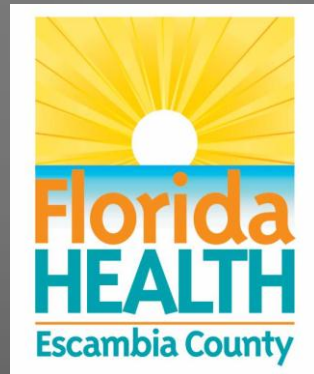


# Syphilis in Escambia County

Syphilis Elimination Task Force Meeting  
February 12, 2013



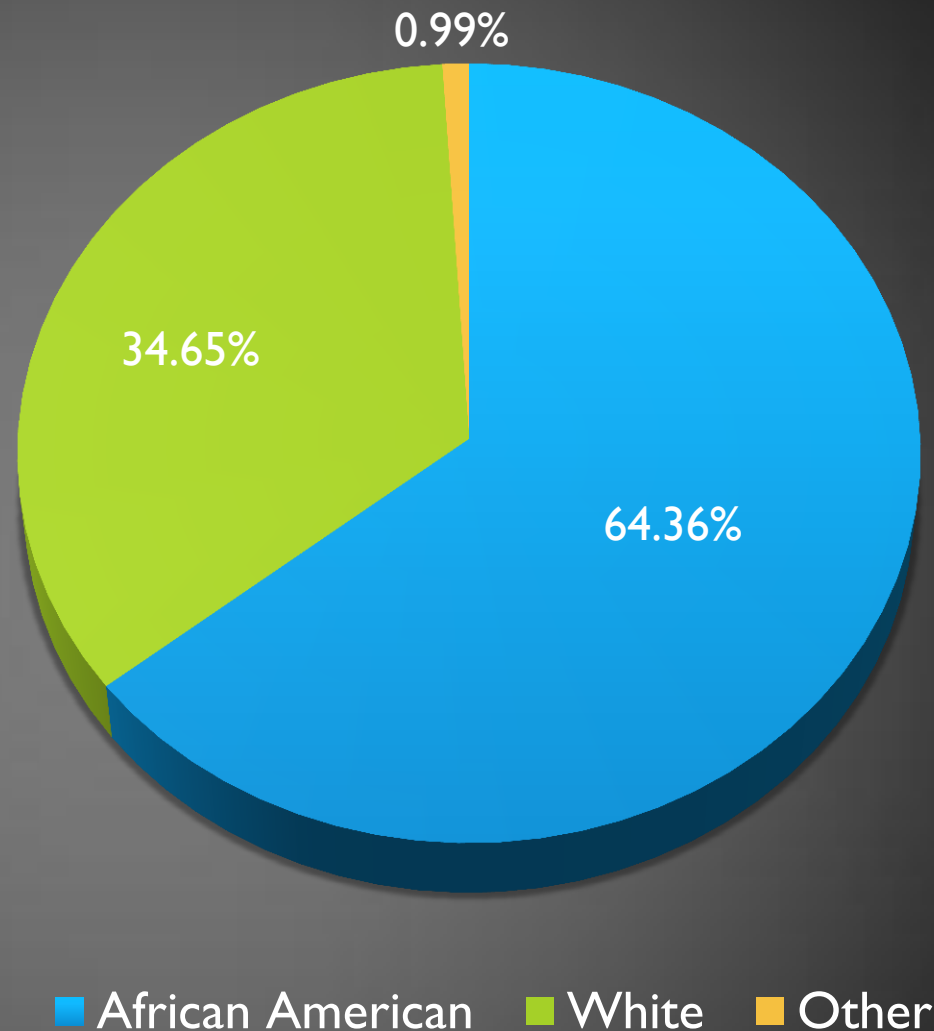
# 2013 Syphilis Cases by Race

**African Americans are adversely affected.**

- 38 males
- 27 females

**White**

- 21 males
- 14 females



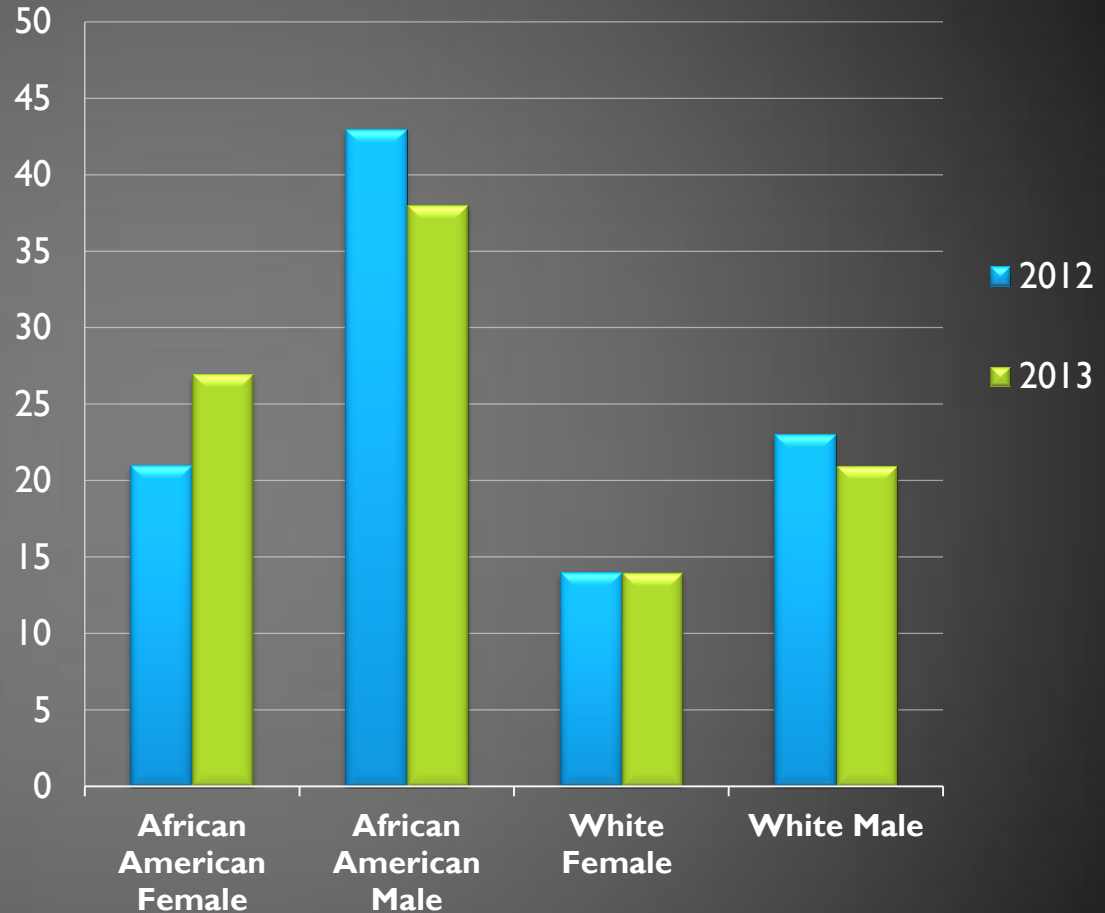
# 2012 & 2013 Syphilis Cases by Gender and Race

**African American females  
saw an increase in cases.**

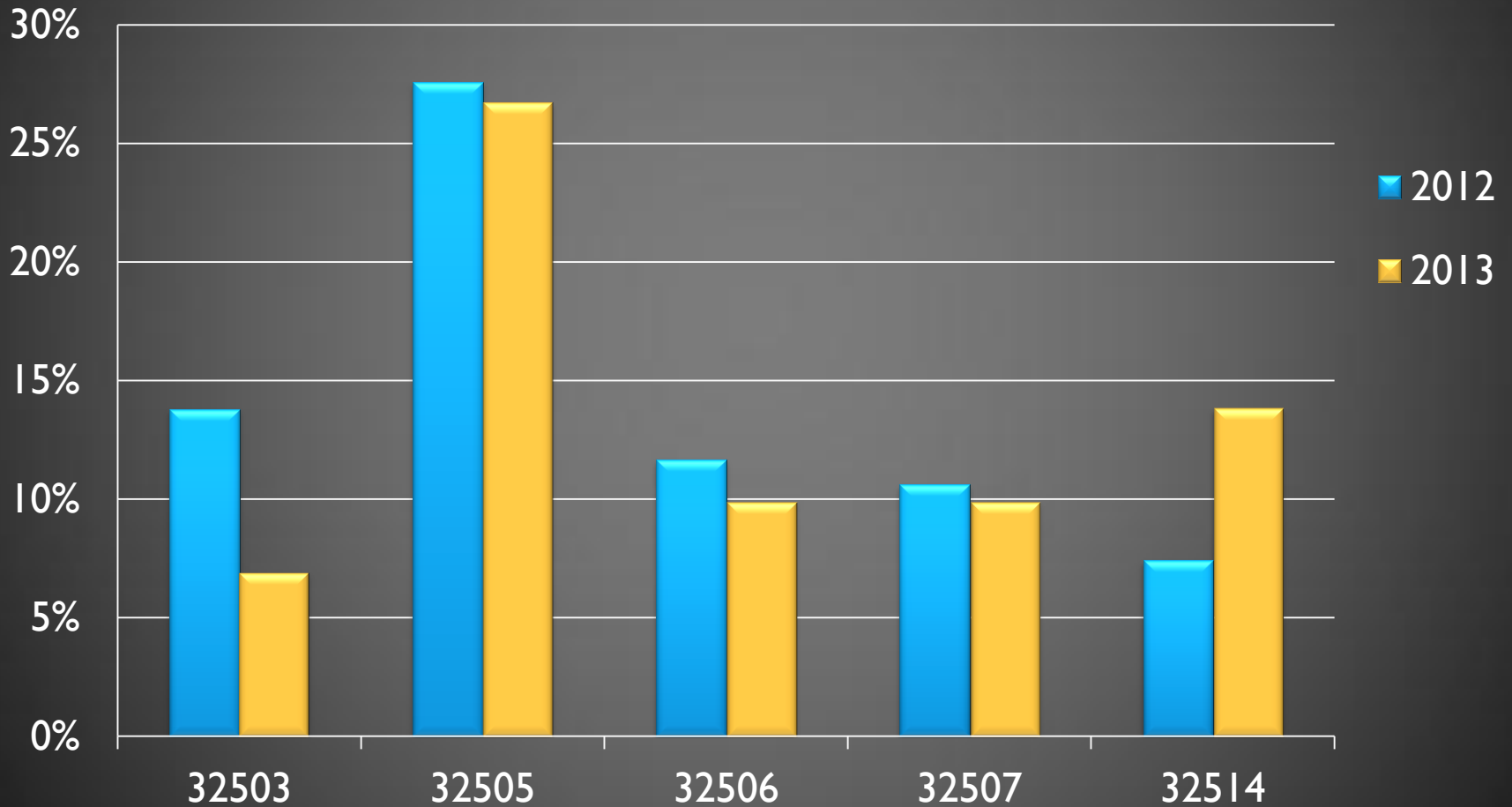
**African American males  
saw a decrease, but are still  
reporting the most cases.**

**White females saw no  
change in number of cases.**

**White males saw a slight  
decrease in cases.**



# Syphilis Cases by Zip Code



# Annual Comparisons

**2013**

- 101 total cases

- 40 infectious cases

**2012**

- 106 total cases

- 47 infectious cases



4.71%  
decrease



14.89%  
decrease

# Risk Behaviors

- **Multiple sex partners**
- Bar or internet pick-ups
- Anonymous partners
- Sex for money or drugs
- Sex while using drugs or alcohol
- Lack of condom use

# Multiple Partners

How do we target this population?

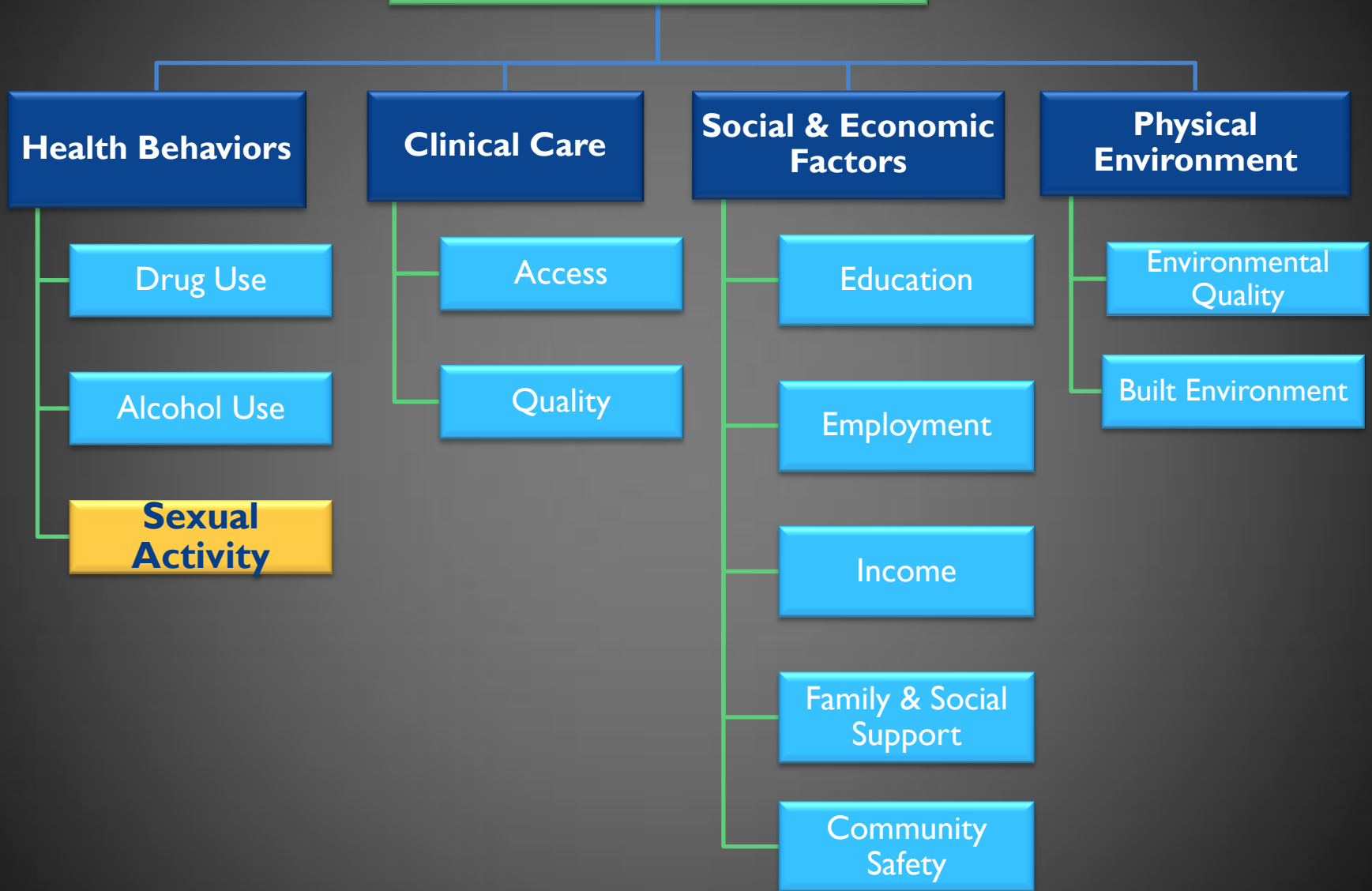
- Who are they?
  - 20-34 years of age
  - African American
  - Straight & men who have sex with men (MSM)
- Where/how do they meet?
  - Bars, restaurants, events
  - Internet, smart phone applications
  - Specific zip codes
  - Through friends, family, and acquaintances



# HOW DO WE REACT?



# Health Factors



# Contributing Factors

## Predisposing Factors

- Lack of awareness and knowledge of syphilis, preventive behaviors/methods, and available treatments
- Attitudes and beliefs
- Personal preferences

## Reinforcing Factors

- Social support
- Social norms
- Economic reward
- Low perceived risk and susceptibility

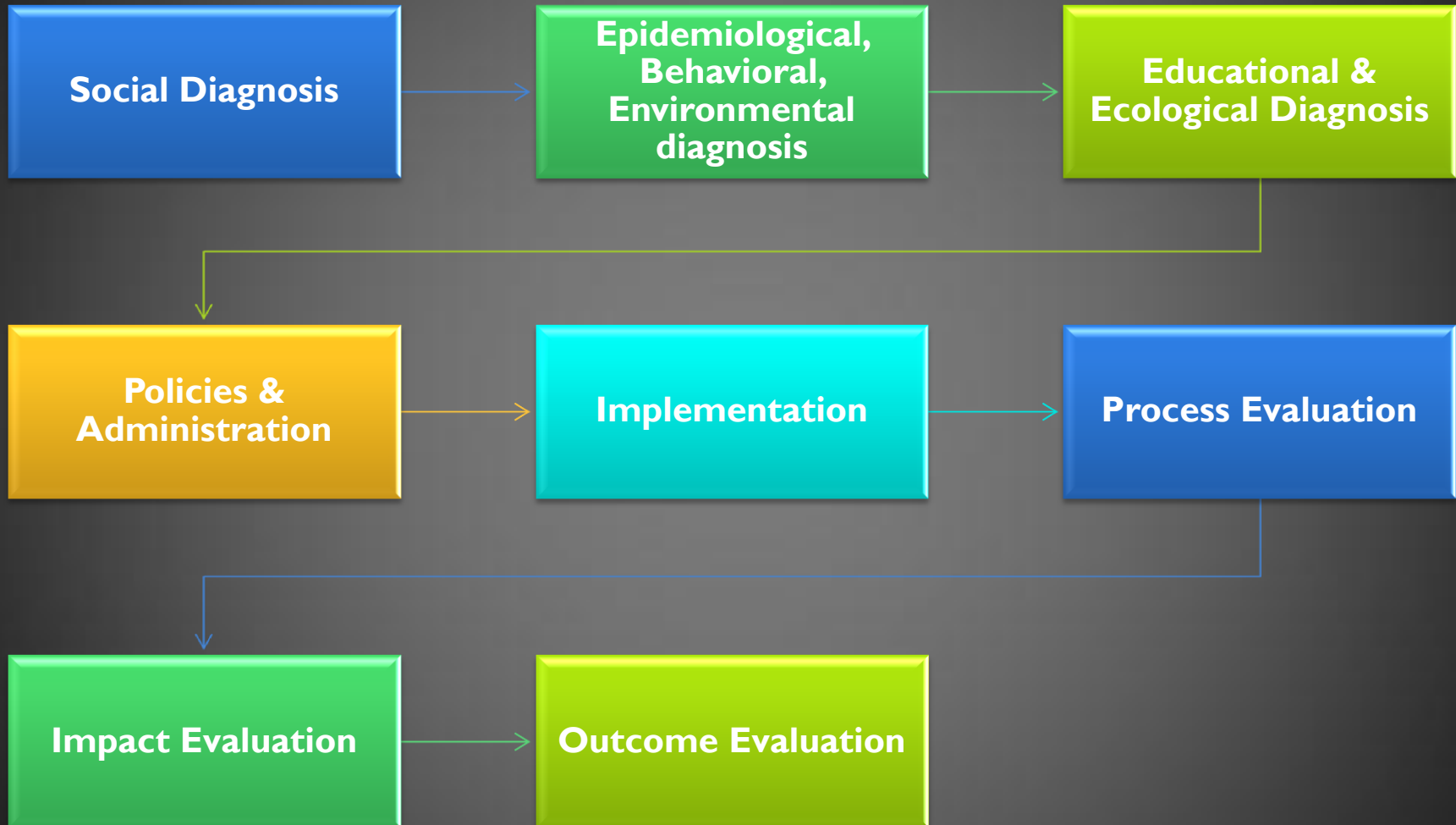
## Enabling Factors

- Lack of access to health care/testing
- No time for testing
- Income
- Environment

# Stakeholders



# Action Cycle



# Actions

- Awareness and knowledge
- Outreach testing
- Strengthen community partnerships
- Policy change

2013 Syphilis Awareness Campaign



**SYPHILIS**  
is **SPREADING**  
in Escambia County



**GET TESTED TODAY!**  
850/595-6740

The poster features a dark, textured background. The word 'SYPHILIS' is written in large, bold, orange letters with a metallic, textured appearance. Below it, the words 'is SPREADING' are in white, with 'SPREADING' in a larger, bold font. Underneath, 'in Escambia County' is written in a smaller white font. At the bottom left is the Florida Health Escambia County logo, which includes a sun icon and the text 'Florida HEALTH Escambia County'. At the bottom right, a white banner contains the text 'GET TESTED TODAY!' in bold black letters, followed by the phone number '850/595-6740' in a large black font.