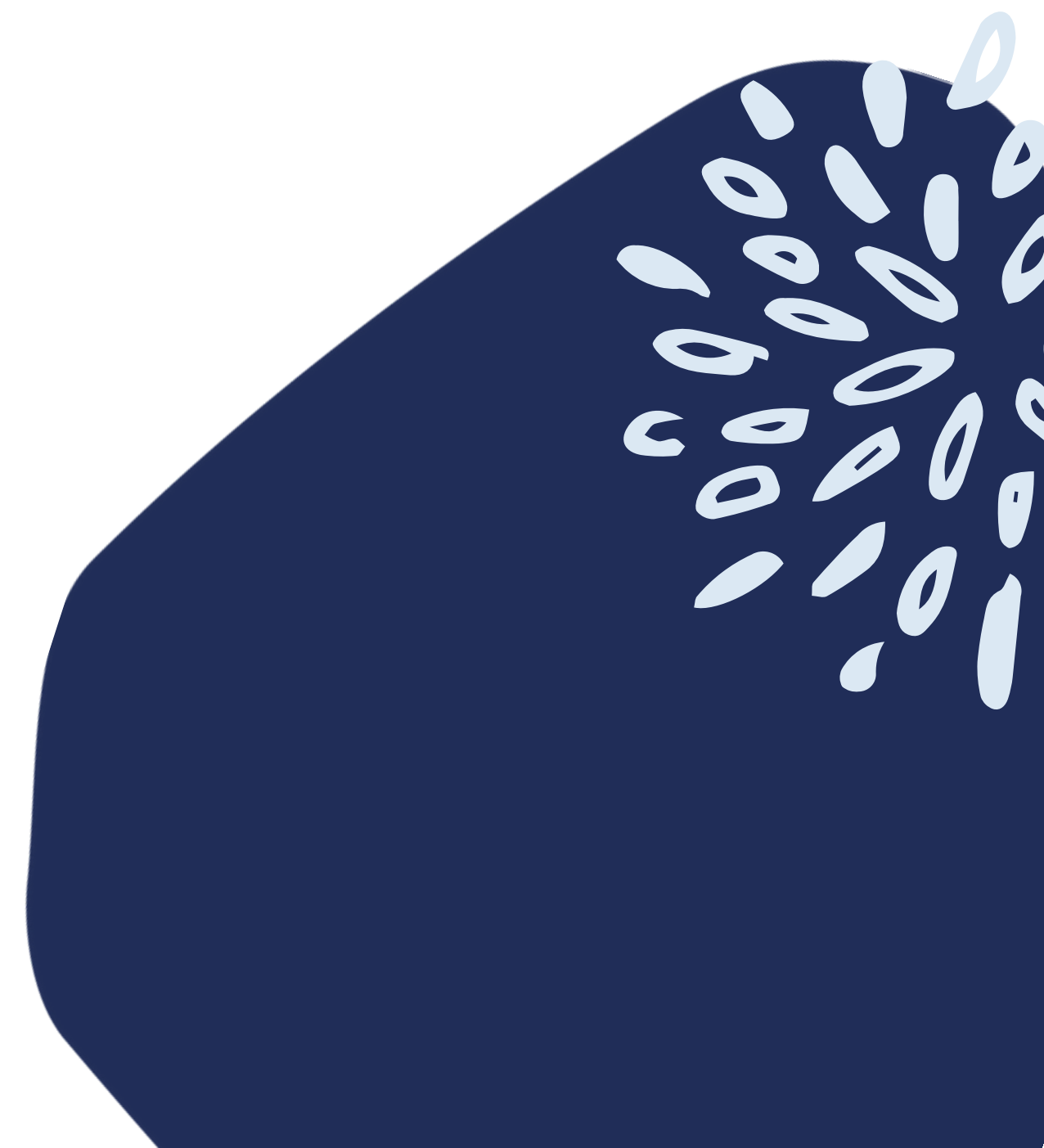




**National Coalition
of STD Directors**

Examples of Congenital Syphilis and Other STI Media Campaign Materials

Provided to NCSD in Response to a My NCSD Post, 2023



The sample materials contained in this document were generously provided to NCSD by its members in response to the following posts on MY NCSD:

- [1/31/2023](#): An STD Program is looking for examples/samples of media campaigns (any type) focusing on syphilis among women/CS
- [2/23/2023](#): A health department STD Program is developing a campaign to promote enrollment in prenatal care for high-risk pregnant people (i.e., homeless, PWUD, etc.) and is looking for media campaign materials, findings from focus groups, or program evaluation outcomes of campaigns that other jurisdictions have previously developed.

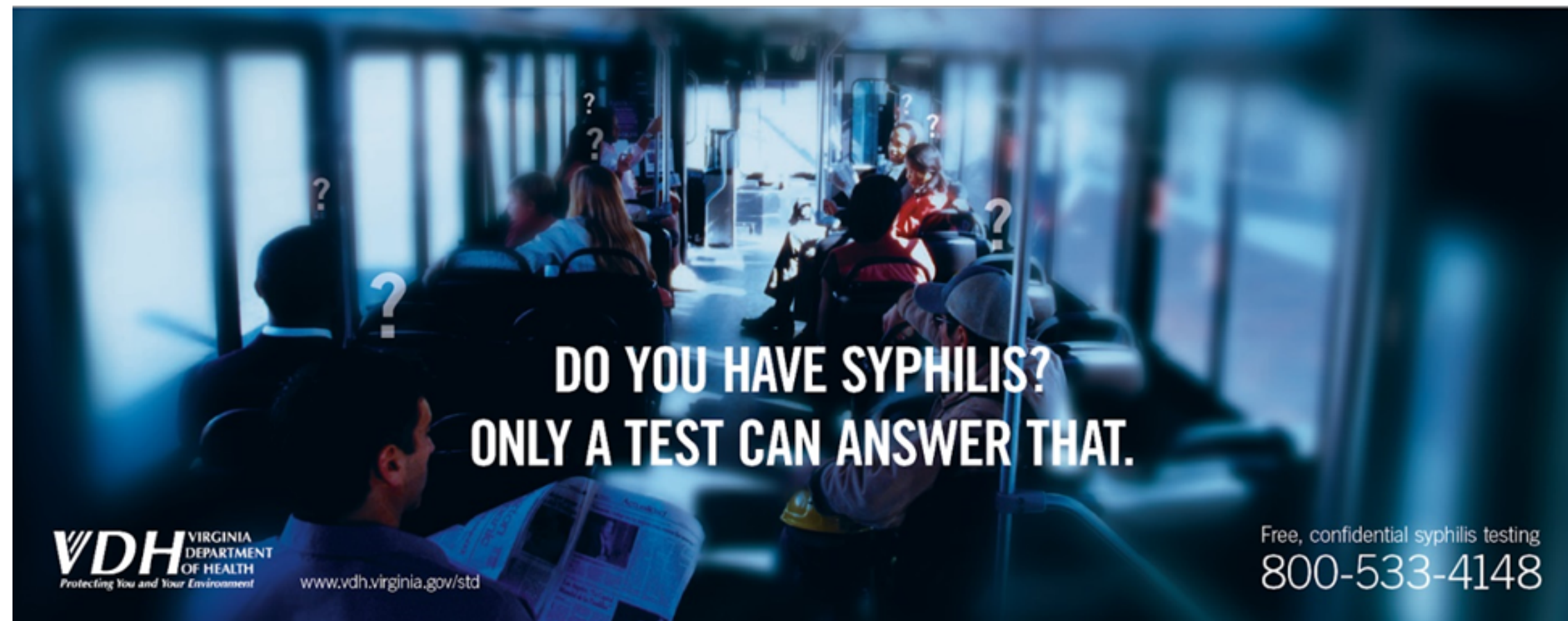
If you have any questions about these materials, please contact [Charlie Rabins](#) at NCSD.

*Note that additional resources can be found when you click a hyperlink (designated with [green font & underlining](#))

WASHINGTON COUNTY DEPT. OF HEALTH, MARYLAND



VIRGINIA DEPT. OF HEALTH



ANNOUNCER (30 sec): Syphilis is on the rise in Virginia. Part of the reason why...is that it's hard to notice. It usually starts with a sore or a rash – but sometimes, the only way to tell if you have syphilis is to get tested. So call the Virginia Department of Health -- they can tell you where to go for free, confidential testing. Because if you don't get it treated, syphilis can really hurt you. But if you catch it early, it's easy to cure. The Virginia Department of Health. 1-800-533-4148. That's 1-800-533-4148.

ANNOUNCER (60 sec): Syphilis is really on the rise in Virginia. And if you're sexually active and don't get tested every couple of months, there's a possibility that you might have it and you might not even know it until it does some real damage to your body. See, syphilis usually starts with a sore or a rash. But sometimes, you can have it and not notice the symptoms. And if you have syphilis and you don't get it treated, you could end up with serious health problems. It could damage your heart, your liver, your bones, your brain, your vision -- or even worse. The good news is, if you get tested, and you catch it early, syphilis is easy to cure. So call the Virginia Department of Health at 1-800-533-4148. They'll tell you where to go for free, confidential syphilis testing. Because when it comes to syphilis, you want to be sure. And if you do have it, you want to be cured. For free, confidential testing, call The Virginia Department of Health. 1-800-533-4148

NEW JERSEY DEPT. OF HEALTH

**Protect Your Baby from
SYPHILIS**

Know The Dangers...

Your baby could be

- Blind
- Deaf
- Premature

Prevent

- Death
- Meningitis
- Anemia
- Low birth weight

Protect Your Family...

- Talk to your doctor
- Use condoms
- Get tested in 1st and 3rd trimesters
- Get treated

Get #teSTD4baby

800-624-2377
nj.gov/health/teSTD4baby

NJ Health
New Jersey Department of Health

C2480

**Proteja a su Bebé de la
SÍFILIS**

Conozca Los Peligros ...

Su bebé podría quedar

- Ciego
- Sordo
- Nacer Prematuro

Prevenga

- La Muerte
- Meningitis
- Anemia
- Bajo peso al nacer

Proteja a Su Familia ...

- Hable con su médico
- Use condones
- Hágase la prueba en el primer y tercer trimestres
- Obtenga tratamiento

Get #teSTD4baby

800-624-2377
nj.gov/health/teSTD4baby

NJ Health
New Jersey Department of Health

C2481

**احمي طفلك من
مرض الزهري (السفلس)**

اعرفي المخاطر

قد يولد طفلك:

- أعمى
- أفترش
- قلل اكتمال الحمل

المتعمي:

- موت
- التهاب السحايا
- فقر الدم (الأنيميا)
- الوزن المنخفض عند الولادة

احمي عائلتك

- تلكي مع طبيبك
- استخدمي العازل الذكري (الواقي الجلدية) بعد الجماع
- اجري فحص: مرض الزهري في الشهر الثلاثة الأولى والأخيرة من الحمل
- تلكي المعالجة

Get #teSTD4baby

800-624-2377
nj.gov/health/teSTD4baby

NJ Health
New Jersey Department of Health

C2481


[See More](#)

CHICAGO DEPT. OF HEALTH


[Learn More](#)

Protect Your Baby from

SYPHILIS




PROTECT YOUR FAMILY



TALK


Visit your doctor and ask about syphilis testing.



TEST

Get tested at your 1st prenatal visit + 3rd trimester and delivery, if at risk.

FIND OUT YOUR RESULTS!



TREAT

If you are diagnosed with syphilis, get treated right away.

Make sure your partner is treated too.

KNOW THE DANGERS

YOUR BABY COULD BE

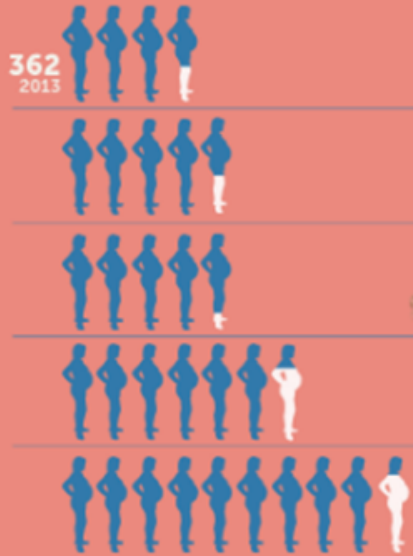
BLIND
DEAF
PREMATURE


PREVENT

DEATH
MENINGITIS
ANEMIA
LOW BIRTH WEIGHT

In the past 4 years, cases of congenital syphilis have **MORE THAN DOUBLED**

362
2013





LOS ANGELES COUNTY DEPT. OF PUBLIC HEALTH



[TOOLKITS](#)

[FULL BROCHURE](#)

[BUS AD](#)

[SPANISH BUS AD](#)

[POSTER](#)

[POSTER](#)

It's their health too
SYPHILIS

and other STDs can harm your baby

GET FACTS. GET TESTED. GET CURED.

Free & confidential testing & information:

1-800-758-0880 • www.publichealth.lacounty.gov/dhsp



LOS ANGELES COUNTY DEPT. OF PUBLIC HEALTH

LA DPH HEALTH
EDUCATIONAL MATERIALS
LIBRARY

DON'T THINK DON'T KNOW

GET PROTECTED LA

GET PREP LA

Syphilis

WHAT IS IT?

HOW IS IT SPREAD?

HOW LONG WOULD IT TAKE TO SEE SYMPTOMS AFTER INFECTION?

WHAT ARE THE SYMPTOMS?

WHAT'S THE TREATMENT?

HOW OFTEN SHOULD I BE TESTED?

WHERE CAN I GET TESTED?

HOW CAN I PREVENT SYPHILIS?

WHERE CAN I FIND MORE INFORMATION?

Answer

- Sexually transmitted **disease** (STD).
- Syphilis is a **skin and blood infection** caused by a bacteria (*Treponema pallidum*)
- It **can spread** to other parts of the body after it enters the blood, including organs.

ALABAMA DEPT. OF PUBLIC HEALTH

[See More](#)

CONGENITAL SYPHILIS IN ALABAMA:

Everything You Need to Know

1. TALK



- **Discuss** detailed **sexual history** and **STD testing** with ALL pregnant patients.
- **Know** key **signs and symptoms** to look for:

Stage	Onset	Characteristics
Primary	2-3 weeks after infection	<ul style="list-style-type: none">• Painless chancre (lesion or sore)
Secondary	4-10 weeks after chancre	<ul style="list-style-type: none">• Diffuse body or palmar-plantar skin rash• Flat mucous patches• Elevated condylomata lata (warty plaques)
Early Latent	<1 year after infection	<ul style="list-style-type: none">• Serological proof BUT asymptomatic (early, non-primary, non-secondary)
Late Latent	>1 year after infection	<ul style="list-style-type: none">• Serological proof BUT asymptomatic (late or unknown duration)
Tertiary	2-50 years after infection	<ul style="list-style-type: none">• Tumor-like gumma (necrotic granuloma)• Cardio, neuro, and ocular complications

2. TEST



- **Screen** ALL pregnant patients at **initial prenatal visit**, during **3rd trimester** at 28 to 32 weeks gestation, **AND** at **labor and delivery**.

3. TREAT



- **Administer Benzathine Penicillin 2.4 million units IM at 5-7 Day Intervals** immediately.
- **Every week** for **2 weeks** for **primary, secondary, or early latent, non-primary, non-secondary**
- **Every week** for **3 weeks** for **late latent or unknown duration**
- **Ensure** ALL positive pregnant patients are treated at least **30 days prior** to delivery.
- **Refer** patient's partner(s) for treatment.

For more information on syphilis prevention and treatment, please visit the Alabama Department of Public Health website at alabamapublichealth.gov.

ALABAMA
PUBLIC
HEALTH

MARCH OF DIMES



PROTECT YOURSELF AND YOUR BABY FROM SYPHILIS.

Syphilis is a sexually transmitted infection.

It can be cured with medicine. If not treated, it can cause problems with your eyes, heart and brain. It can cause serious problems for your baby, like:



- Being born too early
- Being born too small
- Death before or after birth
- Lifelong problems with eyes, ears, teeth, bones and joints

Here's what you can do:

Use a condom when you have sex. Condoms can help prevent you and your partner from getting or spreading syphilis.



If you're pregnant, **go to all your prenatal checkups**. Ask about syphilis testing.




ESSENTIAL ACCESS HEALTH CAMPAIGN



ESSENTIAL ACCESS HEALTH CAMPAIGN

Girl, get tested.

Knowing is essential




Knowing your HIV and Syphilis status is an essential part of your overall wellbeing. Talk to your health care provider about getting tested today.

Girl, get tested.

KNOWING IS ESSENTIAL

Knowing your HIV and Syphilis status is an essential part of your overall wellbeing. Talk to your health care provider about getting tested today.



SEATTLE-KING COUNTY HEALTH DEPT.

SYPHILIS
IS  **RISING**

SyphilisIsRising.Com

MISSOURI DEPT. OF HEALTH



EXPECTING MOMS SHOULD GET TESTED FOR SYPHILIS
DURING THE FIRST AND THIRD TRIMESTER

GET TESTED. TAKE CONTROL.

TOOLKITS



YOU CAN HAVE
SYPHILIS
WITHOUT HAVING
SYMPTOMS.
BUT IT CAN BE
HARMFUL
TO
**YOUR
BABY**
IF UNTREATED.

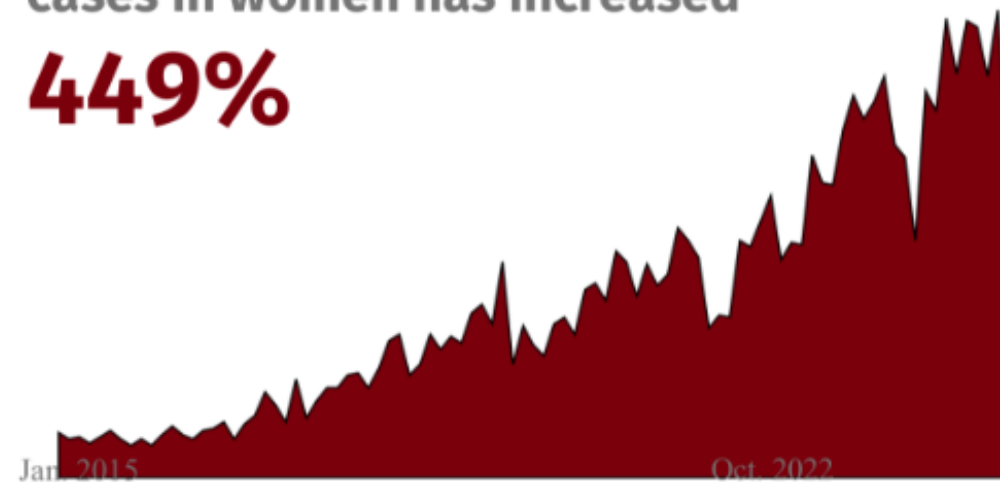
**GET TESTED.
TAKE CONTROL.**

ARIZONA DEPT. OF HEALTH

Arizona has an **outbreak of syphilis** among women and babies

Since 2015, the yearly average of **syphilis** cases in women has increased

449%



How can you **protect** yourself?



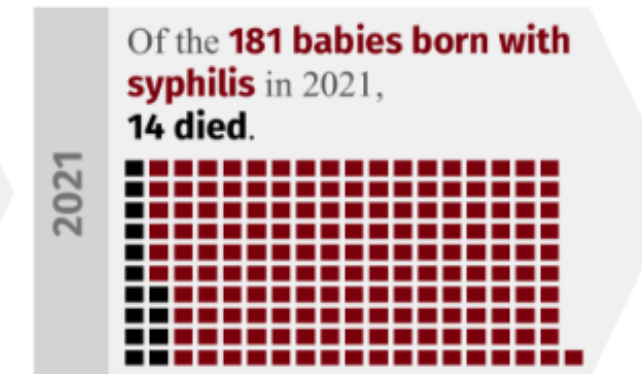
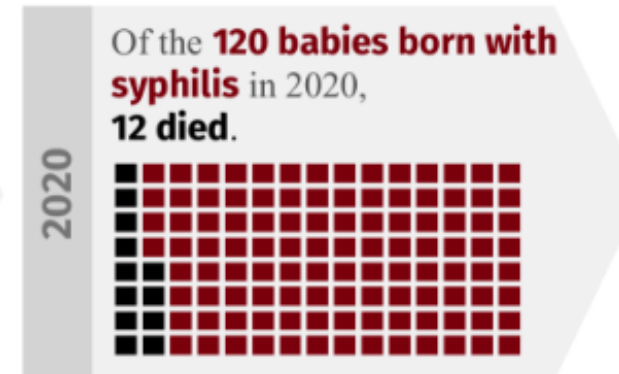
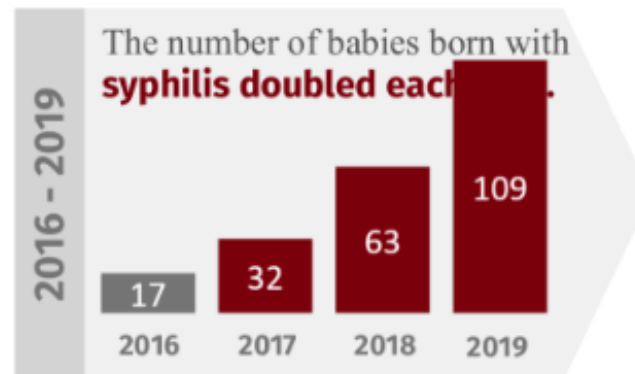
Use condoms when having **ANY** type of sex



Reduce number of sexual partners



Get tested for STDs



Syphilis can lead to problems with the skin, eyes, and brain, **stillbirth, or infant death**.

Up to **40%** of untreated syphilitic pregnancies result in **stillbirth or newborn death**¹



Babies who survive spend about **10 days** in the hospital

77% of babies were symptomatic in 2019.

DASHBOARD

[1] Centers for Disease Control and Prevention. "STD Facts – Congenital Syphilis" [Online] Available: <https://www.cdc.gov/std/syphilis/stdfact-congenital-syphilis.htm>

Infographic Updated: 1/11/2023 – Case counts from the current year may change as the data are still pending. There is a 3 month lag in this report to help ensure accurate counts.

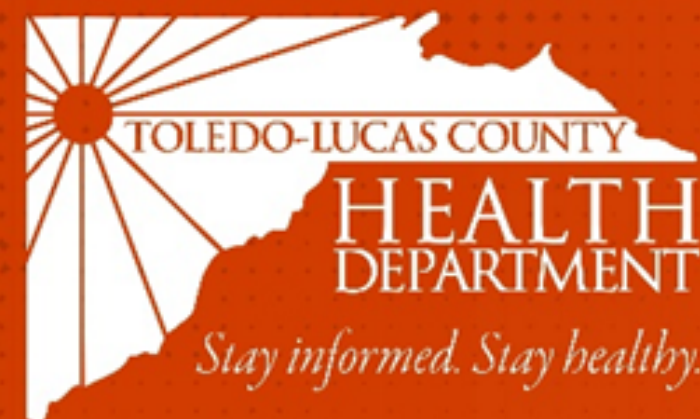
TOLEDO-LUCAS COUNTY HEALTH DEPT.

PAYING FOR SEX?
GET TESTED!

TEST for SYPHILIS.

419.213.2013

lucascountyhealth.com

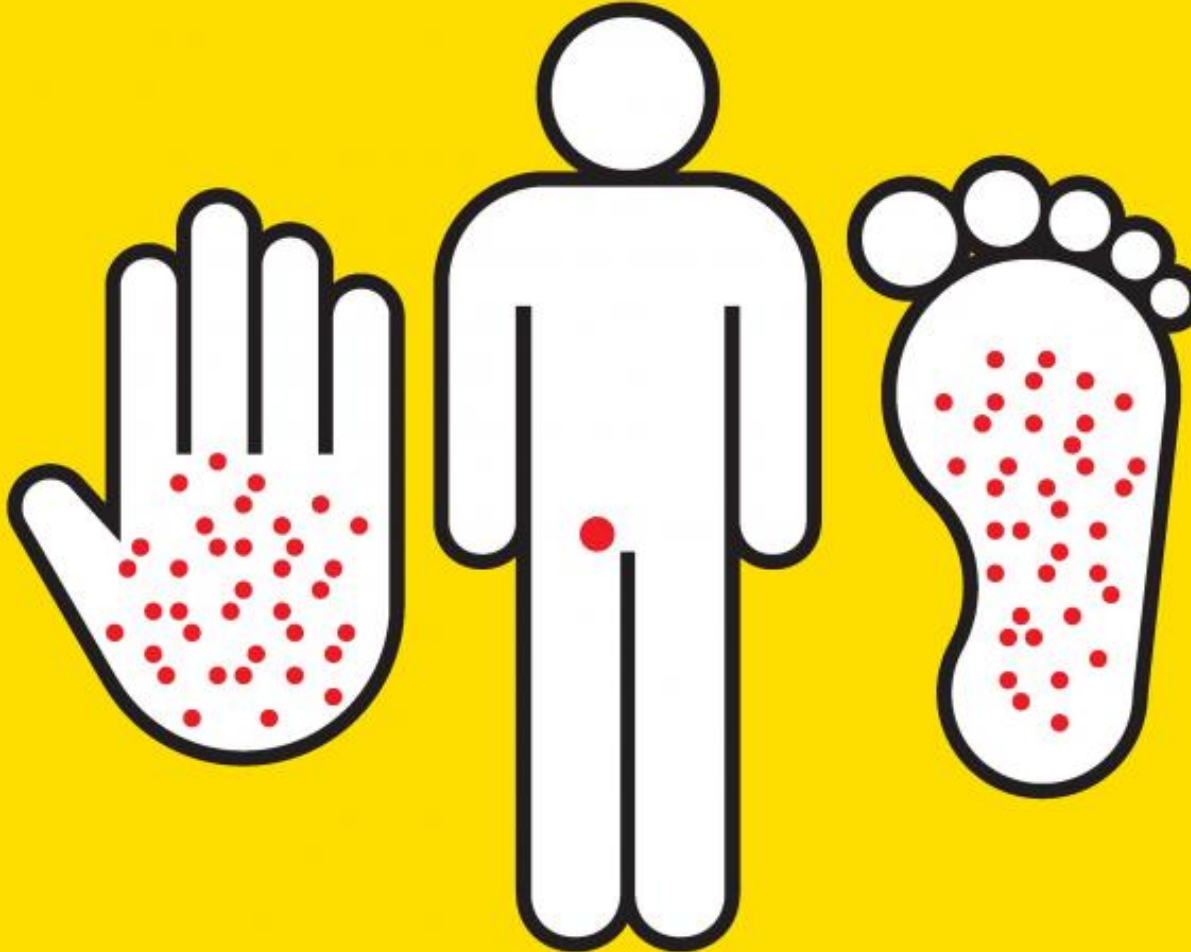


Funded by a grant from the Ohio Department of Health STIPrevention Program.


SAN MATEO MEDICAL CENTER


PROVIDER RESOURCES

That rash or sore might be
SYPHILIS
Syphilis is on the rise.
GET FACTS. GET TESTED. GET CURED.



Esa erupción o lesión puede ser
SÍFILIS
Los casos de Sífilis van en aumento
HÁZTE LA PRUEBA GRATIS HOY
www.smchealth.org/general-information/testing-locations

 SAN MATEO
COUNTY HEALTH



Artwork courtesy of Pima County Health Department

NORTHWEST PORTLAND AREA INDIAN HEALTH BOARD



NPAIHB is located in Multnomah County, OR, and rests on the traditional village sites of the Multnomah, Kathlamet, and Clackamas, bands of Chinook, Tualatin Kalapuya, Molalla, and many other Tribes who made their homes along the Columbia River.

StopSyphilis.Org



When you're pregnant, make sure that you and your baby stay healthy.

Check in with your healthcare provider to get tested and treated for syphilis!

When caught early, syphilis can be treated with just one shot of antibiotics.



FLORIDA MIAMI-DADE COUNTY DEPT. OF HEALTH

MIAMI-DADE
WOMEN
SYPHILIS
IS ON THE
RISE.

CAN BE
PASSED TO INFANTS
DURING PREGNANCY

CAN BE
LIFE THREATENING

GET TESTED
THREE TIMES
DURING PREGNANCY

SYPHILIS
CAN BE
CURED

If you have questions contact
your health care provider
or contact:
Florida Department of Health
in Miami-Dade County
(305) 575-5430

TEST
FIRST VISIT

TEST
28
WEEKS

TEST
AT
DELIVERY

Thank Minnesota Department of Health for Inspired Vision



**GET
TESTED**

GET TREATED

FOR SYPHILIS



Every year we put out PSAs in medical clinics, gas stations, laundry mats and also airing of radio station. This seems to work out great as we have seen an uptake in women screening.

FLORIDA MIAMI-DADE COUNTY DEPT. OF HEALTH



SYPHILIS IS ON THE RISE IN MIAMI-DADE COUNTY

KNOW THE DANGERS OF SYPHILIS	PROTECT YOURSELF AND YOUR BABY
<p>Congenital syphilis is sexually transmitted</p> <p>Can be passed to baby during pregnancy and delivery</p> <p>Life threatening to mother and child</p>	<p>Get tested during 1st, 3rd trimester and during delivery</p> <p>Use condoms</p> <p>Get treated if infected and make sure your partner gets treated</p>

If you have questions, contact your doctor or Florida Department of Health in Miami-Dade: 305-575-5430



FLORIDA DEPT. OF HEALTH

STDs version 1

STDs version 2

STDs version 3

STDs version 4

Women version 1

Women version 2

CS version 1

CS version 2

CS version 3

STDs are sexually transmitted diseases.

Could you have one?

25 years old or younger?

15-24 AGE GROUP:
27% of the sexually-active population.
50% of the 20,000,000 new STDs cases each year.
Many have multiple partners—increases risk.
Not open to talking about their sexual behaviors with their doctors.

Condom use?

Consistent, correct use reduces risk.
MORE RELIABLE:
Long-term, mutually monogamous relationship with an uninfected partner.
Not having sex.

Gender?

STDs: more long-term health problems for women than men.
Undiagnosed STDs cause 24,000 women to become infertile each year.
Women don't know they're infected because they have few or no symptoms.
YOUNGER WOMEN:
More biologically susceptible to STDs.
Many don't receive chlamydia screenings.

CDC/U.S. data

SELF CARE = HEALTH CARE


Get tested. Learn more.
FloridaHealth.gov/SelfCare

Florida HEALTH

Florida Department of Health Office of Communications 12-13

STDs are different for women.


SELF CARE = HEALTH CARE
Get tested for STDs.




FOR WOMEN, SYMPTOMS ARE HARDER TO SEE AND FEEL.
Sores from herpes or syphilis can be inside the vagina. A man can see and be bothered by sores on his penis.

A WOMAN CAN THINK AN STD SYMPTOM IS SOMETHING ELSE. For a woman, discharge, burning and itching can mean something as normal as a yeast infection.

STDs can lead to serious, life-long health problems for a woman: **MISCARRIAGE, INFERTILITY AND ECTOPIC PREGNANCY.**



HUMAN PAPILLOMAVIRUS (HPV) IS THE MOST COMMON STD IN WOMEN AND THE MAIN CAUSE OF CERVICAL CANCER.



STDs CAN PASS FROM A MOTHER TO HER INFANT DURING PREGNANCY AND DELIVERY.

Syphilis can cause congenital syphilis (CS) in an infant. CS can cause low-birth weight, brain damage, blindness, deafness or death.

For infants, gonorrhea can cause infections that lead to blindness—chlamydia can cause eye and lung infections.

A mother with HIV can deliver an infant with HIV who will need to be treated. A mother under treatment for HIV can stop the spread of infection to her infant.

A mother with hepatitis B can deliver an infant with hepatitis B. About 1 out of 4 infants with the disease will die of liver failure or liver cancer as adults.

Florida HEALTH

FloridaHealth.gov/SelfCare

Florida Department of Health Office of Communications 12-13

No one cares more about your baby

than you.

If you're pregnant, get tested for STDs the first time you see your doctor or midwife—STDs like syphilis do not have symptoms.

STDs (sexually transmitted diseases) can cause life-changing problems for women and their babies. Congenital syphilis, or CS, is a disease that happens when a pregnant woman with syphilis passes the infection onto her baby.

CS can cause miscarriage and stillbirth, or cause a baby to die soon after birth. It causes complications like prematurity or low-birth weight.

Even newborns with CS who look healthy need treatment and care. Infections, seizures, deformed bones, anemia, enlarged liver and spleen, jaundice, blindness and deafness can appear in the first few weeks after birth, while problems like delays in development can happen years later.

Help yourself. Help your baby. Get tested.

Up to 40% of babies born to women with untreated syphilis may be stillborn or die from the infection as a newborn. (CDC)

Your provider can give you the best advice on testing and treatment.

Florida HEALTH

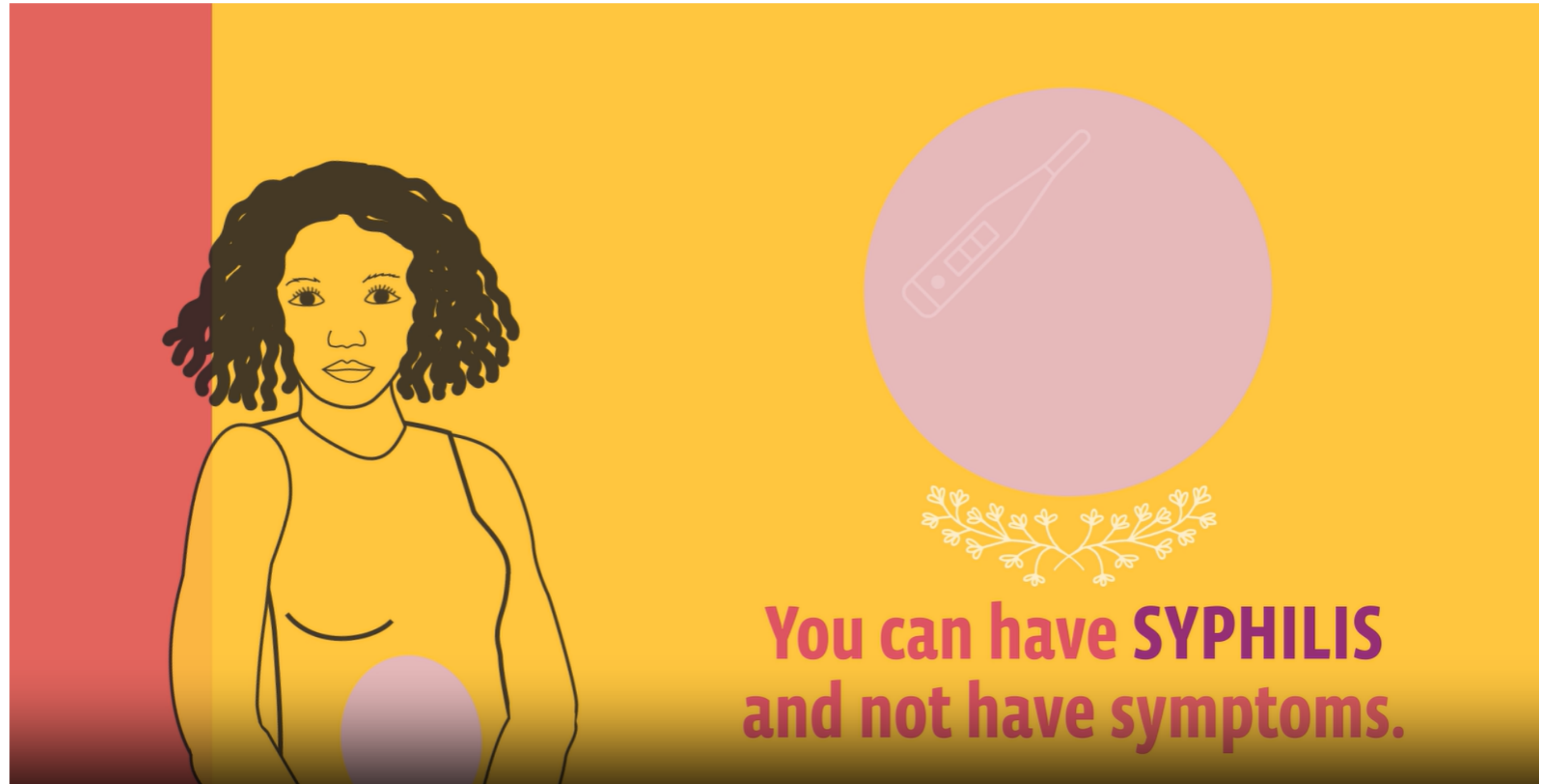
FLORIDA DEPT. OF HEALTH: AUDIO & VISUAL

Radio PSA

VIDEO

STOP MOTION

VIDEO





National Coalition of STD Directors

Charlie Rabins
crabins@ncsddc.org
www.ncsddc.org