



Date: April 30, 2018

To: Patrick H. West, City Manager *T.M.*

From: Kelly Colopy, Director of Health and Human Services *KC*

For: Mayor and Members of the City Council

**Subject: STD/HIV Awareness Campaign Roll Out**

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Sexually Transmitted Diseases (STD's) and Human Immunodeficiency Virus (HIV) cases have increased nationwide. Long Beach currently has the State's second highest rate of chlamydia and third highest rates of gonorrhea and syphilis. Some of the factors that have led to this increase include the popularity of dating apps, casual hookups, and evidence that young people who are busy and otherwise healthy often do not bother with condoms or routine checkups.

To begin to stem this alarming increase in STD/HIV cases, the Health and Human Services Department (Health Department) partnered with the ArtCenter College of Design in Pasadena, working with their Designmatters Program, to develop a campaign to raise awareness.

The Health Department will officially launch the KnowMore Campaign on May 21, 2018. Attached are samples of some of the materials that will be posted on a maximum of 16 bus stops throughout the City, as well as inside 300 buses. In addition to the buses, these posters will be displayed at local clinics, community centers, social gathering spaces (bars, coffee shops, and liquor stores), schools, and on social media (Instagram, Facebook, and Twitter). The campaign will also include educational brochures, in English and Spanish, and giveaways. In addition to print material, the campaign will be accompanied by a website that can be accessed through the Health Department's website at [www.longbeach.gov/hivstd](http://www.longbeach.gov/hivstd).

Please feel free to contact me at (562) 570-4016, if you have any questions.

Attachments

CC: CHARLES PARKIN, CITY ATTORNEY  
LAURA L. DOUD, CITY AUDITOR  
DOUG HAUBERT, CITY PROSECUTOR  
TOM MODICA, ASSISTANT CITY MANAGER  
KEVIN JACKSON, DEPUTY CITY MANAGER  
REBECCA GARNER, ASSISTANT TO THE CITY MANAGER  
DEPARTMENT HEADS



LONG BEACH  
DEPARTMENT OF HEALTH  
AND HUMAN SERVICES

**Most people with chlamydia  
experience no symptoms.  
If left untreated, it can spread to  
your reproductive organs.**

**GET TESTED.**

**Know More**

**Chlamydia**

Call (562) 570-4321

[www.longbeach.gov/hivstd](http://www.longbeach.gov/hivstd)

Follow us @LBHealthDept

#KNOWMORELB



# Know More

**YOU PROBABLY CAN'T.  
7 OUT OF 10 TIMES  
STDs SHOW NO SYMPTOMS.**

**Call (562) 570-4321**

**[www.longbeach.gov/hivstd](http://www.longbeach.gov/hivstd)**

**Follow us @LBHealthDept**

**#KNOWMORELB**   



**NO MORE STD. KNOW MORE ABOUT STDs, SO THERE WILL BE NO MORE STD. KNOW MORE**

## Protect yourself

### Ways to protect yourself and others.

- + Using latex condoms provides excellent protection against HIV during sexual intercourse.
- + Sexually active individuals should get tested every six months to a year.
- + Infected pregnant women should seek prenatal care early, to prevent passing HIV to their newborn.
- + Avoid the sharing of syringes with other individuals.
- + Abstainence.

## HIV can be managed.

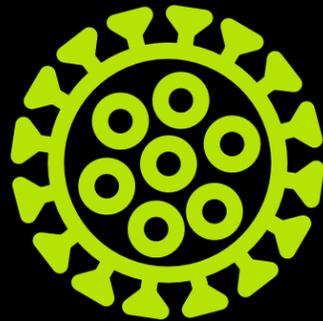
### With proper medical care, HIV can be managed.

- + Treatment for HIV is often called antiretroviral therapy or ART.
- + Before the introduction of ART in the mid-1990s, people with HIV could progress to AIDS in just a few years.
- + It can dramatically prolong the lives of many people infected with HIV and lower their chance of infecting others.
- + Today, someone diagnosed with HIV and treated before the disease is far advanced can have a normal life expectancy.

## It's very important to control HIV right away.

To learn more, call  
**(562) 570-4321**

## Know More HIV



Know more about HIV,  
so there will be no more HIV.

## How do I get tested?

See your doctor or visit a health clinics to get tested.

HIV tests may be performed on a blood or saliva.

## What is HIV?

Human immunodeficiency virus (HIV) is the virus that can lead to acquired immunodeficiency syndrome (AIDS).

- + Unlike some other viruses, the human body cannot get rid of HIV, which means that once you acquire HIV you'll have it for the rest of your life.
- + Currently there is no cure, but scientists are working hard to find one, and remain hopeful.
- + HIV affects specific cells of the immune system, called CD4 cells, or T cells. Over time, HIV can destroy so many of these cells that the body can't fight off infections and disease. When this happens, HIV infection leads to AIDS.

Symptoms can include:

- + Fever
- + Sore throat
- + Enlarged lymph nodes
- + Rash

These symptoms can last anywhere from a few days to several weeks. During this time, HIV infection may not show up on an HIV test, but people who have it are highly infectious and can spread the infection to others.

## How do people get HIV?

HIV is primarily transmitted through sexual contact, as well as needle sharing and mother-to-child.

### HIV can be passed through:

- + Blood
- + Semen (includes pre-semen)
- + Vaginal secretion
- + Rectal fluid
- + Breast milk

## How can I tell if I'm infected with HIV?

The only way to know if you are infected with HIV is to get tested. Many people who are infected with HIV do not have any symptoms at all for 10 or more years.

+ Some people who are infected with HIV report having flu-like symptoms (often described as "the worst flu ever") 2-4weeks after exposure.

If you are sexually active, get tested even if you don't have symptoms.



LONG BEACH  
DEPARTMENT OF HEALTH  
AND HUMAN SERVICES

Know More

**HIV**

Call (562) 570-4321

[longbeach.gov/health/stdhiv](http://longbeach.gov/health/stdhiv)

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   #KNOWMORELB



Long Beach Health Department  
 STD/HIV Testing & Information  
 Call: (562) 570-4321

Condoms can protect you & your partner from:  
 Chlamydia  
 Gonorrhea  
 Syphilis  
 Herpes  
 HPV  
 HIV

Lubricated Latex Condom  
 If used properly, latex condoms reduce the risk of transmission of HIV (AIDS) and other sexually transmitted infections. This product contains natural rubber latex which may cause allergic reactions in some individuals. Packaged & Dist. By Line One Laboratories, Inc. (LOI) www.lineone.com

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