February 19, 2019

Dear Colleagues,

April is STD Awareness Month, and preparations are in full swing! This year, CDC is taking a slightly different approach than in previous years. Instead of developing and focusing on a single-themed campaign, we are updating four of our most popular campaigns. This will allow you, our partners, to tailor your STD Awareness Month activities to your local needs and audiences. You can focus on one campaign entirely, or use elements from different campaigns to select and curate what works best for your community.

Each campaign will include current data, graphics and other campaign-branded materials. You will also find a wide variety of resources to help reach your local priority populations.

We’re hard at work updating and readying these campaigns for your use; however, we understand that many of you are eager to begin planning for the month’s activities. To get you started, below you’ll find each campaign’s theme and target audience(s):

**Treat Me Right**
- **Theme** – A focus on the patient-provider relationship. Helps healthcare providers identify tools needed to build positive, trusting relationships with their patients and provide them with information on how to improve the sexual health of their patients. Encourages patients to learn about STDs and STD testing and provides them with resources to help them talk with healthcare providers about what they can do to stay healthy and safe.
- **Target audience** – Healthcare providers and patients

**Syphilis Strikes Back**
- **Theme** – A focus on the resurgence of syphilis across the nation, and specifically among gay and bisexual men, pregnant women and newborn babies.
- **Target audience** – Gay and bisexual men, pregnant women and newborn babies; also includes resources for healthcare providers

**Talk Test Treat**
- **Theme** – Encourages three simple actions to address the rising rates of chlamydia, gonorrhea, and syphilis – talking about STDs with partners, patients and healthcare providers, ensuring everyone knows who should be tested and when, and the important roles both healthcare providers and patients play in making sure STDs are treated correctly.
- **Target audience** – Individuals and healthcare providers

**GYT- Get Yourself Tested**
- **Theme** – Encourages and empowers youth to get tested and treated for STDs as part of their overall sexual health.
- **Target audience** – Youth ages 15 – 24 years
We will release updated resources and materials on the STD Awareness Month website on March 19, 2019, as well as a downloadable toolkit to help you plan your communication activities. We will send another Dear Colleague Letter at that time alerting you to the campaigns’ availability. If you have any questions in the interim, please contact Rachel Kachur at rkachur@cdc.gov.

As always, thank you for your commitment to STD prevention.

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