

MEDIA RELEASE

DATE: March 12, 2018 **END DATE:** March 31, 2018

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RE: Wear One Condom Campaign

Much like the current increase in Sexually Transmitted Diseases (STDs) that we are seeing nationally, Genesee County has also seen an increase in STD rates. The most recent statewide data (2016) shows Genesee County ranking fourth highest in Gonorrhea, fifth in Chlamydia, and sixth in Syphilis, when comparing rates among other Michigan counties.

On December 1, 2017, the Genesee County Health Department (GCHD) introduced the Wear One condom campaign to assist in decreasing these high STD rates in Genesee County. Since its launch, GCHD has distributed over 27,500 condoms, 9,000 lubricants, and 13,000 pieces of educational information to the public with the help of over 20 participating businesses and organizations who are assisting by dispersing the Wear One packages to their patrons.

This campaign was first introduced by Ottawa County Department of Public Health in 2014 and has quickly spread to other counties. Wear One was developed to increase free condom availability, create awareness, and promote acceptance of condom use in individuals. The goal is to decrease STDs and unplanned pregnancies by removing barriers such as cost, embarrassment, and lack of access. Abstinence is the best way to protect yourself against STDs, however, when sexually active, correctly using condoms is the best way to prevent STDs. The campaign focuses on providing discreet packages containing condoms, lubricant,

and educational materials that will be accessible in bars, salons and barber shops, tattoo parlors, and many other locations throughout Genesee County.

To see the full list of participating partners, visit <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 Kelli Stokes at 810-237-6160.

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