and advocates for policies promoting medically-accurate sex education on local and state levels while challenging abstinence-only policies.

BRING THE #MyLASexEd CAMPAIGN TO YOUR CAMPUS

When launching your campaign, recruit friends, classmates, and student organizations to aid your efforts. If working with a student organization(s), consider tabling on campus to recruit student storytellers and volunteers. Set goals for story collection and make a plan for when and how you will collect stories.

VOLUNTEER WITH THE CAMPAIGN

Bring #MyLASexEd to your college campus by volunteering with our state-wide campaign. Along with #MyLASexEd ambassadors, volunteers host campus events, collect stories, and spread the word about #MyLASexEd. #MyLASexEd ambassadors are located on campuses across Louisiana; reach out to your campus ambassador to volunteer or reach out to the campaign.



CONNECT WITH THE CAMPAIGN

TWITTER: @MyLASexEd

INSTAGRAM: @MyLASexEd

FACEBOOK: @MyLASexEd

WEBSITE: mylouisianasexed.info

#LETTHEMASK #MYLASEXED #SEXEDINLA
#MYLOUISIANASEXED #ENFORCEDIGNORANCE

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STUDENT STORYTELLING

HOW TO TELL A GOOD STORY

The #MyLASexEd message can translate into different storytelling tools, from letters to the editor to presentations given to decision-makers. Stories should be about what, if any, information about sexual health the storyteller received in K-12 public school in Louisiana. Focus stories to answer these questions:

- What is the problem?
- What is the solution?
- What can decision-makers do to change things?

Stories will be shared with decision-makers and across social media platforms, and many potential storytellers may not be comfortable with having their name or face attached to their story. Require storytellers to complete a release form. Storytellers are not required to have their face photographed or use their full or actual name.

QUESTIONS TO GUIDE STORYTELLING

- Did your school provide sexual health education?
- Do you feel that your sex ed class(es) 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 the sex ed you received prepare you for sexual encounters at all?
- If you didn't receive sexual health education in school, where did you learn about sex and reproductive health? (i.e. 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 experience(s) with sex ed?
- Do any stories about your experience(s) with sex ed stand out?

SHARING #MyLASexEd STORIES

WRITE IT DOWN

Upload #MyLASexEd stories through our website or send us a message on social media.

TAKE A SELFIE

Have storytellers complete #MyLASexEd photo cards and snap pictures of them with their story. Post the photos on social media and tag us.

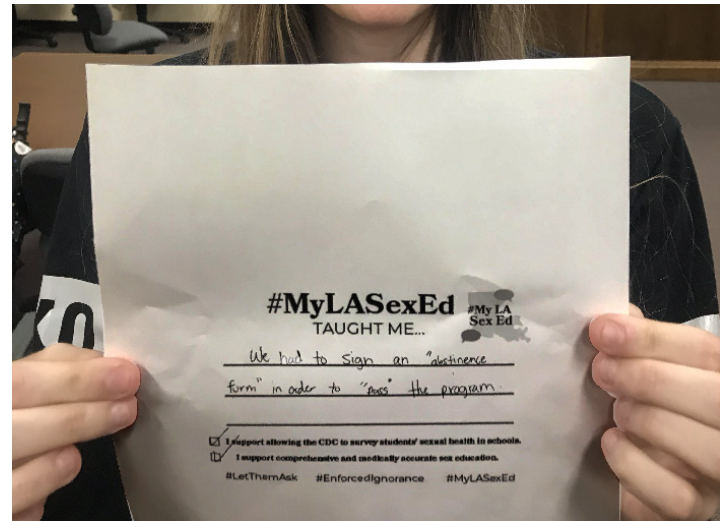
RECORD YOUR STORY

Film video of storytellers narrating their stories using the guidance in this toolkit and post to social media.

FILMING STORYTELLING VIDEOS

You don't need professional equipment to film and edit engaging videos! Here are some tips to get started straight from your phone:

- Find a quiet place to film where you won't be disturbed or interrupted. 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.
- Turn on Do Not Disturb. Before you start filming, prevent notifications from popping up so that you can film uninterrupted.
- Consider using a tripod. If you're concerned about holding the phone steady without shaking, ask your school's film/media department if they have tripods available for student use.
- Lock your phone's exposure. Your phone's auto exposure will adjust and readjust according to movement as you film, resulting in a final video that is occasionally blurry and out of focus. (And don't forget to film in good lighting!)



ADVOCATE FOR LEGISLATIVE CHANGE

Call your legislators to voice support for the use of the CDC's Youth Risk Behavioral Survey in public schools. Use the Louisiana State Legislature website to find contact information for your legislators or call (225) 342-6945 to reach the Louisiana State House of Representatives and (225) 342-2040 for the Louisiana State Senate.

Legislators listen when their constituents meet with them at the Louisiana State Capitol in Baton Rouge to share their knowledge. Advocates with the #MyLASexEd campaign will receive training to best engage in direct advocacy with legislators to repeal current sex education laws and advance new pro-sex education legislation.

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DIGITAL ORGANIZING

#MyLASexEd heavily relies on digital organizing via social media to spread the word about the campaign, educate Louisianans about the current state of sex education in public schools, and push decision-makers to take action for sex education reform. Using a variety of social media platforms is important to engage with as many people and demographics as possible. In order to craft the most effective messaging, know your audience for each platform.

ENGAGING STORYTELLERS

Utilize Instagram and TikTok to connect with potential storytellers and spread the word about #MyLASexEd to a younger demographic.

INSTAGRAM

Since Instagram is a visual-based social media platform, post photos of storytellers, video testimonials, and infographics about sex education and the state's sexual health crisis. Use a mix of posts as well as the stories feature to engage followers and new advocates through questions, polls, GIFs, and shareable posts.

EXAMPLE POSTS:

- [Storyteller photo]
Caption: [Storyteller name] learned [misleading/uninformative information] in sex ed. Abstinence-only sex education is failing Louisiana students. #MyLASexEd #LetThemAsk
- [Infographic about teen pregnancy in Louisiana]
Caption: Louisiana consistently ranks nationally in the top 5 for teen pregnancy rates. We must educate our teens about sex with medically-accurate information. #LetThemAsk #SexEdinLA

Without this critical information we cannot assess how our programs are working to combat these issues. Louisiana is one of the worst states when it comes to rates of STDs, STIs, unintended pregnancies, and sexual violence and abuse. In order to correct these statistics we must have the data to understand how youth in Louisiana are interacting with these behaviors.

TIKTOK

TikTok is a new platform that can engage wide audiences of young people about the #MyLASexEd movement through the use of short video clips. TikToks can be engaging through the use of songs, popular dance moves, and written text on the video.

ENGAGING DECISION-MAKERS

Use Facebook and Twitter to message to key decision-makers, older audiences, and politically-engaged users about #MyLASexEd.

FACEBOOK

Facebook attracts an older demographic and is best for sharing longer posts combining text with photo or video content. This platform is also suitable for sharing relevant news and articles, publishing albums with photos and videos from the campaign, and event planning.

EXAMPLE POSTS:

- [Storyteller photo/video]
[Storyteller name], a former Louisiana public school student, shared that they learned [misleading/uninformative information] in their sex ed curriculum. We must ensure that students are receiving medically-accurate sex ed in Louisiana! #MyLASexEd
- [Link to relevant article]
26.9% of teens in Louisiana report never receiving education about HIV/AIDS in school despite Louisianans being at a uniquely high risk. I support #SexEdinLA combat this sexual health crisis.

TWITTER

Twitter is used by many as a source for news and political content; tag legislators directly when posting to encourage them to pursue pro-sex ed legislation and highlight short stories and pictures from the campaign. Keep messaging quick and concise and utilize retweets, quote tweets, and threading to expand your audience.

EXAMPLE POSTS:

- @[Legislator]: Louisiana has one of the highest rate of STIs nationwide. I support improving #SexEdinLA to help resolve this.
- [Storyteller photo/video]
In #MyLouisianaSexEd, I learned [misleading/uninformative information]. Stop lying to public school students and #LetThemAsk. #MyLASexEd
- Louisiana is ranked 2nd in the nation for rates of chlamydia and 5th for gonorrhea. @[Legislator], we must improve #SexEdinLA now.

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LOUISIANA STATE REPRESENTATIVES

REGINA BARROW

@RepReginaBarrow

GERALD BOUDREAUX

@GeraldBoudreaux

JOSEPH BOUIE

@DocJoeBouie

TROY CARTER

@TROYSEE

STEWART CATHEY

@stewartcatheyjr

PAGE CORTEZ

@ppcpage

CLEO FIELDS

@realCleoFields

FRANKLIN FOIL

@FranklinJFoil

JIMMY HARRIS

@jimmyharris99

CAMERON HENRY

@CameronHenryLA

BOB HENSGENS

@bobhengens

SHARON HEWITT

@sharonhewitt

KATRINA JACKSON

@SenatorKRJ

JAY LUNEAU

@wjluneau

PATRICK MCMATH

@McmathPat

BETH MIZELL

@BethMizell

BARROW PEACOCK

@SenatorPeacock

KAREN CARTER PETERSON

@TeamKCP

GREGORY TARVER

@GregoryTarver

RICK WARD

@RickWardLA

LOUISIANA STATE SENATORS

BERYL AMEDEE

@BerylAmedee

TONY BACALA

@tbacala2

KEN BRASS

@BrassRep

GARY CARTER

@gm_carter

JEAN-PAUL COUSSAN

@JeanPaulCoussan

PAULA DAVIS

@RepPaulaDavis

DARYL ANDREW DESHOTEL

@DarylDeshotel

ROYCE DUPLESSIS

@RoyceDuplessis

STEPHEN DWIGHT

@Sdwight35

RICK EDMONDS

@RickEdmondsLA

JULIE EMERSON

@JulieEmerson

MICHAEL "GABE" FIRMENT

@FirmentGabe

AIMEE ADATTO FREEMAN

@Aimee4nola

KYLE M. GREEN JR.

@RepKyleGreen

LANCE HARRIS

@RepLanceHarris

STEPHANIE HILFERTY

@Nola_Hilf

VALARIE HODGES

@ValarieHHodges

PAUL HOLLIS

@RepPaulHollis

DODIE HORTON

@repdodiehorton

MIKE HUVAL

@MikeHuval

BARRY IVEY

@Barry_Ivey

EDWARD C. "TED" JAMES

@EdwardTedJames

PATRICK O. JEFFERSON

@POJefferson

TANNER MAGEE

@TannerDMagee

JOSEPH A. MARINO III

@RepJoeMarino

BLAKE MIGUEZ

@BlakeMiguezLA

DUSTIN MILLER

@Rep_Miller

CANDACE NEWELL

@RepNewell99

VINCENT J. PIERRE

@VincentPierre15

THOMAS ALEXANDER PRESSLY IV

@TAPressly

NEIL RISER

@NeilRiser

RODNEY WAYNE SCHAMERHORN

@RodneyRep

CLAY SCHEXNAYDER

@SchexnayderClay

ALAN SEABAUGH

@RepAlanSeabaugh

JOSEPH A. STAGNI

@JosephStagniDC

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