Campaign on STD's

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Based on the data and findings pointed by the article "5 reasons why 3 STD's are roaring back in America", one of the important issues can be recognized which need a quick solution to be controlled. However, the major reason of this rising rate for STDs can be accounted to not having the knowledge regarding the adversities of the diseases as well as the preventive measures, among teenagers and young adults. Hence, the foremost step that can be taken in this regard include awareness campaign in the community that can provide awareness to impart skills and knowledge about STDs and their prevention. As for controlling any adverse scenario, it is important for the community to be knowledgeable in terms of adequate controlling. The specific community intervention or campaign can include the approaches for addressing behavioral changes in order to prevent the risk of the STDs in their social as well as in personal environment (McFarlane et al., 2015). Hence, the community interventions can be done with the help of capacity building, community mobilization, and empowerment of the youth.

As the concept of STDs is considered as a tabooed one, and talking about them or making the other person to discuss them has always been difficult. Similarly, this campaign or community intervention can also face barriers regarding communication of these issues with teenagers and young adult as asking for them to listen about the Sexually transmitted diseases and discussion about the preventive sex that can make adults as well as parents in a community to avoid future mishaps.(Coyle et al., 2016). Moreover, making sex is treated as a personal issue. Thus the campaign might face the difficulty for making it a public issue, but still this can be catered by the involvement of health care providers as well as professionals.

Considering the latest model of knowledge and youth involvement, both can be targeted by different modes such as limitations at the educational institutes and, barriers in open awareness programs that can be controversial, but any attempt can be successful. Moreover, mass media, internet applications, workplaces as well as the social media websites can be used to make this community intervention happen.

**References**

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