



Promoting Condom Use to Combat Rates of STIs and HIV among Older Adults in Florida

Background

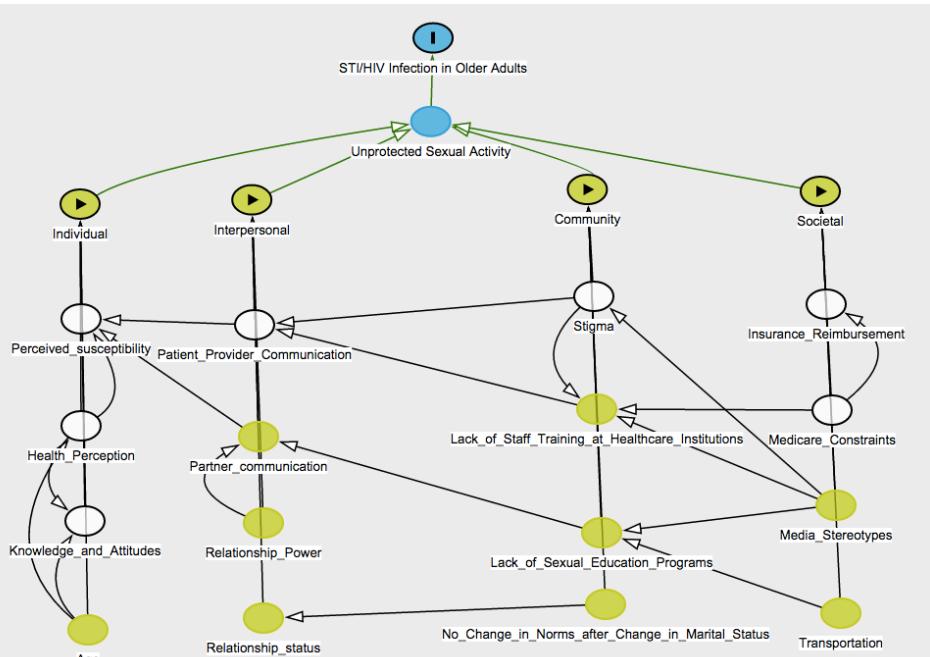


- A high proportion of Florida's population is older adults (>50 years).
 - Nationally, older adults represent 32.1% of the population (Howden & Meyer, 2011).
 - In Florida, this age group accounts for 36.9% of the state population (U.S. Census Bureau, 2010).
- Only 6% of adults, 61 and older, report using condoms during sexual activity (Schick et al., 2010)

Health Outcome

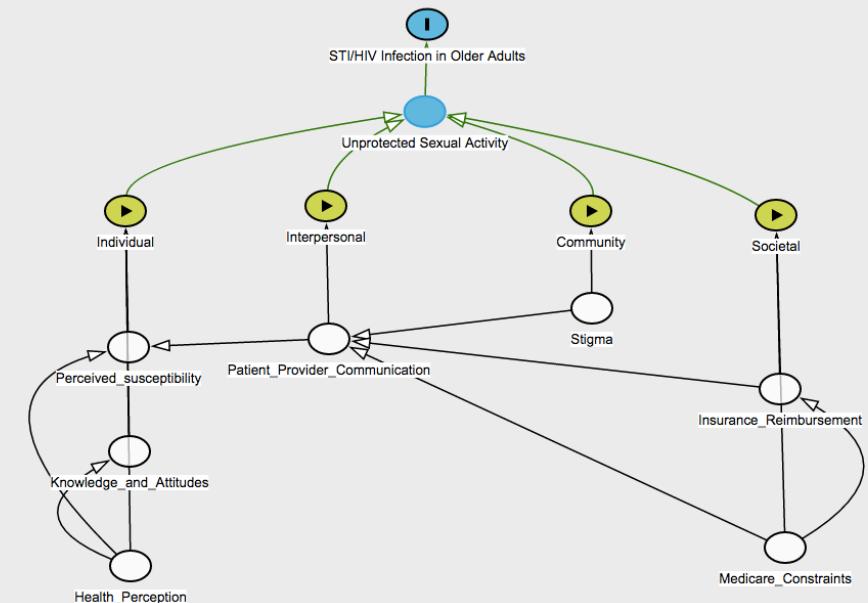
- Nationally, HIV incidence among older adults is 5.7 cases per 100,000 in 2013 (Centers for Disease Control and Prevention, 2013).
- HIV incidence in Florida older adults increased from 9.8 cases in 2012 to 12.4 cases in 2013 (Centers for Disease Control and Prevention, 2013).
- In 2012, Gonorrhea, Chlamydia, and Syphilis had a combined incidence of 42.4 cases per 100,000 (Florida Health)
 - Compared to national rate of 15.1 cases per 100,000.

Socio Ecological Model



Above: Comprehensive Model of Contributing Factors

Below: Model of Most Salient Factors

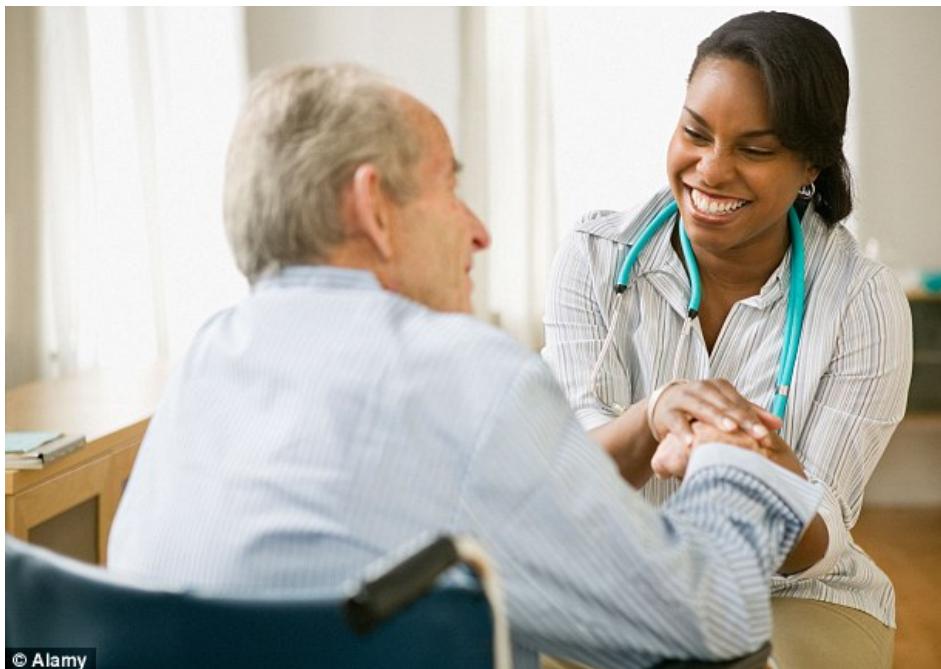


Individual Level

- Attitudes/ Knowledge
 - Stigma
 - Generational Taboo
- Health Perception
 - Physical capability
 - Pre-existing medical conditions
- Perceived Susceptibility
- Theory:
 - Health Belief Model
 - Theory of Planned Behavior



Interpersonal Level



- Provider- Patient Communication
 - Older adults are often viewed as not at risk for STIs/ HIV by their healthcare providers.
 - Stigmatized beliefs and gaps in training for medical professionals
- Theory: Social Cognitive

Intervention

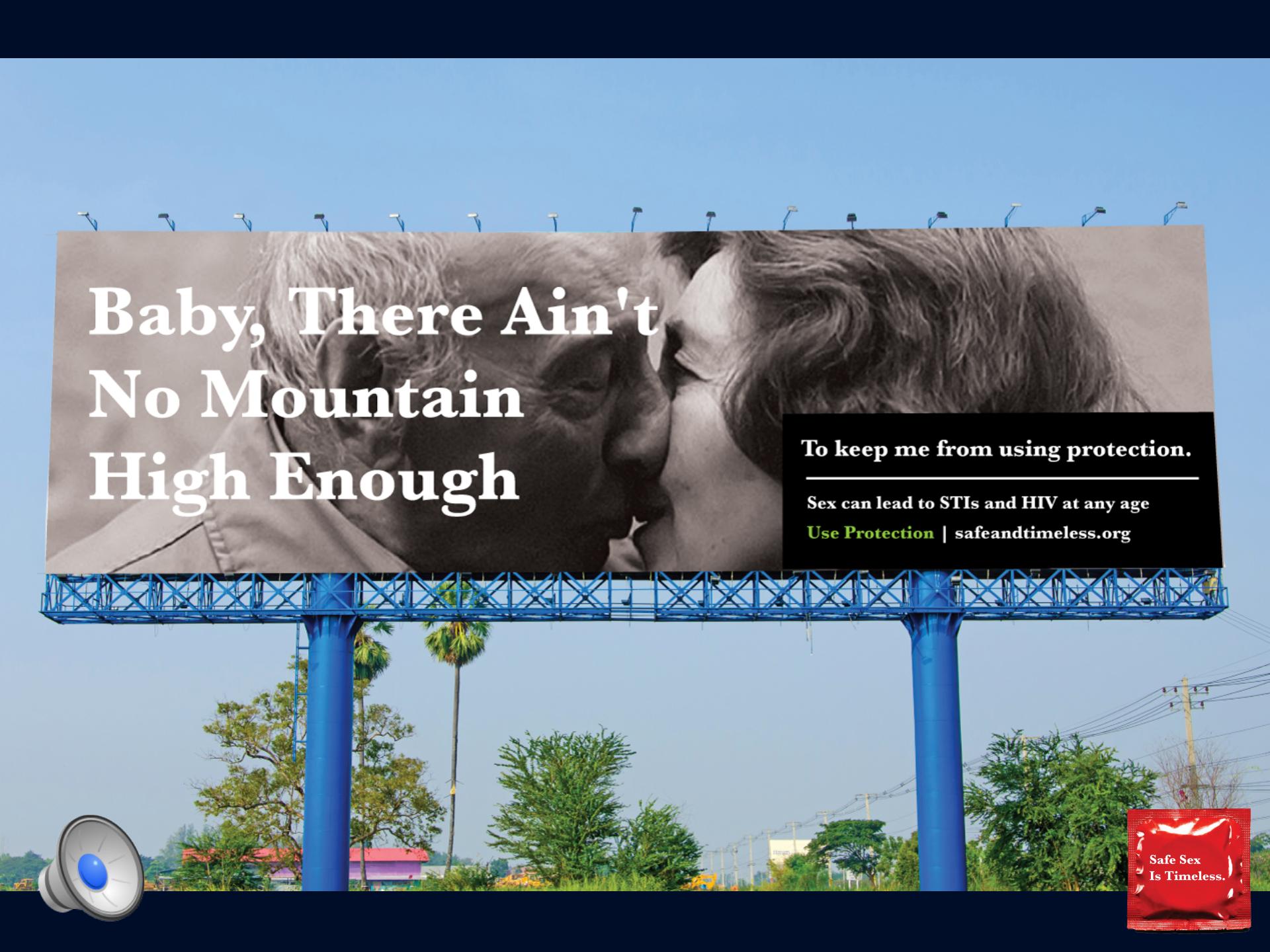
- Individual Level: older adults (<50 years old)
 - Objectives:
 - Incorporate older adults in sexual health conversation
 - Dispel stigma and raise sexual health awareness
 - Encourage safe sex behavior and utilization of condoms
 - Methods:
 - Sexual health campaign posters, billboards, condoms, and magazine advertisements.
- Interpersonal Level: Patient- Provider Relationship
 - Objectives:
 - Enhance provider knowledge and surveillance methods
 - Recognize risk of STIs and HIV among older adult patients, increase utilization of diagnostic screening, and encourage methods of safe sex practice.
 - Methods:
 - Provide educational webinars focusing on STIS/ HIV contraction and prevention, LGBT sexual health disparities, Aging and Sexuality
 - Sex is Timeless Health Campaign website and outreach materials
 - Provide health care providers with campaign sponsored condoms to distribute to older adult patients.

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**Older Adult Sexual Health Promotion
Campaign**



Baby, There Ain't No Mountain High Enough

To keep me from using protection.

Sex can lead to STIs and HIV at any age

Use Protection | safeandtimeless.org





You Give Me Fever

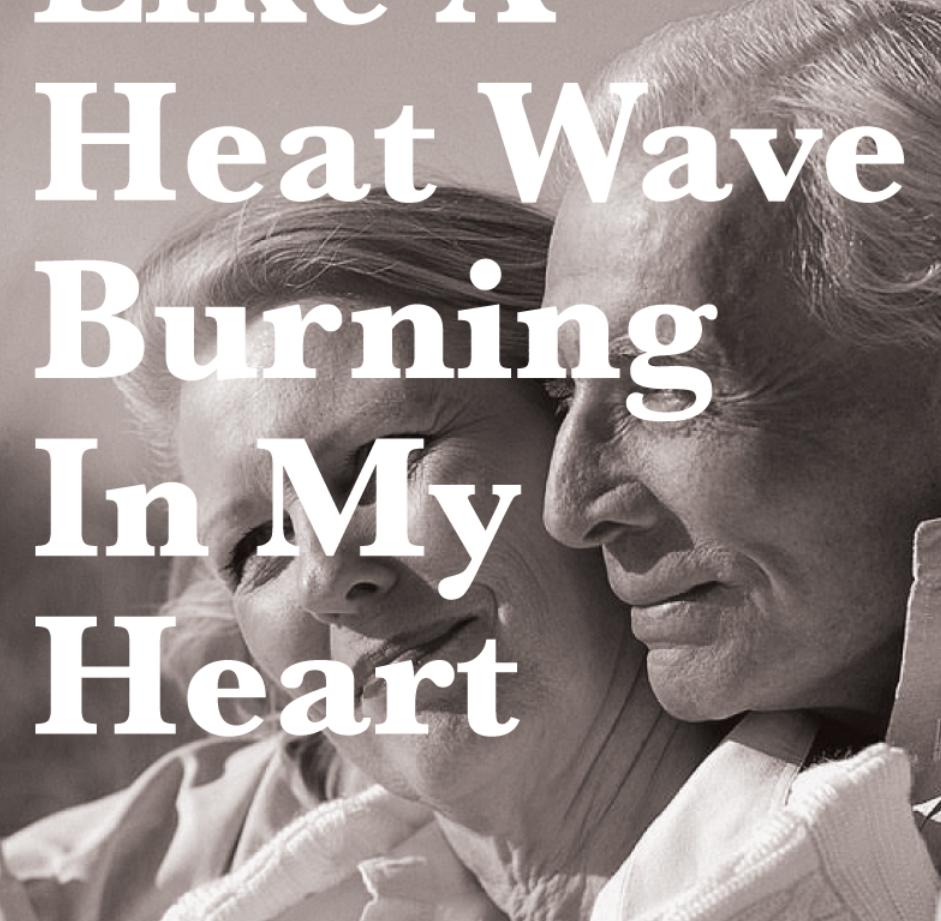
Make sure that's all you give.

Sex can lead to STIs and HIV at any age

Use Protection | safeandtimeless.org



Like A Heat Wave Burning In My Heart



Keep the burning in your heart.

Sex can lead to STIs and HIV at any age
Use Protection | safeandtimeless.org





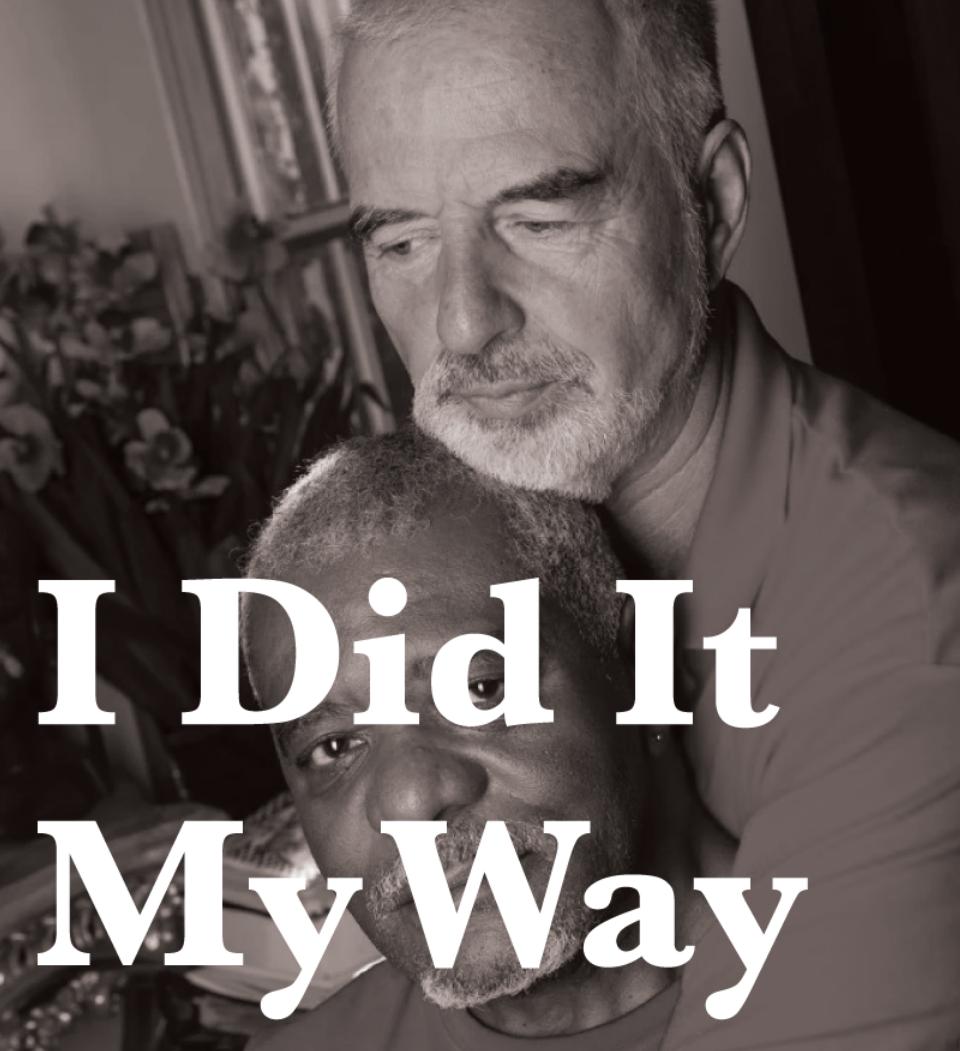
Baby, There Ain't No Mountain High Enough

To keep me from using protection.

Sex can lead to STIs and HIV at any age

Use Protection | safeandtimeless.org





I Did It My Way

I used a condom.

Sex can lead to STIs and HIV at any age

Use Protection | safeandtimeless.org





You Give
Me Fever,

But make sure
that's all you
give me



Website

<http://www.safeandtimeless.org/>

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