

# #DebunkingDesire: The Role of Chronic Stress in Women's Low Desire

## Media/Public Toolkit

*#DebunkingDesire was a social media campaign which sought to debunk myths and raise awareness about low sexual desire in women. The goal for the campaign was to share evidence-based information to create and amplify lasting dialogues with women, their partners, their health care providers, and the public. The campaign developed around a 90 second informational video of the same name, created in partnership with patients and produced by UBC Studios.*

*The campaign ran for 10 months from November 2019 to September 2020 and was led by Dr. Lori Brotto, a Canada Research Chair in women's sexual health, Professor at the University of British Columbia, clinician, Director of UBC Sexual Health Research, and Executive Director of the Women's Health Research Institute in Vancouver, BC, Canada.*

**Dr. Lori Brotto, Principal Investigator**

**Email: [lori.brotto@vch.ca](mailto:lori.brotto@vch.ca)**

#DebunkingDesire
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#SexualDesire
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#Desire
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## Website

### DebunkingDesire.com

#### Platform notes:

- Write this so that it is as easy as possible for partners/stakeholders/other users to post on your behalf
- Try to keep things short (i.e., 500 words or less) written in plain language

#### *Example post:*

The #DebunkingDesire campaign, funded by the Michael Smith Foundation for Health Research Reach Award, was a social media campaign that aimed to debunk myths and raise awareness about the common, but seldom discussed, experience of low sexual desire in women. The campaign was based on previous innovative research by UBC Sexual Health Research (UBCSHR) that found that chronic stress can have an impact on sexual desire, and that practicing mindfulness can be the key to help reduce this stress and therefore improve desire!

#DebunkingDesire was championed by Dr. Lori Brotto, Executive Director of the Women's Health Research Institute (WHRI) and Director of UBCSHR, and was supported by a team of 7 other dedicated members that included a Patient Partner, a Knowledge Translation (KT) specialist, a Social Media Strategist, research trainees, and social media and communications assistants. The campaign ran from November 2019 to September 2020 and generated over 300,000 social media impressions in 110 countries.

Now that the campaign has come to a close, the team has released a comprehensive report detailing their campaign activities, KT outcomes, and shared some of the lessons learned and recommendations they'd impart with fellow researchers hoping to undertake a similar KT initiative. To read more about the campaign, find the full report here: [\[link to website\]](#)

## FACEBOOK

### Platform notes:

- Large character capacity means you can include a lot of written information in your post
- Allows links
- Easy to link with Eventbrite if you are promoting an event; also allows you to co-host events

### Example post:

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Now that the campaign has come to a close, the team has released a comprehensive report detailing their campaign activities, KT outcomes, and shared some of the lessons learned and recommendations they'd impart with fellow researchers hoping to undertake a similar KT initiative. To read more about the campaign, find the full report here: [\[link to website\]](#)

### PHOTO OPTIONS TO GO ALONG WITH POST:



#DebunkingDesire



#DebunkingDesire

1: <https://nextcloud.computecanada.ca/index.php/s/fiHTPK3XzSX4pPJ>

2: <https://nextcloud.computecanada.ca/index.php/s/w7D9smSXfktgHQ3>

# INSTAGRAM

## Platform notes:

- Large character capacity means you can include a lot of written information in your post
- Requires an image
- If you need to include a link with your post, it will be difficult **unless your team owns the account**

### Example post:

#DebunkingDesire was a social media campaign that aimed to debunk myths and raise awareness about the common, but seldom discussed, experience of low sexual desire in women. The campaign was based on previous innovative research by UBC Sexual Health Research (UBCSHR) that found that chronic stress can have an impact on sexual desire, and that practicing mindfulness can be the key to help reduce this stress and therefore improve desire! Championed by Dr. Lori Brotto, Executive Director of the Women's Health Research Institute (WHRI) and Director of UBCSHR, the campaign ran from November 2019 to September 2020 and generated over 300,000 social media impressions in 110 countries!

Now that the campaign has come to a close, the team has released a comprehensive report detailing their campaign activities, KT outcomes, and shared some of the lessons learned and recommendations they'd impart with fellow researchers hoping to undertake a similar KT initiative. To read more about the campaign, click the link in our bio!

## ACCOUNTS - Option to tag the following accounts in the picture to reach a larger audience.

<i>Institution</i>	<i>Handle</i>
UBC Sexual Health Research	@ubcshr
Women's Health Research Institute	@womensresearch

## PHOTO OPTIONS TO GO ALONG WITH POST:



#DebunkingDesire



#DebunkingDesire

1: <https://nextcloud.computecanada.ca/index.php/s/fiHTPK3XzSX4pPJ>

2: <https://nextcloud.computecanada.ca/index.php/s/w7D9smSXftqHQ3>

MARCH 2021

DEBUNKING DESIRE

## TWITTER

Platform notes:

- 280 character limit (including mentions, hashtags, and links)
- Visuals can help supplement your messages while increasing engagement

**Example posts:**

The #DebunkingDesire social media campaign, led by @DrLoriBrotto, aimed to debunk myths on low sexual desire in women. The campaign from Nov 2019 – Sep 2020 and generated 300,000 social media impressions from 110 countries! Read their summarizing report here: [\[link to website\]](#)

#DebunkingDesire was a social media campaign, funded by @MSFHR, that debunked myths on low sexual desire in women. The team wrote a report on their campaign activities, outcomes, and shared some lessons & recommendations they'd impart for others! Read here: [\[link to website\]](#)

<b>Institution</b>	<b>Handle</b>
UBC Sexual health Research	@UBCSHR
Women's Health Research Institute	@womensresearch
Michael Smith Foundation for Health Research	@MSFHR

### PHOTO OPTIONS TO GO ALONG WITH POST:



- 1: <https://nextcloud.computecanada.ca/index.php/s/w7D9smSXftqHQ3>
- 2: <https://nextcloud.computecanada.ca/index.php/s/ZM8izoF8QbD3Mke>