



# STD Clinic Attendance Following a Media Campaign, Maricopa County (Phoenix Area), AZ 2011-2013



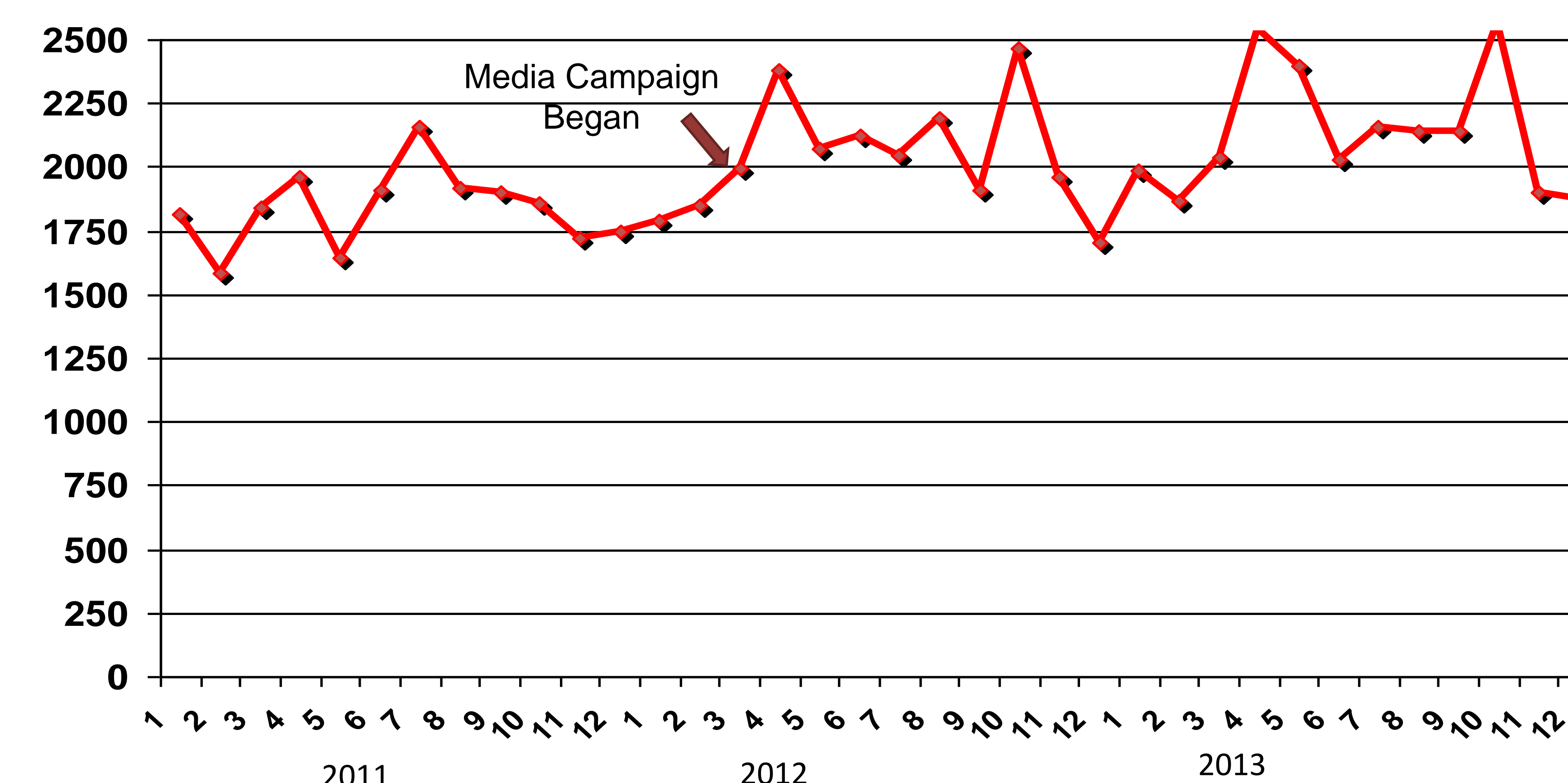
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**Background:** Maricopa County Department of Public Health (MCDPH) runs the sole STD clinic in the county (Phoenix area). The clinic serves approximately 4 million residents. For a cost of \$20, clients can receive testing for syphilis, gonorrhea, chlamydia and HIV. This cost also includes treatment for syphilis, gonorrhea, and chlamydia for the patient.

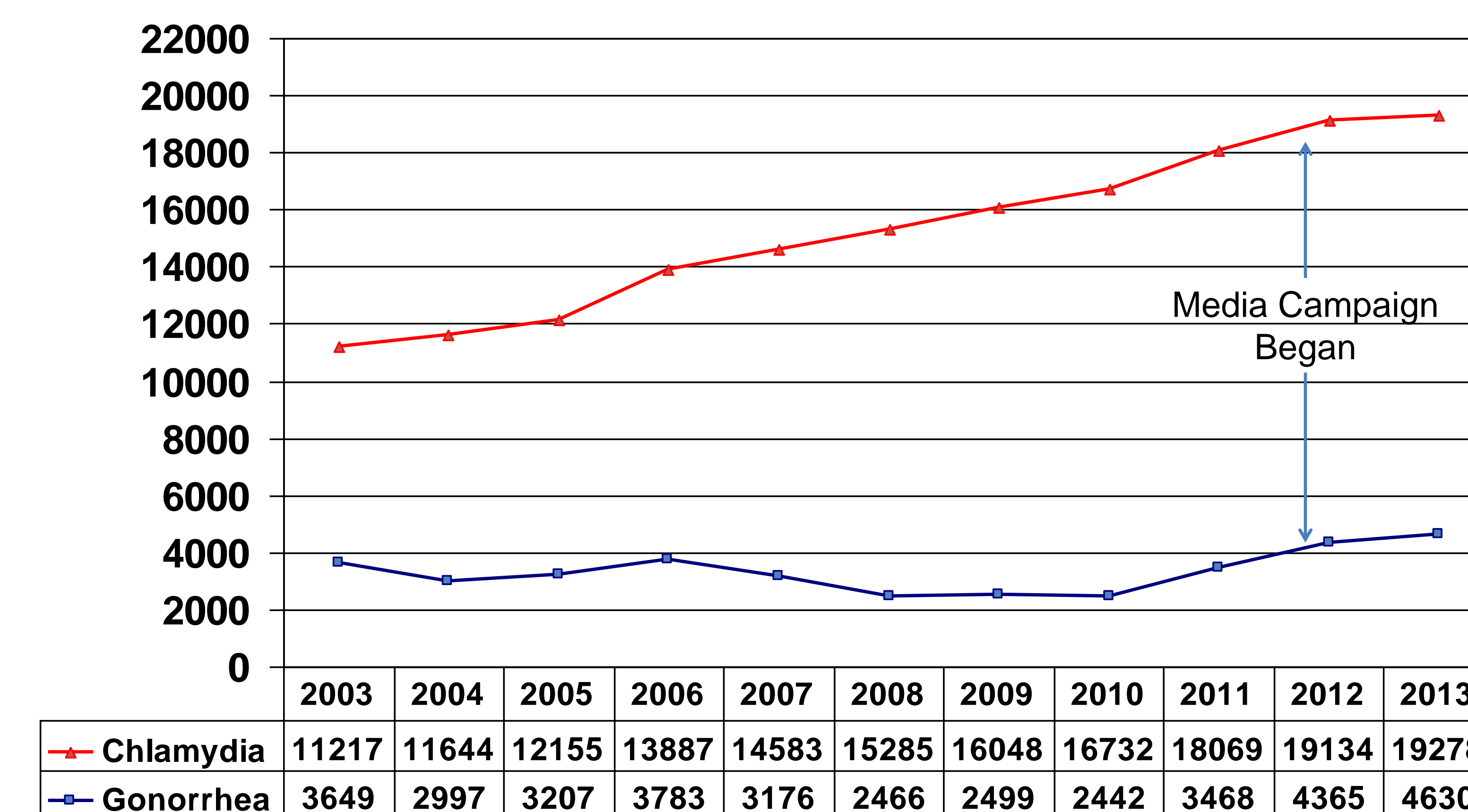
**Objective:** Evaluation of the MCDPH media campaigns called “The Risk is Not Knowing” and “Get Added” during January 2011-April 2014

**Methods:** Timelines of media campaign events were plotted along with clinic attendance numbers to estimate the effect of the media campaign on the following parameters: overall clinic attendance, website hits, and STD diagnoses.

Maricopa County STD Program Total Testing 2011-2013



Maricopa County Chlamydia and Gonorrhea Cases 2003-2013



Timeline of the Maricopa County STD Media Campaign

2011	2012	2013	2014
- College Times	- PhxSoul.com	- Facebook	- Cox Cable
- The Informant	- Echo Magazine	- New Times	- Google
- PhxSoul.com	- Facebook	- Univision	- Instagram
- Power 98.3	- Black Gay Chat	- KISS-FM 104.7	- New Times
- La Voz	- PhxSoul.com	- Beat 101.1	- JAMZ 101.5
- Prensa Hispana	- Grindr	- Youtube	- KEZ 99.9
- KISS-FM 104.7	- KEZ 99.9	- New Times	- KMXP 96.9
- Univision		- Twitter	

**Results:**

- Per month page views of the MCDPH’s media campaign-linked website, [www.STDaz.com](http://www.STDaz.com) increased 73 percent following the implementation of the media campaign (2,973 vs. 11,136 page views/month).
- Increases in clinic attendance and chlamydia and gonorrhea diagnoses were observed following implementation of the media campaign.

**Conclusions:**

- Media campaigns promoting STD screening can result in increases in persons receiving testing and cases diagnosed.

Don't Stress, Get the Test

