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DATE: November 27, 2017 **END:** December 20, 2017
CONTACT: Kate Stevens, BS
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RE: Wear One Campaign

In recent years, Genesee County has seen an increase in Sexually Transmitted Infections (STI's). The most recent statewide data (2015) indicate that Genesee County is ranked third highest in Gonorrhea, fourth in Chlamydia, and fifth in Syphilis.

In efforts to decrease the high STI rates in Genesee County, the Genesee County Health Department (GCHD) is implementing a condom campaign called Wear One, which will begin on December 1, 2017. This campaign was started by the Ottawa County Department of Public Health in 2014 and has quickly spread to other counties, including Genesee County. Wear One was developed to increase free condom availability, create awareness, and promote acceptance of condom use by individuals. The goal is to decrease STI's and unplanned pregnancies; by removing barriers such as cost, embarrassment, and lack of access. Abstinence is the best way to protect yourself against STI's; however, when sexually active, correctly using condoms is the best way to prevent STI's. The campaign focuses on providing discreet packages containing condoms, lubricant, and educational materials that will be accessible free of charge in bars, salons and barber shops, tattoo parlors, and many other locations. Beginning on December 1, 2017, a list of participating partners will be located on GCHD's website, <https://gchd.us/get-help/hiv-std-testing/>. If you are a local business or organization in Genesee County that would like to participate or have questions, please contact Kate Stevens at 810-257-3194.

Your Health Our Work.

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