



March 19, 2010

Dear Colleague,

April is STD Awareness Month, an annual observance to raise public awareness about the impact of sexually transmitted diseases (STDs) on the lives of Americans and the importance of discussing sexual health with health care providers and sex partners. This letter summarizes CDC's activities and resources that will complement and support your local activities.

The GYT: *Get Yourself Tested* Campaign

Based on the success of last year's GYT campaign, CDC is again partnering with MTV, the Kaiser Family Foundation and Planned Parenthood Federation of America and other partners to bring attention to the epidemic of STDs in the U.S. This year, the GYT: Get Yourself Tested (GYT) campaign focuses on "get yourself talking" as well as testing, to encourage important conversations among young people, as well as between young people and their partners, friends, health care providers and parents. The [GYT website](#) will be updated on April 1, and on it, you will find a wide variety of resources available to download and use locally to support your STD Awareness Month activities. In addition, GYT kits containing hard copies of some of the material will be provided by CDC to our state and local health department partners for use in participating clinic or care sites. If you already ordered kits, they will be sent to you by the end of March. If you have not ordered kits, you can download the kit materials and additional electronic resources now at the [GYT Toolkit tab](#) on the GYT website.

National HIV and STD Testing Resources

CDC continues to update its interactive STD and HIV testing locator on the National HIV and STD Testing Resource website www.findSTDtest.org. In addition to improvements to the site based on usability testing, this year, we've added locations offering vaccinations for HPV and hepatitis B. If you have not already done so, please go to [the website](#) and check to be sure your clinic(s) are included in the database and that the information about them is current. Since the findSTDtest.org website will be promoted throughout April as a source for STD testing locations, we want to ensure that the information is accurate. Please contact Rachel Kachur (rlk4@cdc.gov) if you need assistance updating your information.

STD Awareness Month website

CDC's [STD Awareness Month website](#) has been updated for 2010 and provides our STD prevention partners with information and tools to support your local STD Awareness Month activities. Included on this site are widgets you can download to your websites to provide zip code-based locator information for STD testing sites. You can choose from a variety of pre-designed widgets or customize your own to match the look and feel of your

site. There is also a media toolkit to assist you with outreach to your local media, and, in April, an evaluation toolkit will be available on this site to help you in evaluating GYT.

STD Prevention Materials

The following materials are available to you without charge at the hot links below and on the [STD Awareness Month website](#):

- STD “The Facts” brochure series. This award-winning series of 10 brochures was developed for the general public and uses plain language. They are available to health departments and other partners to be ordered in quantities up to 500 per brochure at CDC’s [online ordering page](#).
- *A Guide To Taking A Sexual Health History*. This is a practical guide for health care providers and is a good resource to share with health care providers in your community, especially if you are making them aware of STD Awareness Month activities. Five copies of this guide are included in each GYT clinic kit, and they are also available to be [ordered online](#).
- CDC STD Fact Sheets. These are available for [download](#) and local printing and are designed to work in either black and white or color. Downloadable professional print files are also available if you want to print large quantities of these at a local printer.
- CDC is providing approximately 2500 GYT clinic kits to state and local health departments. These kits will be shipped by the end of March to the addresses provided by those who ordered them.
- Electronic campaign materials are available for [download now](#), though the website update will not be completed until April 1.

These national efforts are meant to provide support, visibility and context for state and local awareness activities – the key services and outreach that make a real impact in local communities. We are very pleased that GYT was well-received last year and promises to provide an ongoing platform for increased awareness of sexual health with its related benefits of more effective STD/HIV prevention. We look forward to your feedback so we can continue to improve our efforts to increase both national and local visibility for STD prevention and promotion of sexual health. Now, let’s all get talking throughout April!

Sincerely,

/John M. Douglas, Jr./

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