

Office on Women's Health
STD Awareness
&
Education Campaign

★
Partner
Toolkit

Know The Facts First .gov

About 1 in 4 teens has an STD.*
Before you get into any kind of sex,
get online to know the facts first.



U.S. Department of Health and Human Services,
Office on Women's Health

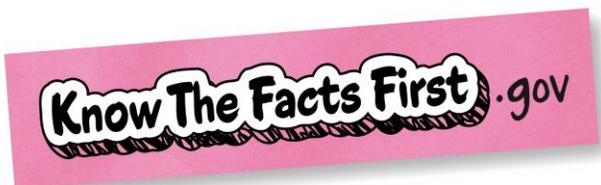


*See website for supporting data.

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Welcome Letter from the Office on Women's Health

Dear Campaign Supporter,

Thank you for your commitment to teen girls and working with the Office on Women's Health on our *Know The Facts First* campaign. We know that the rates of sexually transmitted diseases (STDs) among teens are unacceptable. . You and your organization are already working to give teen girls the information, support, and tools they need to empower and protect themselves. While there will be national public service announcements and online resources for *Know the Facts First*, your direct contact with teen girls is an integral part of promoting the campaign. The Office on Women's Health wants to make being a campaign supporter as easy as possible and hopes you find this toolkit helpful.

Successfully implementing *Know The Facts First* throughout the nation will increase the number of teen girls and teen boys who have access to accurate information about STDs and STD prevention before engaging in any kind of sexual activity. Spreading the word about the campaign's website, KnowTheFactsFirst.gov, placing campaign materials in the hands of teen girls, and continuing to find different and interesting ways to discuss STD prevention are all critical activities to the success of this campaign. Your organization was selected because of the important work that you do to empower and strengthen the health of teen girls.

In this toolkit, you will find campaign materials to help you promote, support and implement *Know The Facts First*. Porter Novelli, our marketing contractor, is available for support as we implement our campaign. Should you have any questions, please contact Jennifer Linke at 404-995-4500 or via email, Jennifer.Linke@porternovelli.com. For further support, please refer to the campaign contacts on page 23 of the partner toolkit.

I hope you will use *Know The Facts First* as another tool in your arsenal to continue your great work. Thank you for all you do to improve the health of women and girls in our nation.

Warm Regards,

/Nancy C. Lee/

Nancy C. Lee, MD
Deputy Assistant Secretary for Health-Women's Health
Director, Office on Women's Health
U.S. Department of Health and Human Services



Campaign Overview

TEENS AND SEXUALLY TRANSMITTED DISEASES

About 1 in 4 teens has a sexually transmitted disease (STD).¹ Additionally, nearly 20 million new STD infections occur each year in the United States — almost half of them among young people 15–24 years of age.² Reported cases of all three nationally notifiable STDs — chlamydia, gonorrhea and syphilis — have increased for the first time since 2006.³ Risky sexual behaviors, including engaging in intercourse for the first time at an early age, having a high number of sexual partners, and inconsistently using contraception, are contributing to the growth in new STD cases among teens.⁴ Given this information, there is a need for initiatives that teach teens about STDs and their health consequences.

KNOW THE FACTS FIRST: EMPOWERING TEENS TO LEARN ABOUT STDs AND STD PREVENTION

To address the high STD rates among teens, the Office on Women’s Health, in collaboration with the National Alliance of State and Territorial AIDS Directors and National Coalition of STD Directors created *Know The Facts First*. *Know The Facts First* is a public health awareness campaign to provide teen girls (ages 13-19) with accurate information about STDs and STD prevention so that they can make informed decisions about sexual activity.

Teen girls are able to *Know The Facts First* on STDs and STD prevention by visiting the campaign website, KnowTheFactsFirst.gov; here they will find facts about STDs, prevention, treatment, statistics, and myth debunking. The website also provides teens with a way to find local STD testing centers.

A CDC study reveals that the annual number of new infections is roughly equal among young women and young men.² This campaign is also relevant to teen boys who face the same kinds of questions, worries and pressures about sex.

AN AUDIENCE-DRIVEN CAMPAIGN

Teen girls from diverse backgrounds within the target audience were consulted throughout the campaign and message development process. They helped to inform the strategy and find the best communication and implementation approaches for *Know The Facts First*. Campaign messages and materials were tested among teen girls in Atlanta (GA); Baltimore (MD); Chicago (IL); San Diego (CA); Chattanooga (TN); Phoenix (AZ); and Richmond (VA). The campaign also conducted informal conversations with parents and organizations that reach parents to gather input on the campaign messages and materials.

ENGAGING PARTNERS TO EXPAND THE CAMPAIGN

In order to maximize the reach to teen girls, the campaign includes a coalition of partners to help build awareness and identify implementation and collaboration opportunities. Partners include federal government agencies, national advocacy groups, and local grassroots organizations. Partners bring a wide range of experience and expertise to the campaign including STD prevention; reaching teen girls and boys, especially those considered most at-risk; and understanding and reaching the influencers of teens.

AN INTEGRATED APPROACH TO REACHING TEEN GIRLS

Know The Facts First uses a mix of traditional marketing strategies to ensure teens have the information they need in the places where they already seek information. In addition to the campaign’s website, KnowTheFactsFirst.gov, advertisements and public service announcements are being placed in malls, magazines, schools, movie theaters, and on television and online. The campaign also is supported through social media and earned media activities.

¹Forhan SE, et al. Prevalence of sexually transmitted infections among female adolescents aged 14 to 19 in the United States. *Pediatrics*. 2009 Dec; 124(6):1505-12.

²Satterwhite CL, et al. Sexually transmitted infections among U.S. women and men: Prevalence and incidence estimates, 2008. *Sex Transm Dis* 2013; 40(3): pp. 187-193.

³Centers for Disease Control and Prevention. [Sexually Transmitted Disease Surveillance 2014](#). Atlanta: U.S. Department of Health and Human Services; 2015.

⁴Weinstock, H, Berman, S, Cates, W, Jr. Sexually transmitted diseases among American youth: Incidence and prevalence estimates, 2000. *Perspectives on Sexual Reproductive Health*, 2004;36(1):6–10.

Talking Points

About Teens and STDs

- There is a need for initiatives that target youth about sexually transmitted diseases (STD) and their health consequences.
- According to data published by the Centers for Disease Control and Prevention in the 2014 STD Surveillance Report, reported cases of all three nationally notifiable STDs – chlamydia, gonorrhea and syphilis – have increased for the first time since 2006.
- Although they represent just 25 percent of the sexually experienced population, young people (ages 15-24) account for:
 - The highest rates of chlamydia and gonorrhea in 2014 and almost two thirds of all reported cases.
 - Half of the nearly 20 million new STDs reported in the U.S. each year.¹²
- Numerous teen girls are sexually active and at high risk for STDs.
 - By age 15, 13% of girls have had sexual intercourse. By age 17, this percentage increases to 43%, and by age 19, 68% of females had engaged in sexual activity.
 - About 1 in 4 teens girls in the U.S. has an STD.³

About the Campaign

- *Know The Facts First* is a STD awareness and education campaign from the U.S. Department of Health and Human Services Office on Women's Health (OWH), in collaboration with the National Alliance of State and Territorial AIDS Directors (NASTAD) and National Coalition of STD Directors (NCSD).
- *Know The Facts First* aims to provide teen girls, ages 13-19, with accurate information about STDs and STD prevention – including abstinence - so that they can make informed decisions about sexual activity.
- The campaign focuses on girls because when compared to boys because:
 - Young women's bodies are biologically more susceptible to STIs.
 - Girls experience more damaging effects from undiagnosed and untreated STIs – chronic pelvic pain, ectopic pregnancy, infertility, cervical cancer.
 - But campaign is applicable to boys too who face the same kinds of questions, worries and pressures about sex.⁴

¹ Satterwhite CL, et al. Sexually transmitted infections among U.S. women and men: Prevalence and incidence estimates, 2008. *Sex Transm Dis* 2013; 40(3): pp. 187-193).

² Weinstock H, Berman S, Cates W Jr. Sexually transmitted diseases among American youth: incidence and prevalence estimates, 2000. *Perspect Sex Reprod Health*. 2004;36(1):6-10.

³ Forhan SE, et al. Prevalence of sexually transmitted infections among female adolescents aged 14 to 19 in the United States. *Pediatrics*. 2009 Dec; 124(6):1505-12.

⁴ CDC Fact Sheet: Information for Teens and Young Adults: Staying Healthy and Preventing STDs. <http://www.cdc.gov/std/life-stages-populations/stdfact-teens.htm>. Accessed November 10, 2015.



- *Know The Facts First* was created because teens need a place where they can get accurate, reliable straightforward information about STDs and how to protect themselves:
 - The campaign's website, KnowTheFactsFirst.gov is this place.
 - KnowTheFactsFirst.gov is the hub for information, resources, tools, and support. Teens can learn about STIs and their prevention, where to get tested, etc.
- You're going to see the *Know The Facts First* campaign and its messages where teens are, online and off.
 - Teens can access KnowTheFactsFirst.gov from their smartphone, tablet and desktop.
 - Print and video public service announcements will be seen in malls, magazines, schools, movie theaters, and on television and online.
 - OWH is working with many partner organizations in promoting the campaign and KnowTheFactsFirst.gov to teen girls, parents of teens, and adults who work with teens.

Calls to Action

- Visit KnowTheFactsFirst.gov for more information on STDs and how to prevent them.
- Parents/Caregivers/Health Care Providers: Talk to teen girls about the importance of knowing the facts first and tell the teens in your life to visit KnowTheFactsFirst.gov.

What Other Partner Organizations Are Involved?

- NCSD and NASTAD have co-branded materials and incorporated campaign messages and materials into their efforts.
- Federal partners have provided information and guidance during campaign development. Some of these federal partners include the Centers for Disease Control and Prevention Division of STD Prevention, the Office of Population Affairs, the Office of Adolescent Health, and the Office of HIV/AIDS and Infectious Disease Policy.
- Other campaign partners are implementing the campaign in their local communities and conducting activities to reach girls where they are offline. These partners are providing local resources, counseling, testing, and other support.



Frequently Asked Questions (FAQs)

What is *Know The Facts First*?

Know the Facts First is a STD awareness and education campaign from the U.S. Department of Health and Human Services (HHS) Office on Women’s Health (OWH), in collaboration with the National Alliance of State and Territorial AIDS Directors (NASTAD) and National Coalition of STD Directors (NCSD).

Know the Facts First aims to provide teen girls, ages 13-19, with accurate information about sexually transmitted diseases (STDs) and STD prevention so that they can make informed decisions about sexual activity. This campaign is also relevant to teen boys who face the same kinds of questions, worries and pressures about sex. We want teens to go to KnowTheFactsFirst.gov to find reliable, straightforward information about STDs so they feel empowered to protect themselves.

What’s the difference between an STD and an STI?

STDs and sexually transmitted infections, or STIs, are sometimes used interchangeably. Diseases that are spread through sexual contact are usually referred to as STDs. Medically, an infection is only a disease once it begins to show signs or symptoms, but many of the most common STDs show no signs or symptoms. So, STI can be used since the sexually transmitted virus or bacteria creates infection, which may or may not result in disease. The term STD has been used for a longer period of time and is sometimes more commonly understood than STI, which is a newer term.

How many teen girls in the U.S. have an STD?

About 1 in 4 teens in the U.S. has at least one STD. This statistic is based on a study by the Centers for Disease Control and Prevention (CDC), which also found that most teen girls in the study who were infected showed no symptoms and didn’t realize they were infected.

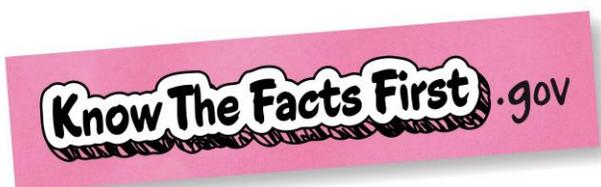
The study also noted about 3.2 million teen girls are infected with one of four common STDs: human papillomavirus (HPV), chlamydia, herpes simplex virus type 2 (HSV-2), and trichomoniasis. CDC also noted the actual number of teens with STDs could be higher because some, like syphilis, HIV, and gonorrhea, were not tested in the study.¹

Which STDs are most common among girls in the U.S.?

The same study performed by CDC noted HPV was the most common STD. The study also determined:

- Among those girls with an STD, 15 percent were infected with more than one STD.

¹ Forhan SE, et al. Prevalence of sexually transmitted infections among female adolescents aged 14 to 19 in the United States. *Pediatrics*. 2009 Dec; 124(6):1505-12.



- 1 in 5 girls who had only one sex partner in their life had an STD.
- More than 50% of teens reporting three or more sex partners in their life had an STD.
- Other common STDs among girls include chlamydia and gonorrhea.²

What about teen boys? Do 1 in 4 boys in the U.S. have an STD?

Similar rates of STDs are likely among teen boys. A CDC study did reveal the annual number of new infections is roughly equal among young women and young men: 49% of new infections occur in young men and 51% of new infections occur in young women, where “young” is defined as ages 15 to 24.³

It’s also important to note:

- Despite being a relatively small portion of the sexually active population, young people between the ages of 15 and 24 accounted for the highest rates of chlamydia and gonorrhea in 2014 and almost two thirds of all reported cases.
- Previous estimates suggest that young people in this age group acquire half of the nearly 20 million new STDs diagnosed each year.⁴

Why is STD awareness and prevention an important public health issue for women and girls?

Many STDs show no signs or symptoms and most individuals with an STD do not know they are infected. Women and girls are less likely than men and boys to have symptoms of some common STDs, such as chlamydia and gonorrhea. As a result, women and girls are less likely to seek testing and treatment. But if left untreated, STDs can lead to serious health issues, especially for women and girls. These serious health issues include cervical cancer and pelvic inflammatory disease (PID), which can lead to chronic pelvic pain, infertility, and ectopic pregnancy. Teen girls need to have access to the most accurate information about STDs, STD prevention, and STD treatment so that they can make informed decisions about their sexual activity.

What’s the best way to prevent STDs?

The best way to prevent STDs is to not to have sex. For individuals who choose to have sex, using latex condoms correctly and consistently is the best protection against STDs. It’s also helpful for teens to talk to a trusted adult and/or their partners about sex, STD prevention and correct condom use before becoming sexually active. In order to prevent STDs **and** pregnancy it is important for teens to use dual protection— using a condom in addition to a hormonal form of birth control.

² Forhan SE, et al. Prevalence of sexually transmitted infections among female adolescents aged 14 to 19 in the United States. *Pediatrics*. 2009 Dec; 124(6):1505-12.

³ Satterwhite CL, et al. Sexually transmitted infections among U.S. women and men: Prevalence and incidence estimates, 2008. *Sex Transm Dis* 2013; 40(3): pp. 187-193).

⁴ Centers for Disease Control and Prevention. *Sexually Transmitted Disease Surveillance 2014*. Atlanta: U.S. Department of Health and Human Services; 2015.



What are some tips for helping teen girls talk about sex and STD prevention?

Talking about sex and STDs can be awkward and embarrassing, but it's important for teen girls to talk with their partners. Some tips include:

- **Be ready:** Know what you want before you start talking with your partner. Think about whether you're ready for sex and what you want. *There's no rule that says once you do something, you have to do it again.*
- **Be honest:** Once you've decided what you want, think about the risks and benefits of sex. Bring up STD protection and pregnancy prevention with your partner and decide together how to protect yourselves. It can seem like a difficult conversation, but it's one that you need to have because it's about your health and your body.

What are some facts about STDs?

- STDs can be passed through vaginal, oral, and anal sex.
- You can catch an STD from just one partner, even if it's your first partner.
- You can get some STDs again, even if you have been treated for them in the past.
- All STDs are preventable and treatable, and many are curable.

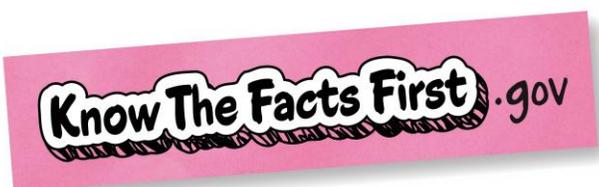
What should a teen do if she thinks she might have an STD?

It's important for all sexually active individuals to get tested for STDs. According to the United States Preventive Services Task Force, girls who are younger than 25 years old and sexually active should get tested for chlamydia and gonorrhea each year. There are places that offer low-cost and confidential testing. Teens can ask a trusted adult about testing options or visit KnowTheFactsFirst.gov to find a testing site.

Where can teen girls access more information about STD prevention?

There are several online resources for teen girls to access additional information on sexual health and STD prevention. Below are a few recommended websites:

- *Know The Facts First* (KnowTheFactsFirst.gov)
- Office on Women's Health (GirlsHealth.gov)
- CDC (CDC.gov)



Social Media

Social media best practices

Twitter

- The best times to tweet are Monday through Thursday, 1–3 p.m., for exposure. For higher engagement, try posting 3–6 p.m.
- Use the hashtag **#KTFF** in each Twitter message about the *Know The Facts First* campaign.
- Use other hashtags as needed, such as #girls, #SexualHealth, #STDs, and #STDPrevention.
- Engage and/or retweet followers that show interest in the campaign.
- Tweets with pictures tend to get re-tweeted more often. Just make sure your tweet provides context for the image.
- If your organization has an Instagram, Snapchat or other social media accounts, feel free to re-purpose the tweets and images.

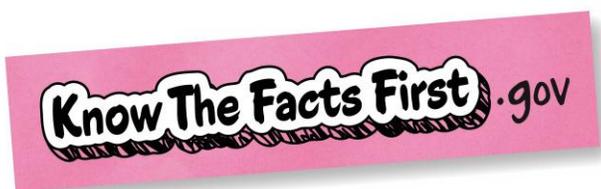
Facebook

- The best time to post to Facebook is Wednesday at 3 p.m. Facebook engagement rates are 18 percent higher on Thursdays and Fridays. The afternoon (1–4 p.m.) is the best time to post.
- Tag the Office on Women’s Health’s Facebook page in posts about *Know The Facts First*.
- Use images and photos whenever possible to increase visibility and likelihood of interaction.

Note: Images with content are example only. [Access hi-res images here](#). Images sized for social media are available upon request to Jennifer.Linke@porternovelli.com.

Social media messages related to the *Know The Facts First* campaign launch:

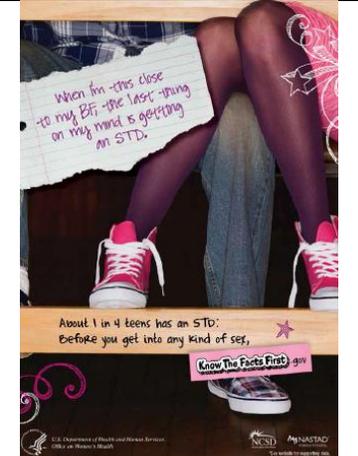
Image	Facebook Message	Twitter Message
	<p>[TAG: Office on Women’s Health] has launched <i>Know The Facts First</i>, a public health awareness campaign to give teen girls accurate information about STDs and STD prevention so they can make informed decisions. Learn more about the campaign: www.KnowTheFactsFirst.gov [attach image]</p>	<p>Abt 1 in 4 teens has an STD. To give teens accurate info ab STDs @womenshealth launched KnowTheFactsFirst.gov. #KTFF [attach image]</p>

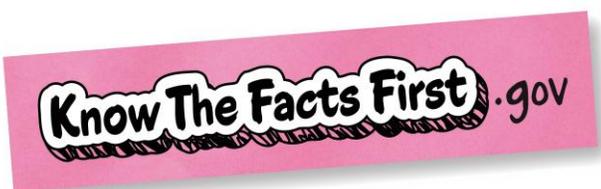


Social media messages related to the *Know The Facts First* campaign partnership:

Image	Facebook Message	Twitter Message
	<p>We support the [TAG: Office on Women’s Health] to help teen girls <i>Know The Facts First</i> about STDs and STD prevention. Learn more about the campaign: www.KnowTheFactsFirst.gov [attach image]</p>	<p>We support @womenshealth to help teens #girls Know The Facts First ab #STDs & #STDprevention #KTFF www.KnowTheFactsFirst.gov [attach image]</p>

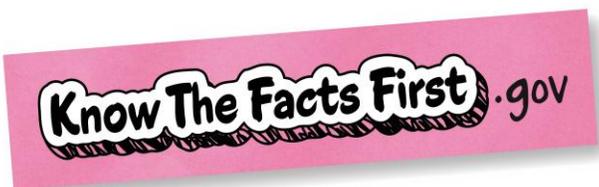
Social media messages specific to teen girls:

Image	Facebook Message	Twitter Message
	<p>Do you think you and your boyfriend or girlfriend are ready for sex? Make sure you <i>Know The Facts First</i> by visiting [TAG: Office on Women’s Health]’s KnowTheFactsFirst.gov to protect yourself AND your partner. [attach image]</p>	<p>Before deciding to have sex, learn how to protect yourself w/@womenshealth’s #KTFF campaign. www.KnowTheFactsFirst.gov [attach image]</p>



Social media messages specific to teen girls (cont'd.):

Image	Facebook Message	Twitter Message
	<p>What is that?!? Not sure what an STD is? Check out the [TAG: Office on Women’s Health]’s KnowTheFactsFirst.gov for tons of info. [attach image]</p>	<p>What is that?!? Not sure what an #STD is? Check out the #KTFF website for tons of info. KnowTheFactsFirst.gov #protectyourhealth</p>
	<p>It can be awkward to talk about sex with anyone, but it’s important. Remember to be honest with your bae when the time is right. For help to start the conversation, visit KnowTheFactsFirst.gov. [attach image]</p>	<p>#ThatAwkwardMoment when you talk about sex! Remember to be honest w your bae when the time is right. #KTFF KnowTheFactsFirst.gov</p>
	<p>About 1 in 4 teens has an STD. Learn how to protect yourself and your friends at KnowTheFactsFirst.gov. [attach image]</p>	<p>Abt 1 in 4 #teens in the US has an #STD. Learn how to protect yourself AND your friends at KnowTheFactsFirst.gov. #KTFF #protectyourhealth</p>

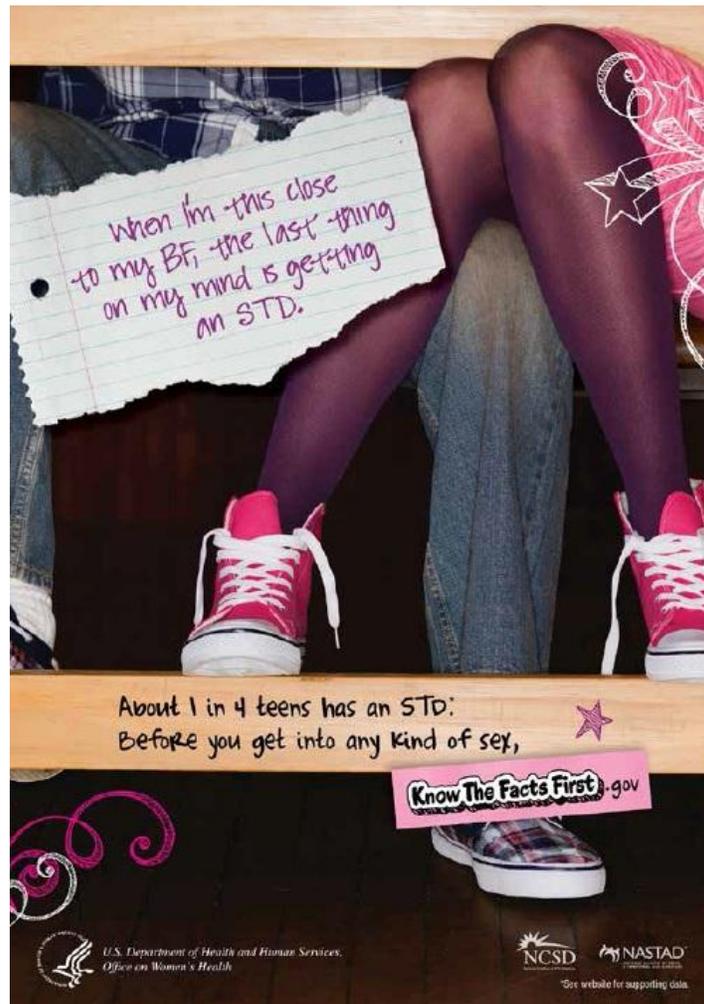


Public Service Announcements (PSAs)

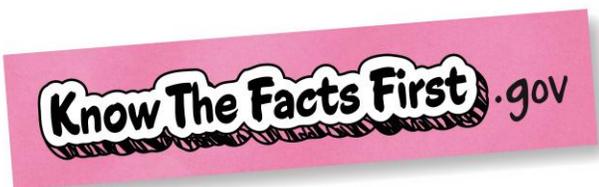
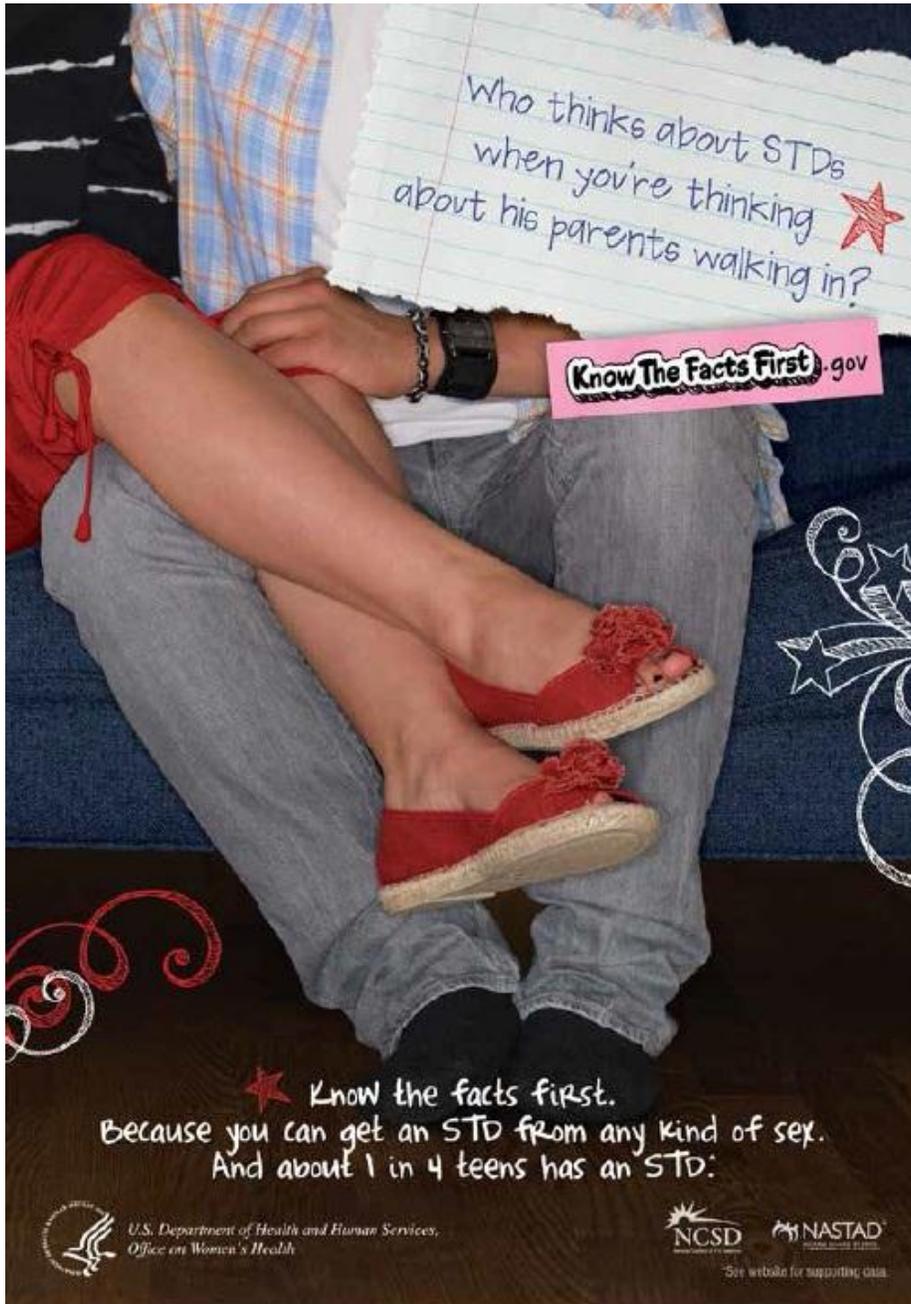
All of the PSA files below can be downloaded from KnowTheFactsFirst.gov (click on Marketing Materials at bottom of web page) and used to show the campaign images to key audiences or other partners.

The “Sneakers” and “Sandals” PSAs are intended to promote the campaign across print outlets, such as magazines, through donated space.

“Sneakers” Print PSA, 7”x10”



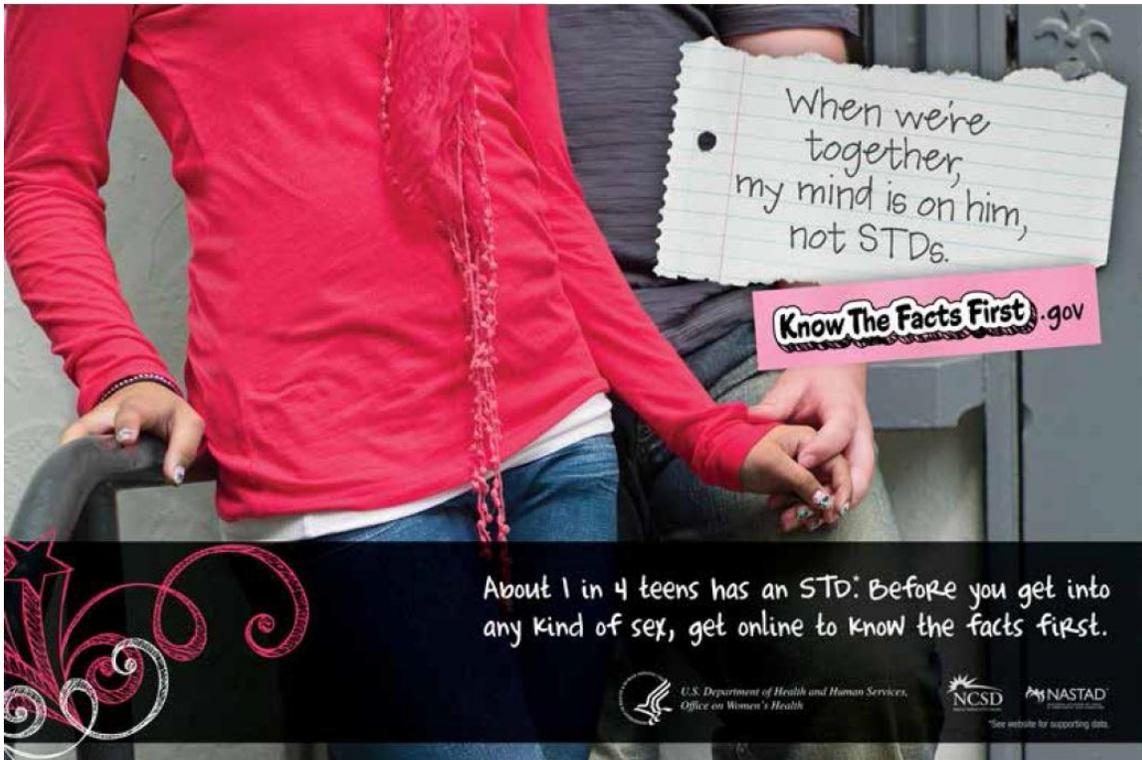
“Sandals” Print PSA, 7”x10”



Event Banner

The event banner is a large, creative display to showcase at large meetings or events. It is intended to dress conference or community event booths and initiate conversations about the campaign. We suggest delivering the “Hands” file to any preferred vendor for quality printing.

“Hands” Event Banner, 72”x48”



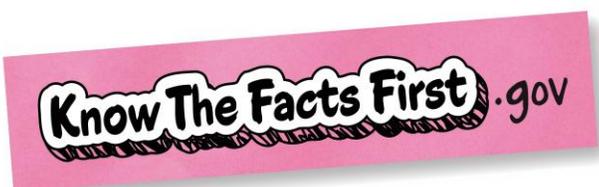
Postcards

The postcard is a creative, printed material used to promote *Know The Facts First*. It is intended to introduce audiences to the campaign and encourage them to visit the website. The high-resolution print-ready “Sneakers” and “Notebook” files can be distributed as appropriate during meetings and events.

“Sneakers” Postcard, 4”x6”



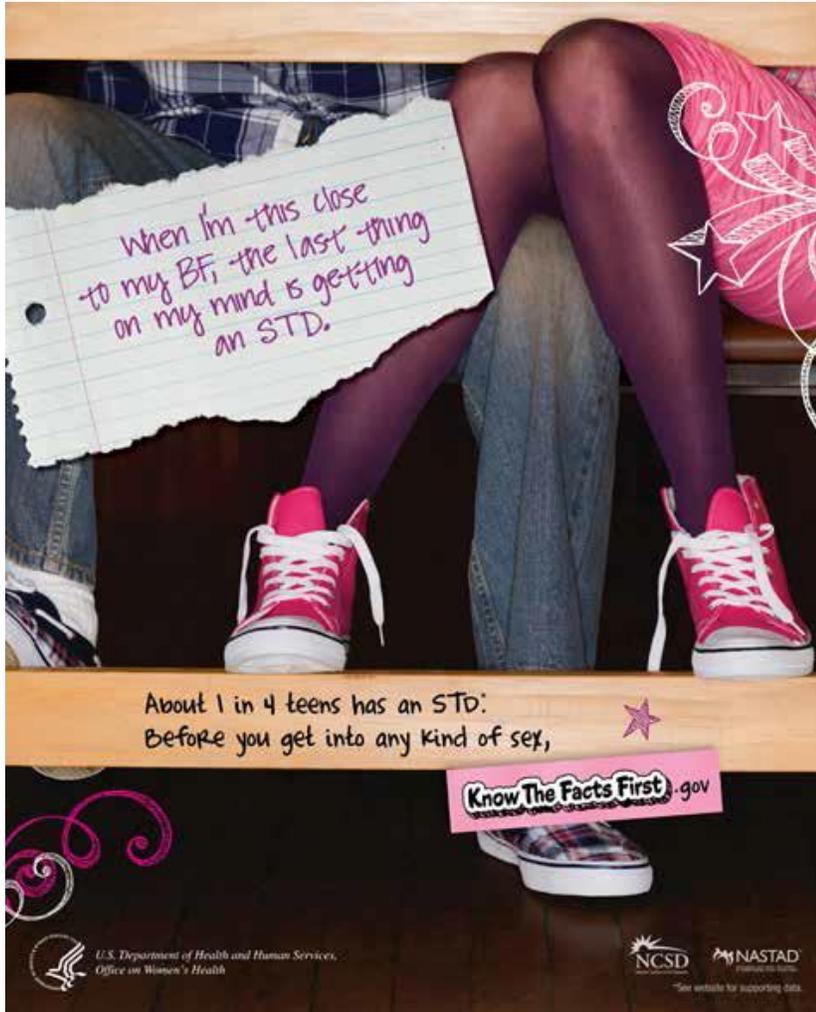
“Notebook” Postcard, 4”x6”



Posters

The posters are an additional promotional piece that can be used during meetings or other events to share information about *Know The Facts First* and encourage audiences to visit the website. The high-resolution, print-ready “Sneakers” file can be distributed as appropriate during meetings and events.

“Sneakers” In-School Poster, 17”x21”



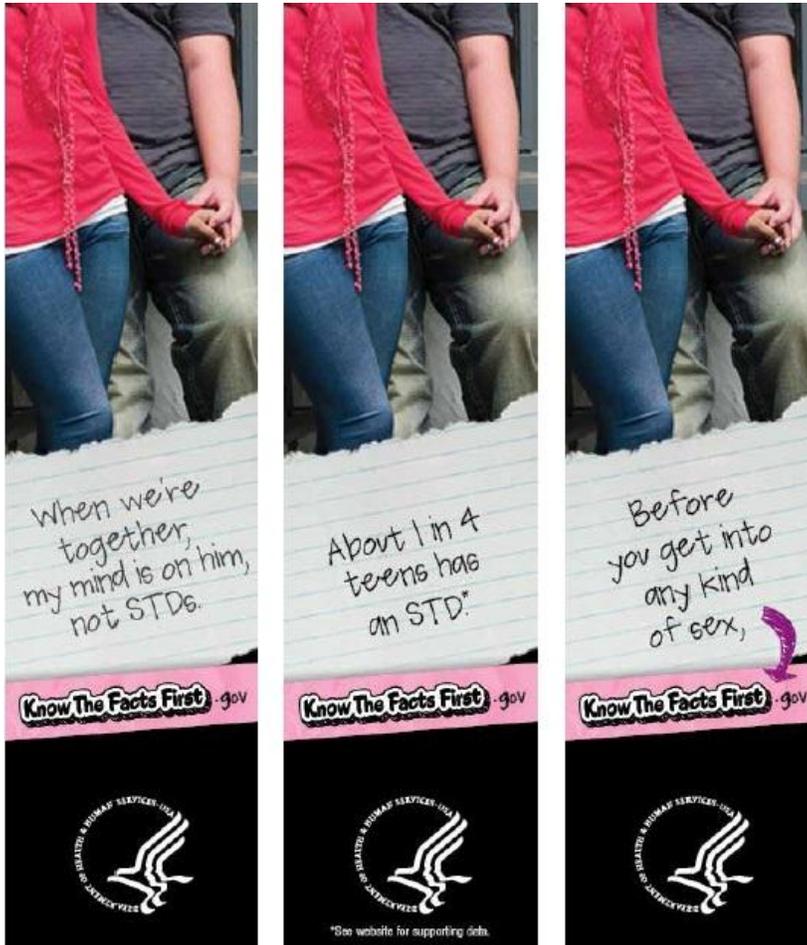
Know The Facts First .gov



Online Banner Ads

The online banner ads will be used to throughout the campaign's paid media effort to drive traffic to KnowTheFactsFirst.gov. If you would like to place the "Hands" or "Flats" ads on your website, the files for each banner ad concept below can be accessed by asking Jennifer.linke@porternovelli.com for the files. Ads are available in different sizes.

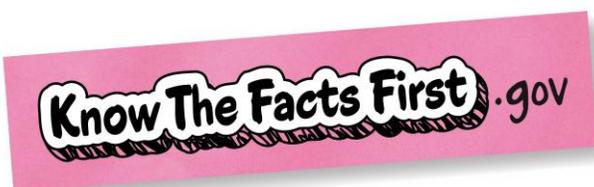
"Hands" Online Banner Ad Concept 1



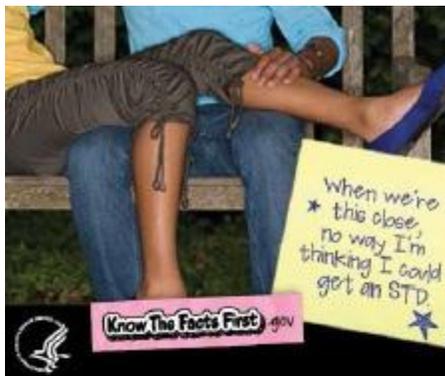
Frame 1

Frame 2

Frame 3



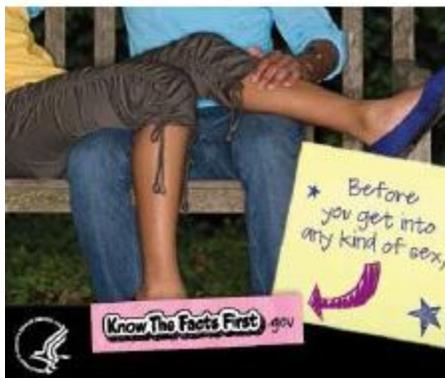
“Flats” Online Banner Ad



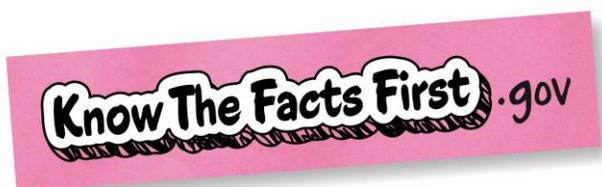
Frame 1



Frame 2



Frame 3



Draft Email/Newsletter Announcement

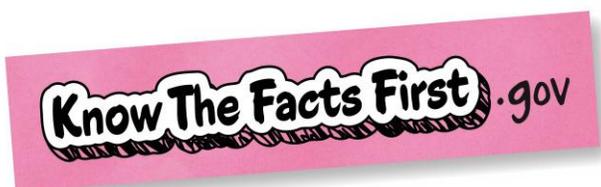
Headline: We're helping teens *Know The Facts First*

Our teens have more stress than ever – STDs shouldn't be one of them. Yet, about 1 in 4 teens has a STD. To provide teen girls, ages 13-19, with accurate information on STDs and their prevention, Office on Women's Health (OWH) created the *Know The Facts First* campaign. This campaign is also relevant to teen boys who have similar questions, worries and pressures about sex. We want teens to go to KnowTheFactsFirst.gov to find reliable, straightforward information about STDs so they feel empowered to protect themselves.

As a campaign supporter, [INSERT ORGANIZATION NAME], we will be sharing campaign messages via social media and [INSERT SPECIFICS ABOUT SUPPORT].

This integrated campaign will feature public service announcements in malls, magazines, schools, movie theaters, and on television and online.

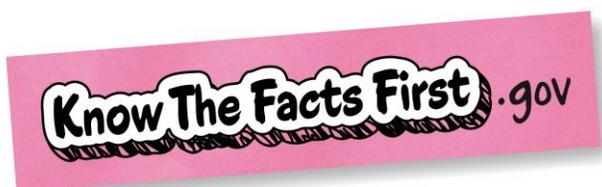
Know The Facts First reaches teens and their influencers where they are – online and off. To find out more about the campaign, visit KnowTheFactsFirst.gov.



Blog Post

As you know, blogs are a great way to share information through your website. On December 7, OWH shared a blog post from our deputy assistant secretary of Health, Dr. Nancy C. Lee. You can view Dr. Lee's blog post here: <http://www.womenshealth.gov/blog/know-the-facts-first.html>.

We invite your organization to share a blog post about the campaign and its importance among your audiences. Your post can announce the launch and link directly back to Dr. Lee's blog post or you can use the enclosed messaging to develop a post of your own. If you would like help with a blog post or content reviewed, please contact Jennifer.Linke@porternovelli.com.

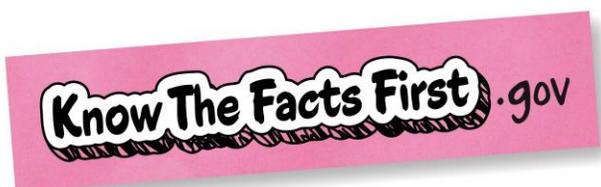


Event Planning

Events are great opportunities to enhance the campaign and raise awareness. During the course of the campaign, we encourage you to integrate campaign materials and messaging into your events in order to reach key audience members. Whenever possible, leverage existing community events, but there also may be opportunities to plan and implement original events created for the campaign.

There are several ways to incorporate the campaign into your events. If you are hosting a community event, include *Know The Facts First* campaign messaging in the program and distribute campaign materials. For existing events and conferences that you participate in, distribute campaign materials alongside your organization's materials.

You will find and download all campaign marketing materials at KnowTheFactsFirst.gov. Please reach out to us if you would like to discuss additional ideas for incorporating the *Know The Facts First* campaign into your events.



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