

Audio Script: Interview with Joyce Lisbin

[Interviewer]: Welcome. In honor of STD Awareness Month, Joyce Lisbin is joining us by phone. Joyce is Chief of the Health Communications Unit for the California Department of Public Health, STD Control Branch – and heads up state-wide activities. 2009 is a particularly exciting year for California. The state public health department has been working with Internet Sexuality Information Services, Inc., or ISIS, and the California Family Health Council, or CFHC, to initiate a state-wide sexual health text messaging campaign called HookUp. Joyce will also talk to us about the California STD/HIV Prevention Training Center's SWAP resource site. Welcome, Joyce. Why don't you start by telling us about the texting campaign?

[Joyce Lisbin]: I'd love to. The campaign is the result of an exciting and innovative collaboration. Our partners, ISIS & CFHC, have made sure that this campaign is timely and trendy. What better way is there to reach out to young people than through the cell phone and text messaging. The text messaging campaign as you mentioned is called HookUp. Focus groups have been conducted to make sure that we know what sexual health questions are most on the minds of youth.

[Interviewer]: Wonderful. And how exactly does it work?

[Joyce Lisbon]: Well, it's simple. The youth texts the word HookUp to the number 365247 and get hooked up to weekly sexual health info tips. They can also enter their ZIP code to find local clinic referrals for STD testing and reproductive health services. This number was chosen because teens can text 365 days of the year, 24 hours a day and 7 days a week to get the services and information they want. Youth also have the chance to submit their own health tips and see them featured on HookUp once a month. HookUp 365247 is coordinated

with the CFHC's Teensource.org website for more detailed information on how to make responsible choices and find clinic services.

[Interviewer]: Sounds like a great way for youth to get information about sexual health. Now Joyce, you are also responsible for the SWAP site maintained by the California STD/HIV Prevention Training Center. What exactly is SWAP?

[Joyce Lisbin]: Well, SWAP is a free resource for STD and HIV educational and promotional materials, as well as campaign ideas. The site is a way for local public health professionals to share their original materials in an effort to save their colleagues time and money. Contributors have given permission for others to use these SWAP materials at no cost. You can use the site to download the materials or they can become a catalyst to create your own targeted materials. And each month we feature a local campaign or service and share the original, locally developed resources.

[Interviewer]: So what sorts of materials are available on the SWAP site?

[Joyce Lisbin]: SWAP has lesson plans; Power Point presentations; activities; PSAs, or public service announcements; posters; palm cards; all sorts of things. Some materials are available in different languages and you can use key words to focus on topics or populations. Each product has been reviewed for medical accuracy and most have been evaluated for efficacy within the contributor's communities.

[Interviewer]: And what is April 2009's highlighted SWAP feature?

[Joyce Lisbin]: For April, we've highlighted STD Awareness Month activities and resources. All of the resources from CDC are linked; HookUp information is in place and the promotional materials can be down loaded. We have a list of

resources and information about local campaign efforts in California. And every year more people are involved and the energy grows!

[Interviewer]: So finally, how do you go about submitting resources to SWAP?

[Joyce Lisbin]: It's simple. Just download and complete the SWAP submission form and send it along with the electronic version of your product to me, Joyce Lisbin at Joyce.Lisbin@cdph.ca.gov.

[Interviewer]: And for our listeners, the best way to access the SWAP site is through the STD Awareness Month website located at www.cdcnpin.org/STDAwareness. Then, click on *resources*, and from there you can link to the SWAP site. Thanks to Joyce for joining us and thanks for listening!

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