Date: April 30, 2018
To: Patrick H. West, City Manager
From: Kelly Colopy, Director of Health and Human Services
For: Mayor and Members of the City Council

Subject: STD/HIV Awareness Campaign Roll Out

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.

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
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
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
Follow us @LBHealthDept
#KNOWMORELB

MORE STD. KNOW MORE ABOUT STDs, SO THERE WILL BE NO MORE STD. KNOW MORE
How do people get HIV? 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.

HIV can be passed through:
+ Blood
+ Semen (includes pre-semen)
+ Vaginal secretion
+ Rectal fluid
+ Breast milk

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

It’s very important to control HIV right away.

To learn more, call (562) 570-4321

How do I get tested?

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

How do people get HIV?

HIV can be managed.

With proper medical care, HIV can be managed.

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

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.

Symptoms can include:
+ Fever
+ Enlarged lymph nodes
+ Rash
+ Fatigue
+ Weight loss
+ Night sweats
+ Changes in appetite

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.

Protect yourself and others.

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

+ Using latex condoms provides excellent protection against HIV during sexual intercourse. The female condom and polyurethane (plastic) condoms are equally effective.
+ Oral medication can be taken daily to prevent HIV known as Pre-exposure prophylaxis or PrEP.
+ Post Exposure Prophylaxis (PEP) can be taken 72 hours after sexual contact with someone who you suspect may be living with HIV.
+ Sexually active individuals should get tested every six months to a year.

How do I get tested?

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