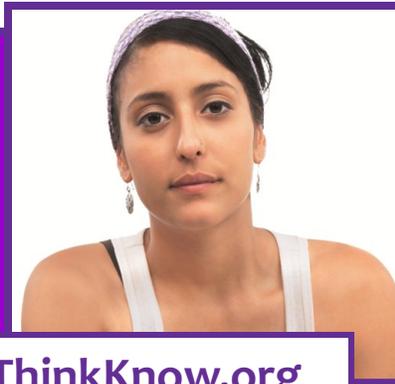


Don't Think, Know San Diego

A Chlamydia and Gonorrhea Home Testing
Program for Young Women



www.DontThinkKnow.org

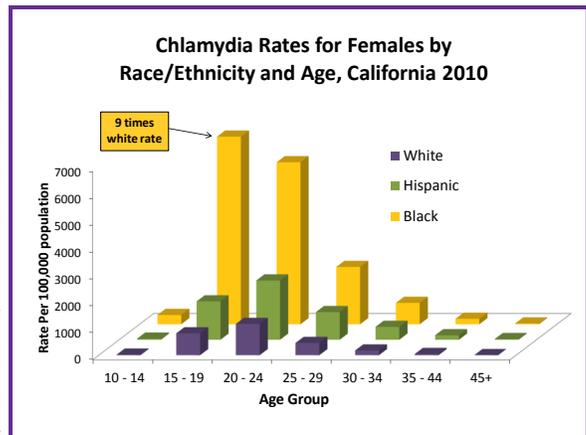
What Is Don't Think, Know San Diego?

Don't Think, Know is a home chlamydia and gonorrhea testing program for sexually active women, 25 years old and younger, living in San Diego County. The specific target populations are Latina and African-American women, who are at the greatest risk of acquiring chlamydia and gonorrhea.

Why Does San Diego Need Don't Think, Know?

Chlamydia and gonorrhea are a problem in San Diego County. In 2011, there were over 17,000 reported cases of chlamydia and gonorrhea. Of those, approximately 10,000 were diagnosed in young women. This trend is not unique to San Diego. The highest rates of chlamydia in California in 2010 were among young women aged 15-24 years old. In fact, young black females had rates of chlamydia up to nine times that of their white counterparts. The racial disparity is even more striking for gonorrhea.

Don't Think, Know was developed by the Los Angeles County Department of Public Health to address the disparate rates of these STDs identified in young women of color. Los Angeles' project was successful in testing over 2,700 young women in the first three years finding a positivity rate of over 8%, leading the California Department of Public Health's STD Control Branch to expand the project into other high morbidity health jurisdictions, including San Diego.



Many barriers to testing exist for young women. *Don't Think, Know* seeks to decrease the lack of knowledge about STDs and their effect on young women by using social marketing to raise awareness about disease, prevention, testing and treatment. This program is also designed to address barriers associated with stigma, cost and privacy concerns by providing confidential testing at no cost in a private setting of the young woman's choice.

How Does The Program Work?

Starting in early 2013, young women may log on to www.DontThinkKnow.org to order a **FREE** chlamydia and gonorrhea test kit, which will be delivered in an unidentifiable, plain white envelope to an address of their choosing. The kit contains a vaginal swab with instructions as to how to perform the test. Women then send the sample to the lab (for free) and are notified by text and/or email when their results are ready to be viewed securely online. County of San Diego, Health and Human Services Agency staff are available throughout the process via phone and email to answer any questions which may arise.

How Do Women Get Treated?

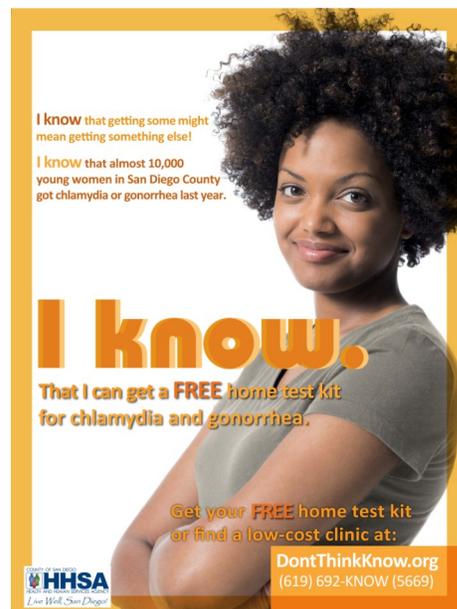
Women with positive test results will be instructed to print off their results and referral form and use the clinic locator on the website to find a local health center for treatment and other services. County of San Diego Health and Human Services Agency staff will follow up with all positives to ensure that they have been treated or assist them with treatment if necessary. Women will be reminded of the importance of ensuring that their partners receive treatment and of re-testing in three months, when they will have the opportunity to request another test kit be sent to them or return to the clinic where they went for treatment.

How You Can Play A Role In Don't Think, Know San Diego:

- Please promote the free home testing kit to the young women you work with.
 - We have posters and palm cards galore to share with you!
 - We can provide you with postings for your organization's social media pages.
 - Please include *Don't Think, Know* in your program curriculum and resource lists.
- Educate your staff about the program.
 - We would love to visit your agency to share a brief presentation about *Don't Think, Know*.
- If you are conducting an outreach or special event and would like to sign women up and give kits out onsite, please contact us!

For more information on *Don't Think, Know* or to get FREE outreach materials, please contact: Tara.Beeston@sdcounty.ca.gov, (619) 293-4744.

For further information on clinical issues related to *Don't Think, Know* please contact: Heidi.Aiem@sdcounty.ca.gov, (619) 293-4718.



Examples of *Don't Think, Know* promotional materials.



This program is supported in San Diego by the California Department of Public Health, STD Control Branch.