

HOW TO PLAN NATIONAL STD AWARENESS MONTH ACTIVITIES

APRIL 2015

LOCAL HEALTH DEPARTMENTS

Updated 3/09/15

National STD Awareness Month is an annual national health observance sponsored by the Centers for Disease Control and Prevention (CDC) to help break the silence and to alert everyone to the growing crisis of sexually transmitted diseases/infections (STDs/STIs) in America. The Minnesota Department of Health (MDH) encourages all Minnesotans to learn about STDs, one of the state's most persistent (yet preventable) health problems, during the observance of National STD Awareness Month. Public awareness and knowledge remain critically low around the country and STDs are occurring at epidemic levels, particularly among 15 to 29 year olds. The MDH reported receiving **23,133 new cases of STDs/STIs** in Minnesota in 2013 of chlamydia, gonorrhea and syphilis. To help get the word about National STD Awareness Month in your community, please refer to the following planning guidelines and suggested activities:

- Identify and contact individuals and organizations in your community interested in planning/hosting STD/STI awareness month activities. Local hospitals, family planning clinics, and community clinics are good starting places. Organizations serving youth, HIV/AIDS planning groups, chemical health programs and pharmaceutical company representatives may also have an interest
- Mobilize existing community or health care worker groups that your agency currently serves on and ask them to help promote National STD Awareness Month
- Promote and encourage on-going STD/STI awareness and prevention through seminars, DVD showings and material distributions in schools, colleges, worksites, faith establishments and health care settings
- Choose activities with defined objectives to help promote awareness about STDs/STIs:
 - Create a planning schedule. Include specific activities and responsibilities
 - Obtain resources. Establish partnerships and secure the necessary funds or donations if needed
- Write a letter or editorial to your local newspaper highlighting the need to talk about STDs/STIs and provide the current STD/STI rates in your area
- Submit a proclamation to your mayor or county board stating that your agency recognizes National STD Awareness Month
- Display exhibits, posters, flyers, DVDs, or brochures about STDs/STIs at a public setting, event, library, courthouse or worksite
- Obtain STD/STI posters, fact sheets and brochures:
 - <http://www.ashastd.org>
 - <http://www.health.state.mn.us/std>
 - <http://www.cdcpin.org>
 - <http://www.NoMasSTDs.com>
 - <http://www.cdc.gov/std/sam/>
 - <http://www.GYTnow.org>
 - <http://www.mnchlamydiapartnership.org/>
- Encourage area churches, temples, mosques and synagogues to place STD/STI brochures in their display racks and provide them with information that they can publish in their weekly bulletins
- Ask schools, businesses, clergy and organizations to promote STD Awareness Month and distribute STD/STI materials to their constituents
- Deliver referral listings of local STD/STI testing sites to health care providers, clinics, corrections programs, chemical health programs and agencies serving teens and young adults
- Host an educational event for the public with speakers from local STD or family planning clinics; obtain STD/STI videos/slides from MDH library:
 - <http://www.health.state.mn.us/library/index.html>
- Develop STD/STI fact sheets or identify links to other existing fact sheets (<http://www.cdc.gov/std>) and put on your agency's website
- Distribute National STD Awareness Month materials electronically using your agency's email address books, social media accounts and mobile applications

Note: contact the MDH once events are set-up so they can be listed on the MDH website's Statewide National STD Awareness Month Calendar. Phone: (651) 201-4027, Fax: (651) 201-4000 or e-mail: roy.nelson@state.mn.us

**Selected Local and National Resources for National STD Awareness Month
and /or
STD/STI Materials**

National Resources

American Social Health Association
PO Box 13827
Research Triangle Park, NC 27709
Phone: (919) 361-8400; Fax: (919) 361-8425
Website: <http://www.ashastd.org>

Centers for Disease Control and Prevention (CDC)
National Center for HIV, Viral Hepatitis, STD and
TB Prevention
Division of STD Prevention
1600 Clifton Road
Atlanta, GA 30333
Phone: (800) 232-4636
Website: <http://www.cdc.gov/std>

Centers for Disease Control and Prevention (CDC)
National Prevention Information Network
PO Box 6003
Rockville, MD 20849-6003
Phone: (888) 458-5231; Fax: (888) 282-7681
TTY: (800) 243-7012
Email: info@cdcpin.org
Website: <http://www.cdc.gov/std/sam/>

Sexuality Information and Education
Council of the United States
John Street, Suite 402
New York, NY 10038
Phone: (212) 819-9770
Fax: (212) 819-9776
Website: <http://www.siecus.org>

Minnesota Resources

Minnesota Department of Education
Coordinated School Health – HIV Prevention
1500 Highway 36 West
Roseville, MN 55113-4266
Phone: (651) 582-8505; Fax: (651) 582-8499
TTY: (651) 582-8201
Websites: <http://education.state.mn.us>
<http://education.state.mn.us/MDE/EdExc/SchSaf/>

Minnesota Department of Health
Infectious Disease Epidemiology, Prevention
and Control Division
STD, HIV and TB Section
P.O. Box 64975
St. Paul, MN 55164-0975
Phone: (651) 201-4027; Fax: (651) 201-4000
TTY: (651) 201-5797
Email: roy.nelson@state.mn.us
Websites: <http://www.health.state.mn.us/std>
<http://www.NoMasSTDs.com>
<http://www.mnchlamydiapartnership.org/>

Minnesota Family Planning & STD Hotline
c/o Family Tree Clinic
1619 Dayton Avenue
St. Paul, MN 55104
Phone: (651) 645-0478; Fax: (651) 642-2523
Email: hotline@familytreeclinic.org
Website: <http://sexualhealthmn.org>
Mobile: Text ASKMN to 66746

HOTLINE REFERENCES

MN Family Planning & STD Hotline

1-800-78-FACTS voice/TTY
651-645-9360 (Metro area)
Email: hotline@familytreeclinic.org
Website: <http://sexualhealthmn.org/>
Mobile: Text ASKMN to 66746

**CDC Nat'l Prevention Information
Network**

1-800-458-5231
1-800-243-7012 TTY
Email: info@cdcpin.org
Website: <http://www.cdcpin.org>

National STD and AIDS Hotlines

1-800-CDC-INFO
1-888-232-6348 TTY
Email: cdcinfo@cdc.gov
Website: <http://www.cdc.gov>

Examples of the graphic symptoms of STDs can be found online at: <http://phil.cdc.gov/phil/home.asp>;
<http://www.cdc.gov/std/training/clinicalslides/>; or, <http://std.about.com/od/gettingtested/ig/STD-Symptoms-Gallery/>.