



Planned Parenthood®
of Southwest Missouri

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GYT09

Planned Parenthood and MTV use multimedia approach to reduce alarming STD infection rates

Of the approximately 19 million new STDs that occur every year in the United States, most will go undiagnosed. By age 25, one in two sexually active young people will have an STD. Many STDs have no symptoms – so many of those infected may not know it and unknowingly infect others. Lack of information, misconceptions and social stigma keep many people from getting tested.

Through a partnership with MTV, the Kaiser Family Foundation, the CDC and Planned Parenthood, “GYT09,” aka “Get Yourself Tested in 2009” aims to spark a youthful social movement around getting tested for sexually transmitted diseases.

“Ultimately, GYT is designed to serve as a call to action that becomes part of young people’s vernacular,” says Paula Gianino, President and CEO of Planned Parenthood of Southwest Missouri. “We already have OMG, LOL, BRB.... introducing GYT!”

Through a series of lighthearted and provocative celebrity PSAs, MTV hopes to pique young people’s curiosity, get them talking about testing and drive them to gyt09.org, which will show young people how simple and easy it is to get tested, offer talking tips on how to broach the subject of testing with their partner and connect users to local testing facilities.

As part of this partnership, Planned Parenthood of Southwest Missouri is offering **free and low-cost STD and HIV tests** to anyone who walks into their health centers in Southwest Missouri. Urine-based tests for gonorrhea and chlamydia and rapid-HIV tests that provide results in 20 minutes with a swab of the mouth, make testing incredibly simple.

For more information about testing, visit www.plannedparenthood.org/swmo or call 1-800-230-PLAN.

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