



Promoting Adolescent Sexual Health in Philadelphia

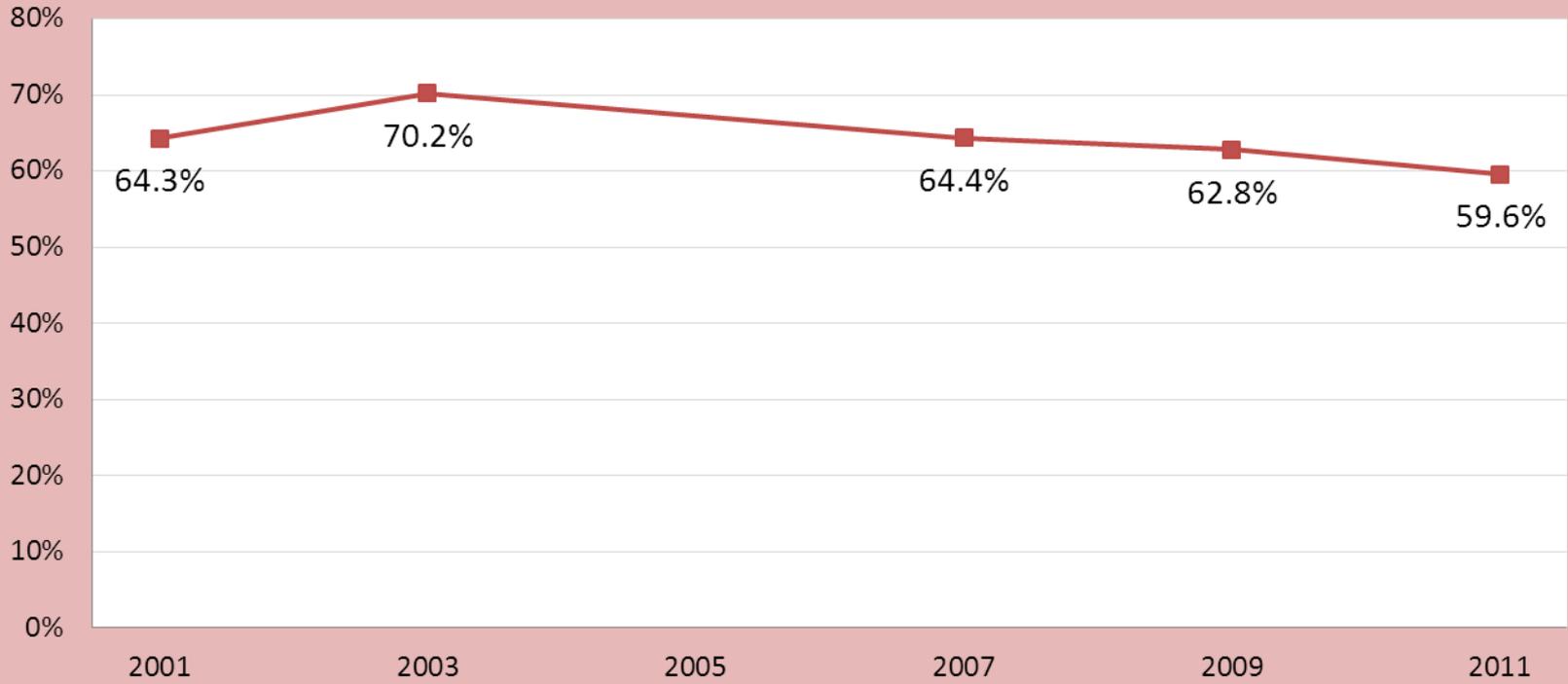
May 20, 2014

Donald Schwarz, MD, MPH

Health Commissioner

Deputy Mayor for Health and Opportunity

Teens who used condom with last sexual encounter, 9th-12th grade



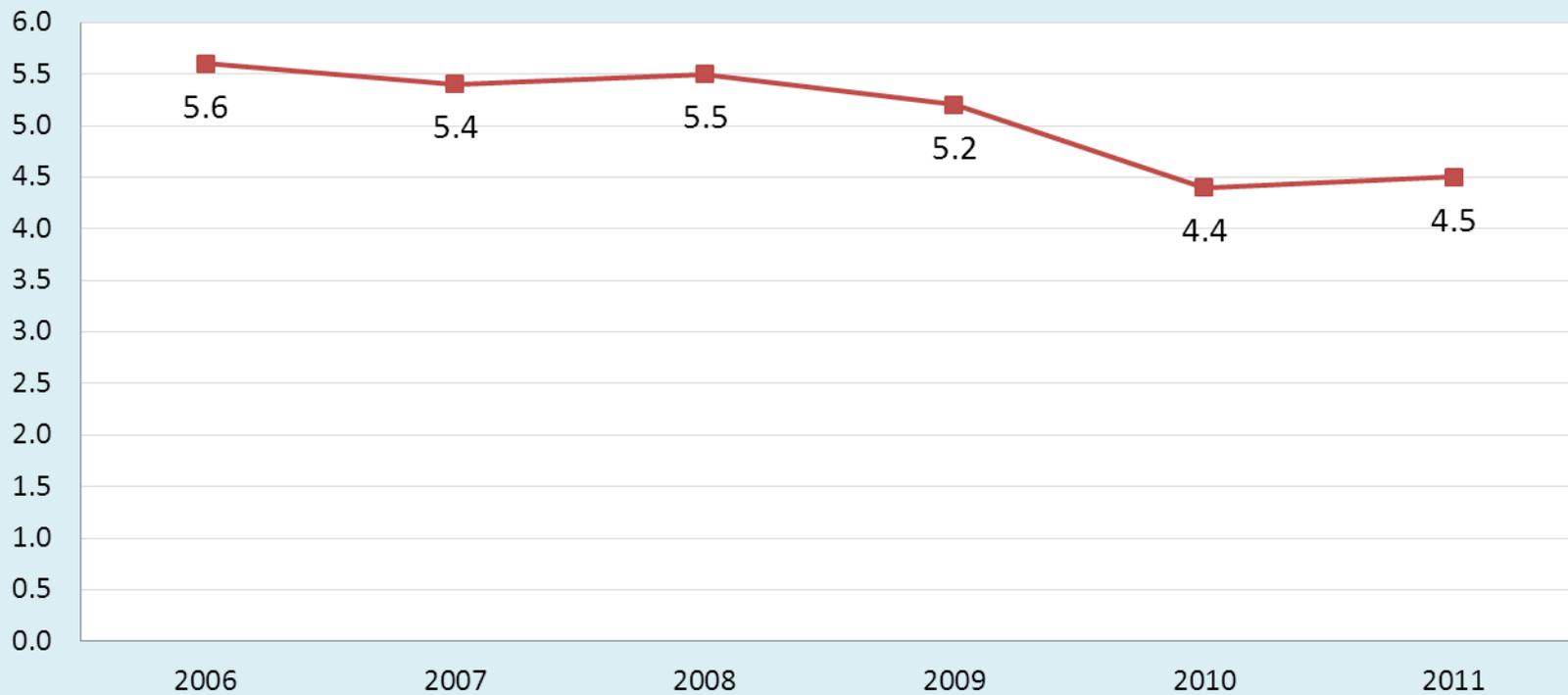
Source: Youth Risk Behavior Surveillance System

Teen chlamydia rate per 100,000, 15-19 years



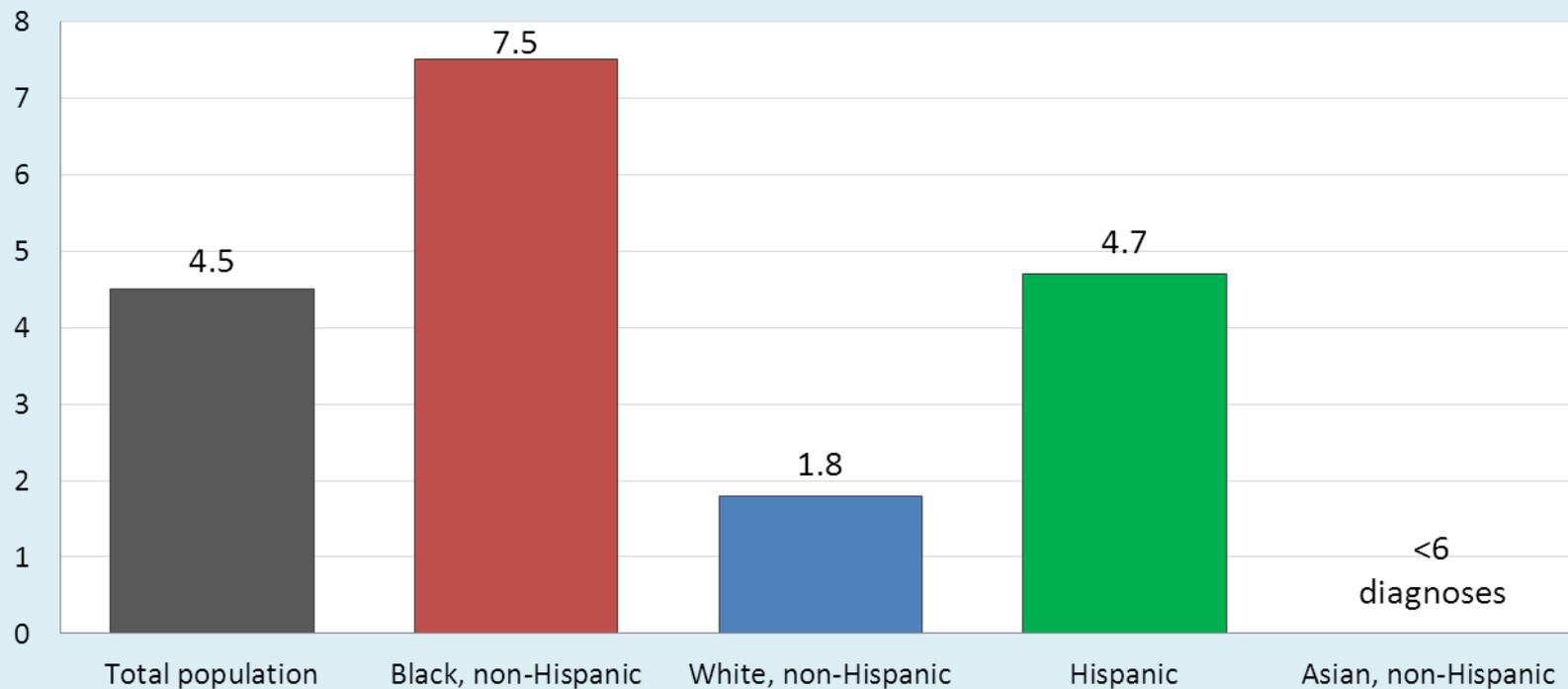
Source: Division of Disease Control

New HIV diagnoses per 10,000



Source: AIDS Activities Coordinating Office

New HIV diagnoses per 10,000



Source: AIDS Activities Coordinating Office, 2011



Interventions

- Condom distribution
- Treatment verification
- Contact investigation/partner services
- Healthcare provider outreach
- Education/public awareness through advertising and media (esp. social media)

ADOLESCENT STD/HIV PREVENTION PROGRAM

PROGRAM LAUNCH -- April 7, 2011



TEEN SITE: TAKECONTROLPHILLY.ORG

DISTRIBUTION SITE MAP

TAKE CONTROL

- STDs
- How to Use Condoms
- Where to Get Condoms
- Mail Me Condoms
- Testing & Treatments
- Other Resources

Need condoms? You can use the map to the right to find out where to get free condoms near you.



If you have an iPhone, you can also [visit the App Store to download the free iCondom Philly app](#) for your phone that will help you find the site closest to your current location.

HOME | CONTACT US | FOR PARENTS

Where to Get Free Condoms

The STD Control Program provides free condoms at over 100 sites across the city. These sites have condoms available for free, for anyone that needs them.

All of the sites on this map are teen-friendly, and the ones in yellow are sites that are specific to teens.

Find a site near you, walk in, and ask for condoms. It's that easy!

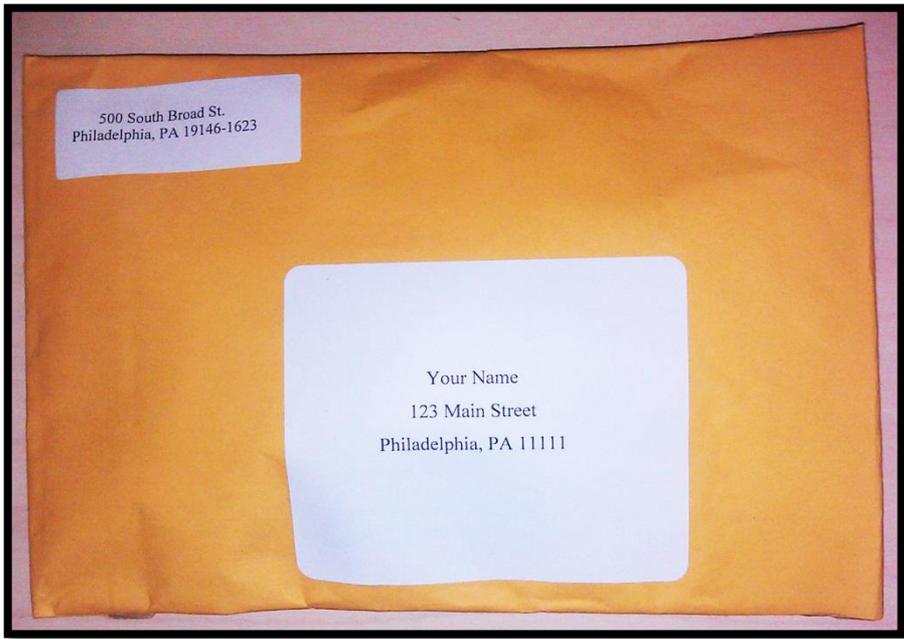


A map of Philadelphia and its surrounding areas, including counties like Bucks, Chester, Delaware, and Montgomery. The map is populated with numerous location pins. Most pins are green, while a few are yellow. The pins are concentrated in the city center and surrounding urban areas. Major highways like I-76, I-95, and I-276 are visible. The map interface includes a search bar, a person icon, and zoom controls.



TEEN SITE: TAKECONTROLPHILLY.ORG

MAIL ME CONDOMS!



ADOLESCENT STD/HIV PREVENTION CAMPAIGN

HIGH SCHOOL CONDOM DISPENSERS

Winter Break 2012

Condom Dispensers
placed in 12 High Schools



FACEBOOK ADS – SHE TAKES CONTROL!

 **TakeControlPhilly**
January 31

Like this status if you think women should carry condoms.

Comment on why you think it's important or not.



Like · Comment · Share 👍 133 💬 31

1,348 people saw this post

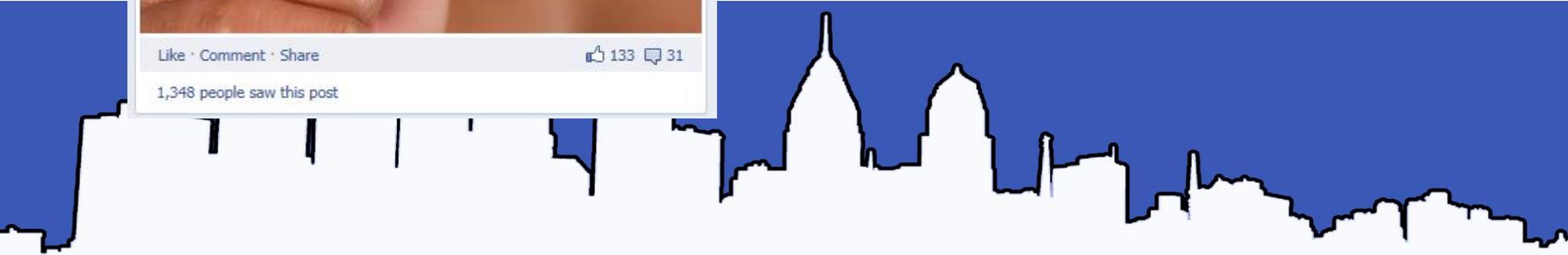
 **Stan** [redacted] their sluts of course they should
January 31 at 4:03pm · Undo

 **Stan** [redacted] ^ prime example of a whore
January 31 at 4:09pm · Undo

 **Samuel** [redacted] Cause dude's are stupid. Especially when we're only thinking about gettin laid, we get extremely stupid. Women on the other hand, think about things. So when guys don't bring something, a woman should have something. Can't never be too careful.
January 31 at 4:50pm · Unlike · 🔄 2

 **Sincere** [redacted] I don't trust any girl giving me a condom to use I always have my own and if I don't which is rare I will buy it in the store rather than take one she gives me na I'm good
January 31 at 4:59pm · Like · 🔄 1

 **Glenys** [redacted] dont think girls should carry condoms cuz who knos what they could be up too they could make a whole in the condom with a needle just to get pregnant i kno it sounds stupid but i say it cuz this happened to my brother who didnt bring a condom n now the girl who gave him the condom has a baby by him
March 28 at 11:46am · Like





FACEBOOK ADS – SHE TAKES CONTROL!

**REACH – 540,000 INDIVIDUALS
AGES 13-19 IN PHILLY**



**NEW LIKES – 2,200 TEENS
INCREASE OF 18.6%**



**MAIL ORDERS – 500 ORDERS
INCREASE > 4X**



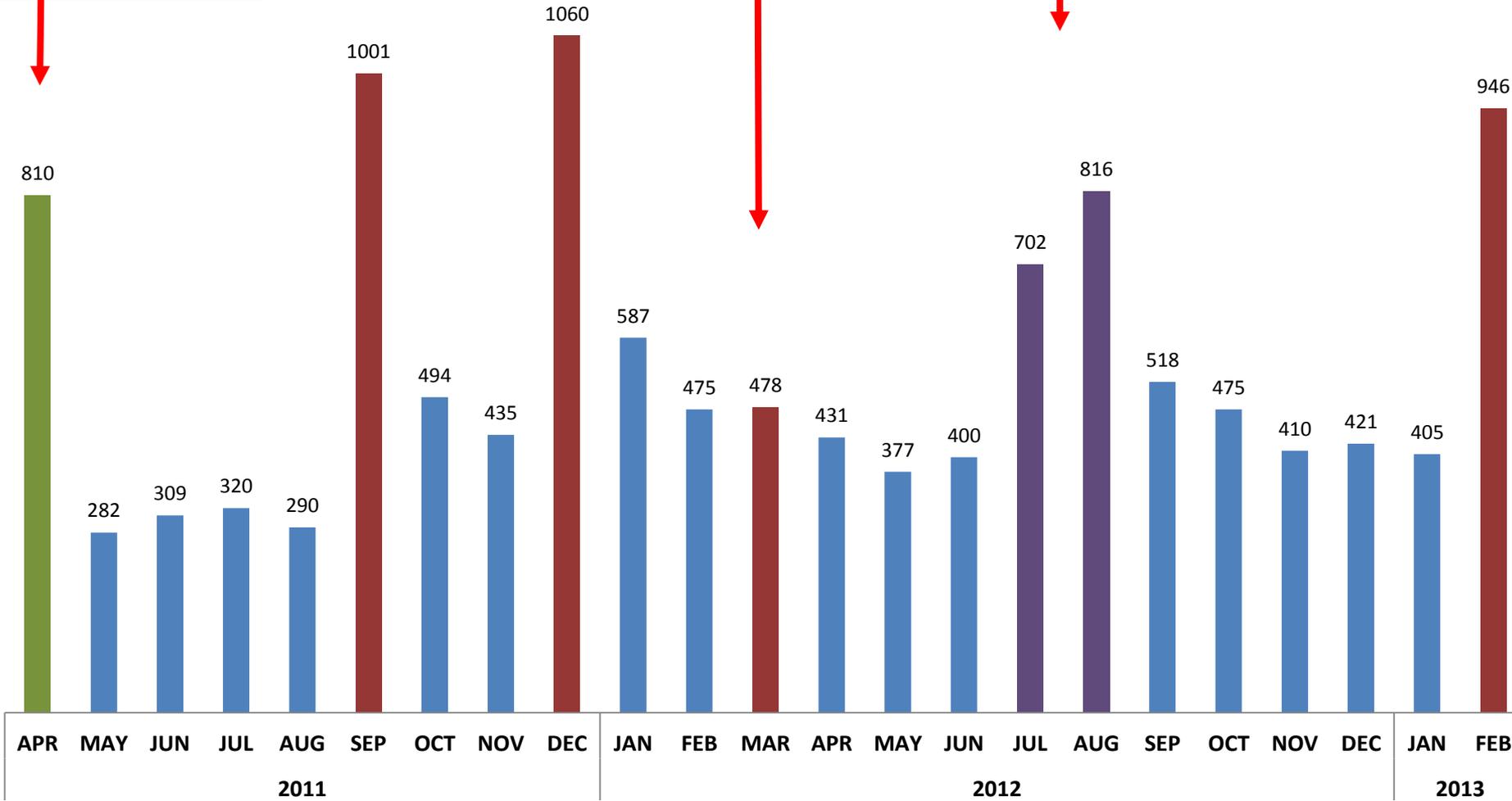


MAILING REQUEST BY MONTH

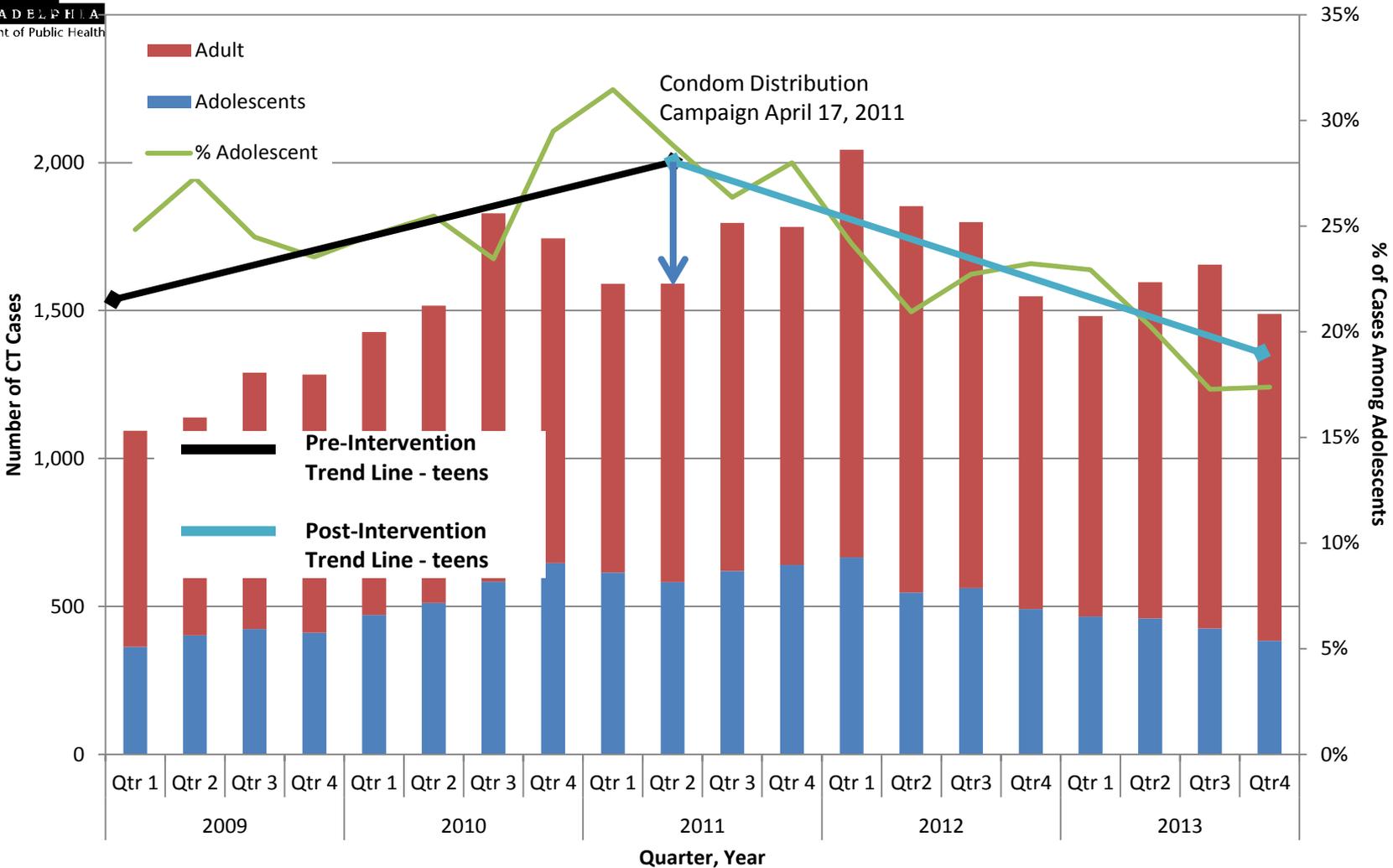
Facebook Ads

Condom Launch

Condom Requests by Month

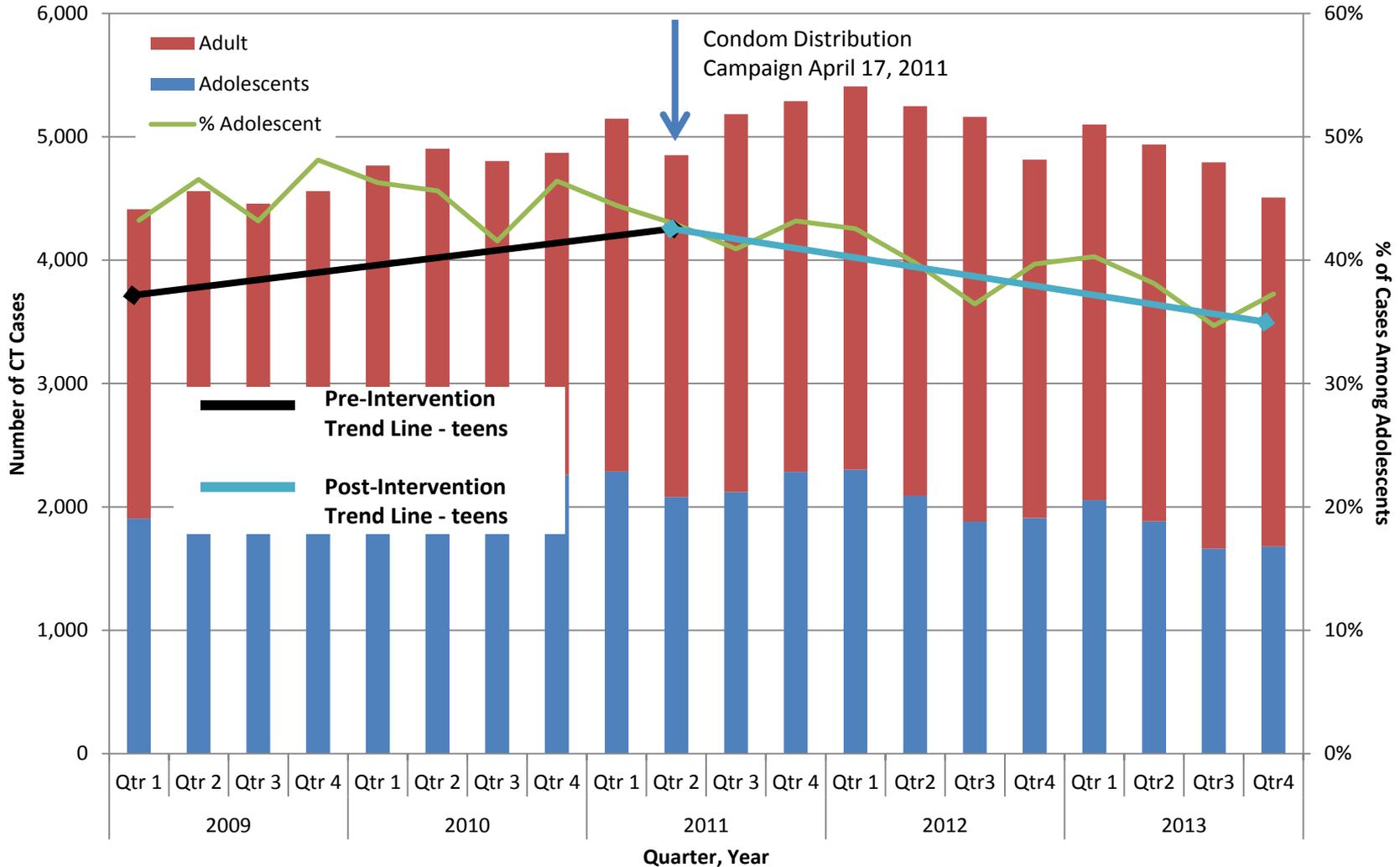


Gonorrhea Cases reported by ALL Labs by Quarter Among Adolescents and Adults



Qtr 1 & 2 of 2011 Upenn system didn't report

Chlamydia Cases reported by ALL Labs by Quarter Among Adolescents and Adults



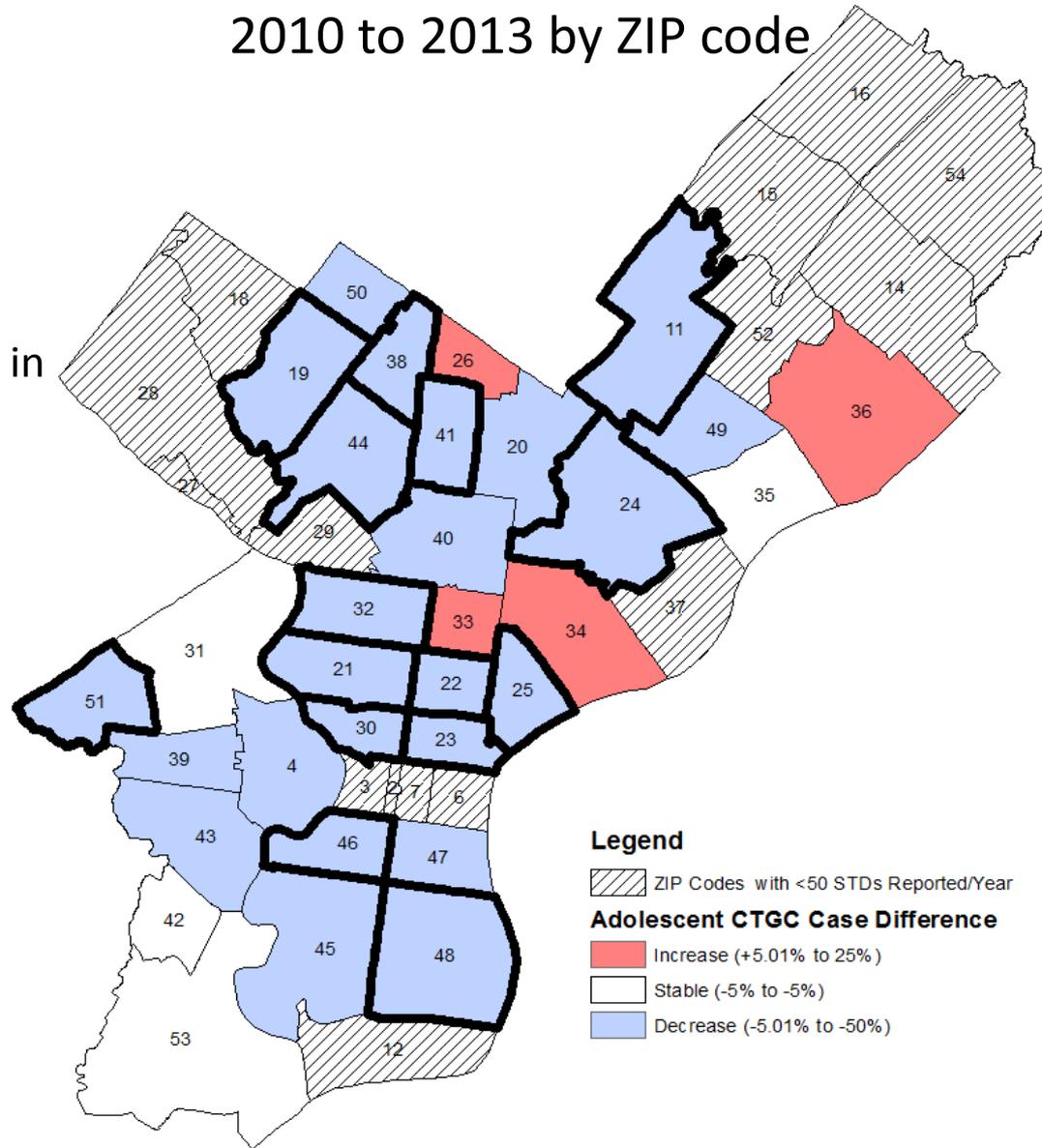
Qtr 1 & 2 of 2011 Upenn system didn't report

Gonorrhea— Reported Cases by Sex and Age: Philadelphia, 2009-2013



Adolescent CT & GC Case Count Differences from 2010 to 2013 by ZIP code

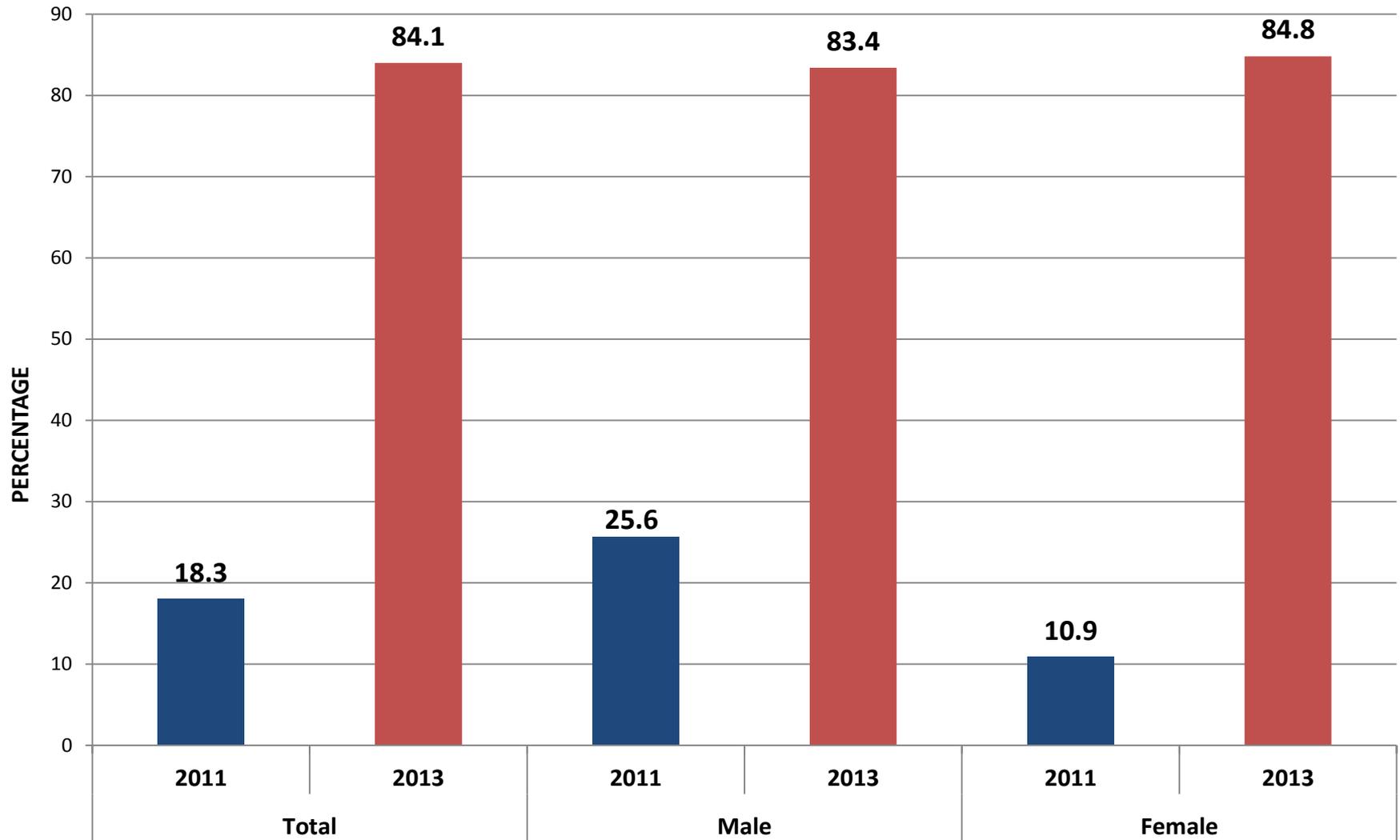
ZIP codes outlined in black have experienced the largest drop in CT&GC cases from 2010 to 2013 (-25% to -50%)



*Includes only ZIP codes having an annual 5- year average of at least 50 CTand GC cases/ year

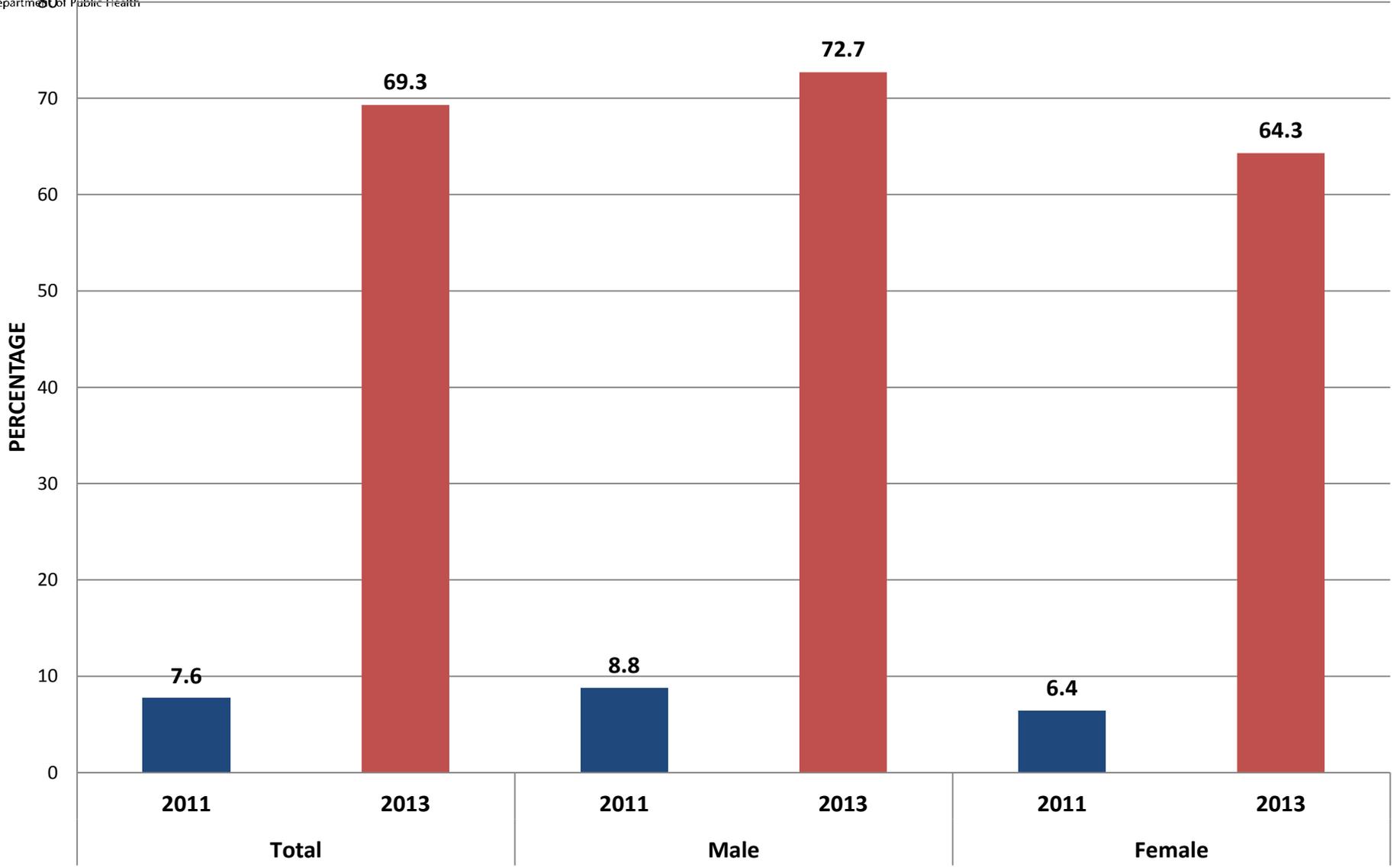


Sexually Active Youth Who had Heard of or Seen the Freedom Condom



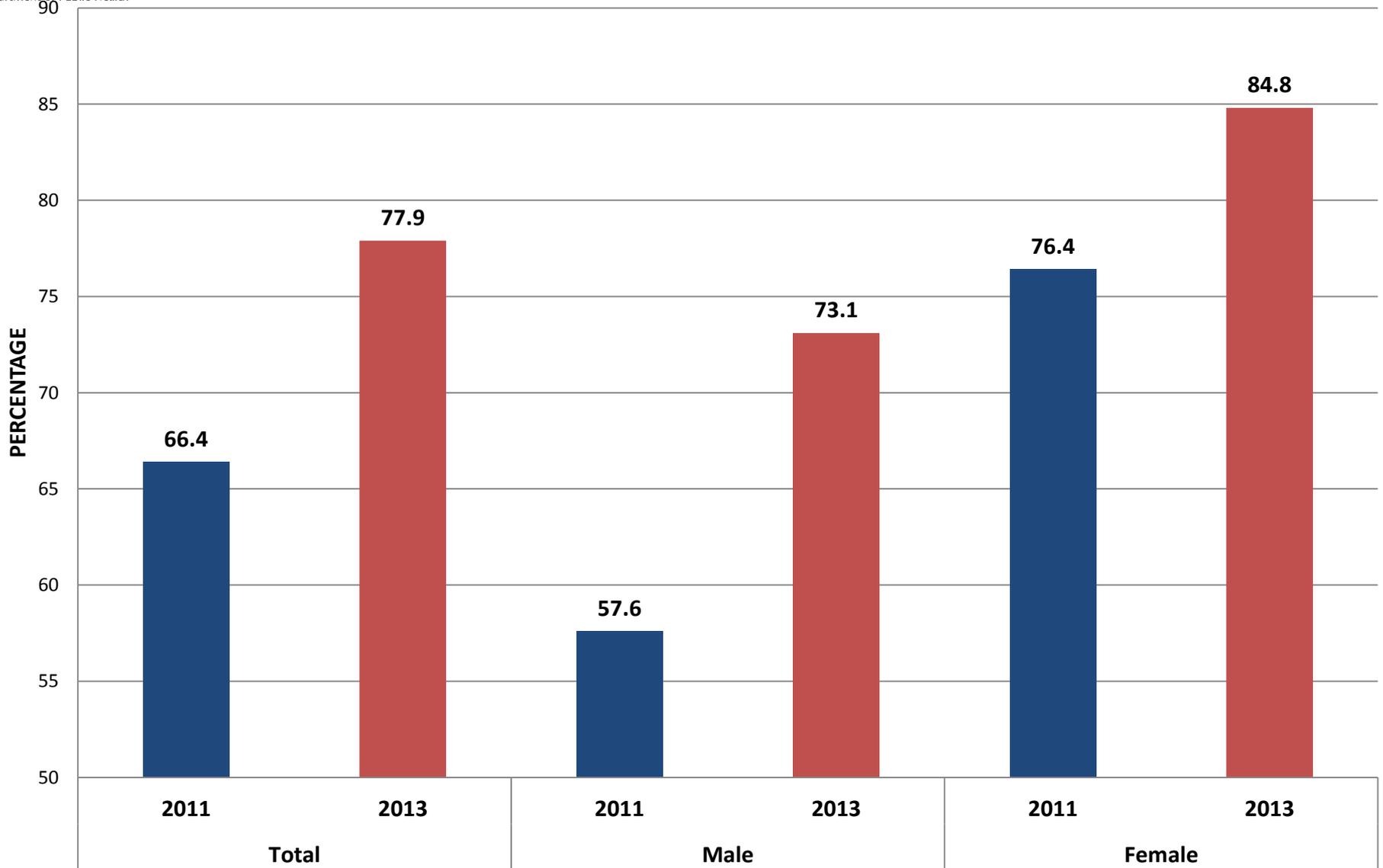


Sexually Active Youth Who Have Received a Freedom Condom



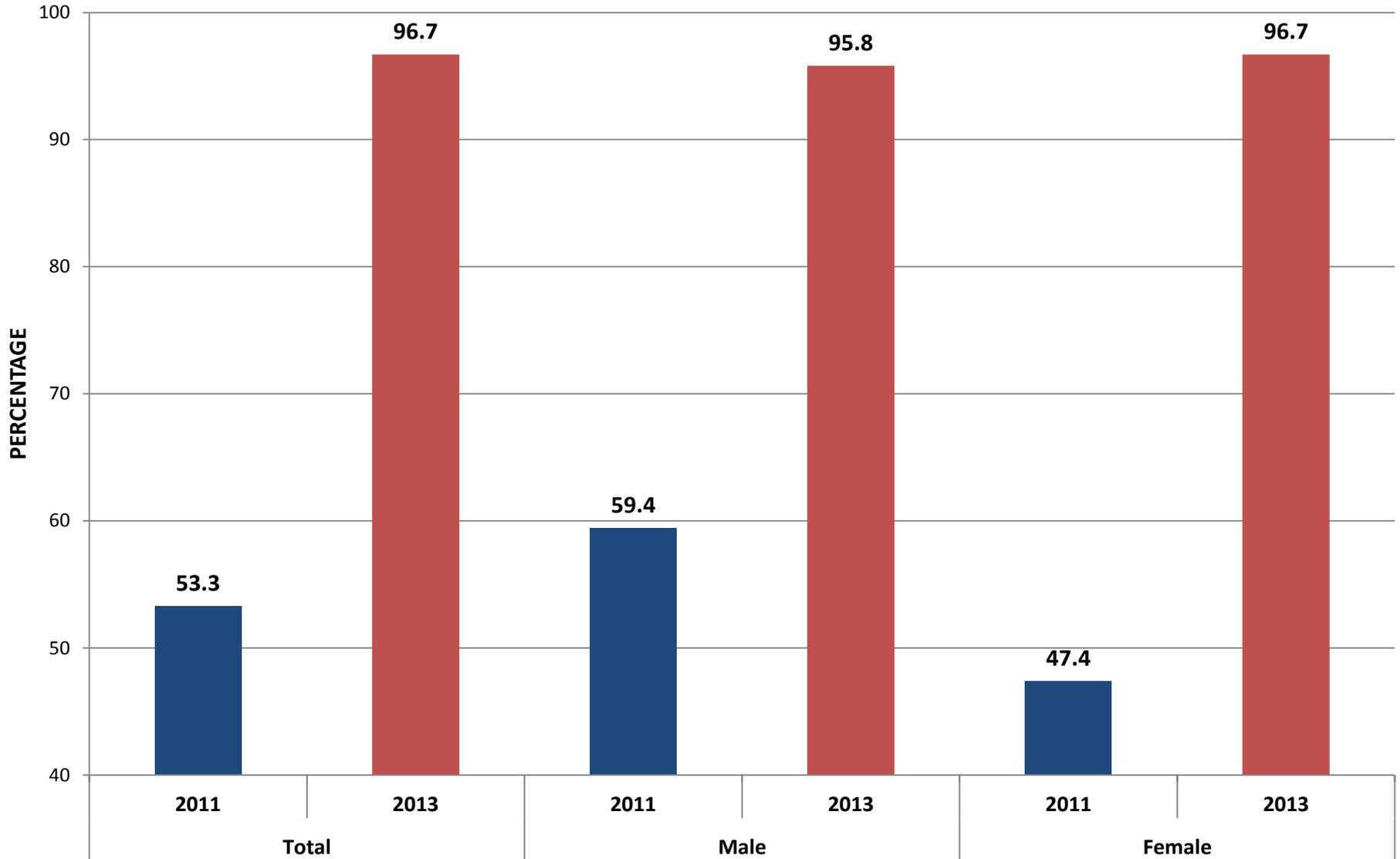


Percentage of Sexually Active Youth Who Know Where to Get Free Condoms





Percentage Adolescents Aware of Take Control Philly Campaign





Thank you!

www.phila.gov/health

twitter.com/PHLPublicHealth

www.facebook.com/phillyhealth