



Scottish Government  
Riaghaltas na h-Alba  
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# Let's Talk Endometriosis

## Stakeholder Toolkit



March 2023





# Introduction to Campaign

We are running a social media campaign with the Scottish Government from 6 to 20 March 2023 on **Endometriosis**.

This is part of our ongoing work to provide young people with reliable health information, tackle health misinformation and empower young people to take ownership of and support their and others' mental and physical health and wellbeing. This toolkit has information about the campaign and the different ways that you can get involved – from sharing content on social media to running an activity with the young people you engage with.

## LET'S TALK... ENDO METRIOSIS

### What is 'Let's Talk Endometriosis'?

**Let's Talk Endometriosis** is a campaign to raise awareness of the symptoms of the condition, combat myths around it and signpost to support and services which can help maintain young people's mental health and wellbeing while coping with their physical health.

*Endometriosis is a condition where tissue similar to the lining of the womb is found elsewhere in the body. Around 1 in 10 women experience endometriosis, but it can be a reality for people of all gender identities including some young trans men and non-binary young people.*

The main aims of the campaign are to:


- Inform young people about the symptoms of endometriosis
- Inform young people about how to get support and where to go to find out more
- Inform young people about how to support a friend or family member who has endometriosis

### What Young Scot will be doing...

We have created a suite of information and multimedia content in collaboration with young people on endometriosis, how to approach a medical professional, how to cope with physical and mental health symptoms and more for our brand new campaign page on our website, at: [young.scot/endometriosis](https://young.scot/endometriosis)

We have also created a brand new learning resource to help young people understand endometriosis and its effects, which can be shared in classroom settings.

Throughout the campaign week, we will be:

- Sharing video content created in collaboration with young people who have experience of endometriosis
  - Sharing blog content and tips written by young people about how to cope with the physical and mental health related symptoms of endometriosis
  - Sharing reliable, fact-checked information on endometriosis and where young people can get support
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# How to Get Involved

With your support, we are able to widen the reach of our campaign among young people and further share the key messages of the campaign to ensure that young people know where to go for support and how to take action.

You can get involved by:

- Encouraging young people you work with to visit the [campaign](#) and engage with the social media content
- Using our learning resource in a classroom setting to encourage young people to learn more about the topic
- Share information on your own social media channels. This could be sharing information from the campaign page or from Young Scot's social media accounts
- Promote the campaign among your existing networks

## Using Social Media

We have put together some sample posts that you can use on your social media channels.

<p><b>NEW</b> 17 Did you know it's #EndometriosisAwarenessMonth?</p> <p>Young Scot have created a new resource to increase young people's awareness &amp; understanding of endometriosis.</p> <p>Visit the campaign to find out more:</p> <ul style="list-style-type: none"><li>➔ about the symptoms of endometriosis</li><li>➔ how to get support and where to go</li><li>➔ how to support a friend or family member who has endometriosis</li></ul> <p><a href="http://young.scot/endometriosis">young.scot/endometriosis</a></p>
<p><b>NEW</b> We're supporting @YoungScot's new campaign on increasing young people's awareness and understanding of endometriosis.</p> <p>You can find information and resources about the symptoms, how to get support and where to go to find out more on their dedicated page.</p> <p><a href="http://young.scot/endometriosis">young.scot/endometriosis</a></p>
<p><b>NEW</b> 17 Did you know it's #EndometriosisAwarenessMonth?</p> <p>@YoungScot have developed learning resources to provide schools, parents &amp; guardians with resources to support learner activities, raise awareness &amp; signpost them on where to look for support ↓ link</p>

You can download promotional campaign materials in various dimensions from our corporate website.



**176 MILLION**  
PEOPLE WORLDWIDE HAVE  
ENDOMETRIOSIS

Find out more  
**young.scot/Endometriosis**



LET'S TALK ABOUT  
**ENDOMETRIOSIS**

Find out more  
**young.scot/Endometriosis**



VISIT  
**young.scot/Endometriosis**

AND FIND OUT HOW YOU  
CAN SUPPORT SOMEONE WITH  
**ENDOMETRIOSIS**



You can find Young Scot on the following social media channels:

- [Twitter - @YoungScot](#)
- [Instagram - @YoungScot](#)
- [Facebook - fb.com/YoungScot](#)
- [TikTok - @Young.Scot](#)
- [Snapchat - @YoungScotSnaps](#)
- [YouTube - youtube.com/YSTheFeed](#)
- [LinkedIn - /YoungScot](#)





## Activities for Young People

We have created a learning resource of activities to support you to get involved in **Let's Talk Endometriosis** with your youth group, school, family, friends or colleagues.

You can access the resources from our corporate website.

If you take part in any of these activities, please do tag Young Scot on social media and share what you've been up to – we would love to see how you get involved in the campaign.





## Contact

For more information about this campaign, please contact our team:

**Kandice Wood**

Team Lead: Partnerships

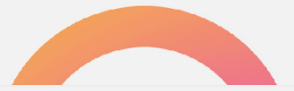
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