

# Unpacking Media Messages on STIs and HIV



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# Icebreaker – Turn and Talk (5 minutes)

- **Turn** to the person beside you.
- **Introduce yourself** (name, pronouns, where your coming from)
- **Share** what did you learn about STIs or HIV from the media growing up? Anything? Share the good, the bad, the true or the false!
- **Bonus question:** Did you heard more messages about STIs/HIV from the media OR from trusted adults (doctor, parent, teacher, etc)?



# Learning Objectives

- **Analyze** media portrayals of STIs and HIV to identify myths/facts, knowledge gaps, and emotional narratives surrounding STIs and HIV.
- **Develop** strategies for using media clips to engage students in discussions about sexual health.



# Agenda

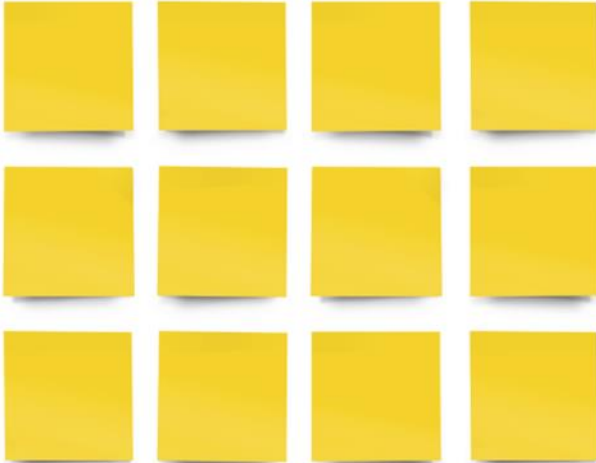
- **Pros and Cons of Using Media**
  - Making a Pro/Con or Benefit/Considerations list
- **Media Evolution**
- **Clips From the Early Aughts!**
  - *Grey's Anatomy* and Syphilis (Small Group Discussions)
  - *Sex and the City* and Chlamydia (Vocabulary and Feelings Identification)
  - *How to Survive a Plague* (sentence stems)
- **How do you use media in your classes?**
- **More STI Media Resources**



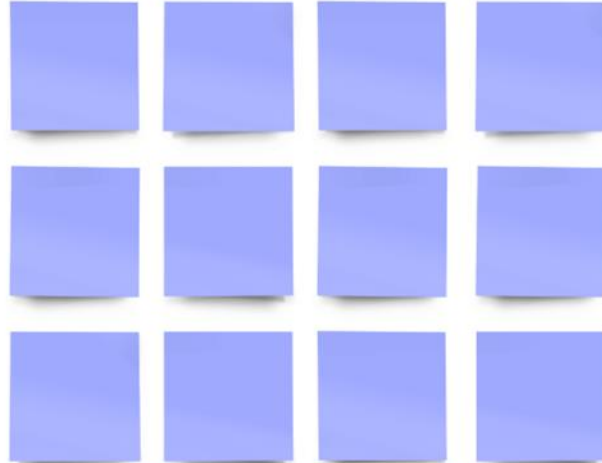
# **Pros & Cons (or Benefits & Considerations) of Using Media in the Classroom**

## **Let's brainstorm!**

Pros



Cons



## Some additional pros...

“TV and films... helps young people to contextualise some topics that might seem more abstract to them, such as consent and healthy relationships. These can particularly be the case if they have not explored romantic and/or sexual relationships yet.

**It’s also helpful to use fictional scenarios to start conversations as this can ease embarrassment.”**

- [www.brook.org.uk/blog/how-tv-shows-can-be-used-to-teach-about-sex-and-relationships/](http://www.brook.org.uk/blog/how-tv-shows-can-be-used-to-teach-about-sex-and-relationships/)

## Some additional pros...

“Using media **engages students, aids student retention of knowledge, motivates interest** in the subject matter, and **illustrates the relevance** of many concepts.

Research suggests that people learn abstract, new, and novel concepts more easily when they are presented in both verbal and visual form (Salomon, 1979). Other empirical research shows that visual media make concepts more accessible to a person than text media and help with later recall (Cowen, 1984). In Willingham's (2009) research he asks a simple question to make his point, "Why do students remember everything that's on television and forget what we lecture?" -- because visual media helps students retain concepts and ideas. [Bransford, Browning, and Cocking](#) (1999, p 194)”

- [serc.carleton.edu/sp/library/media/index.html](http://serc.carleton.edu/sp/library/media/index.html)

# What is media?





# Think, Pair, Share

**How has media evolved since you were younger?  
How is that impacting the sexual health education  
of young people?**



# Grey's Anatomy | Syphilis (2005)





# Small Group Debrief

- What resonated or stood out for you in the clip? What were the messages?
- What did you learn about syphilis from this clip? Notice any myths or facts?
- How did George and his friends and sexual partner react to the news about George having syphilis? Did their reactions feel realistic?



# Facts & Myths, Misleading, or Missing Info

## FACTS

- Syphilis is a bacterial STI that can be cured with a shot of penicillin
- First symptoms are typically sores on the genitals, anus, lips or mouth (not shown in the clip but is in the show)
- Risk of contracting/transmitting an STI increases with multiple or overlapping partners

## MYTHS, MISLEADING, OR MISSING INFO

- Syphilis is transmitted skin-skin, condoms and barrier methods can reduce risk but do not eliminate risk
- Syphilis [cases are rising](#) in the US with an 80% increase between 2018-2022
- *What else does the show miss?*





## Sex and the City | Chlamydia (2000)





# Small Group Debrief

- What resonated or stood out for you in the clip?
- What did you learn about chlamydia from this clip?
- How did Miranda and her current & former sexual partners react to the news about Miranda having Chlamydia? Did their reactions feel realistic?





# Facts & Myths, Misleading, or Missing Info

## FACTS

- Chlamydia is a common bacterial STI that can be cured with oral antibiotics
- It is transmitted through sexual fluids and is commonly asymptomatic (no symptoms)
- It is important to get tested and treated as it can lead to pelvic inflammatory disease and infertility
- It is important to not engage in sex until treatment is finished

## MYTHS, MISLEADING, OR MISSING INFO

- Regular STI testing (annually or before a new sexual partner) can help prevent the spread of STIs
- Expedited partner therapy can be an option to treat both partners without both needing to be tested
- Extragenital swabs or urine tests may also be offered.
- *What else does the show miss?*



# Truvada Ad | HIV



# Media Analysis Questions (from CommonSense)

- Who created this message? Who paid for the message?
- Why was it made?
- How is it trying to get your attention?
- Who was represented? Who was missing?





Actor portrayals

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# How do you use media in your classes?





# More Resources! What are your favs?



## Talking about safer sex, testing, and STDs



by Planned Parenthood

Playlist • 3 videos • 58,350 views

▶ Play all



1



How To Talk About Having Safer Sex | Planned Parenthood Video

Planned Parenthood • 1M views • 8 years ago



2



How To Talk About STD Testing & Screening | Planned Parenthood Video

Planned Parenthood • 156K views • 8 years ago



3



How To Tell Someone You Have An STD | Planned Parenthood Video

Planned Parenthood • 223K views • 8 years ago



The text "THANK YOU!" is rendered in a bold, sans-serif font. Each letter is a different color: T (blue), H (purple), A (pink), N (orange), K (yellow), Y (green), O (teal), and ! (blue). The letters have a slight 3D effect with shadows. The text is surrounded by numerous small, colorful dots in shades of blue, yellow, orange, pink, and purple, resembling confetti or a celebratory burst.

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