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# New & Noteworthy

## May Newsletter The Dogs Are Talking Monthly Dispatch May, 2008

### Love Your Dog, Love Yourself

Here at the Dogs Are Talking Campaign, people sometimes ask us why our ads feature dogs. They want to know whether dogs can get syphilis, and sometimes whether we think gay men are dogs. The answers are no and no! We want to be absolutely clear about why we use dogs in our ads: men love their dogs. They're conscientious about taking them to the vet, making sure they get their shots, and attending to their general health and well-being. We believe we should all show ourselves the same kind of loving attention we often reserve for our pets. That's why we've got a new tagline we hope sends the message: *love yourself as much as you love your dog*.

This month's ad features little Benson, a Chihuahua (casting call participant no. 8), taking it upon himself to get his owner to City Clinic. Remember, testing there is free, and gay men with multiple sexual partners should be tested for syphilis every 3-6 months.

### Location and Hours

San Francisco City Clinic is located at 356 7th Street, between Folsom and Harrison, in San Francisco. The main line is 415-487-5500. The clinic can be reached online at [www.sfcityclinic.org](http://www.sfcityclinic.org).

### DROP-IN HOURS

8:00-4:00 M-W-F  
1:00-6:00 Tuesday  
1:00-4:00 Thursday

Please note: on Tuesdays from 1:00-3:00 and Thursdays from 1:00-4:00, clinicians can only see patients exhibiting symptoms of STDS and those who have partners with STDs.

### Help Spread the Word

Remember, if you like a particular poster or you know the perfect spot for it, please don't hesitate to download it from our website. All our posters are available to be downloaded at any time, and we want you to hang them up all over town—don't let any wall space go to waste! Help us remind gay and bisexual men to get tested for syphilis.



### SFDPH Poster Contest Winner Announced

Dogs Are Talking congratulates **Khanh Nguyen**, winner of last month's special STD Awareness Poster Contest for Gay and Bisexual Men. The contest was sponsored by the San Francisco Department of Public Health in honor of National STD Awareness Month. Keep an eye out for Nguyen's winning design in places San Francisco gay



and bisexual men like to spend time.

### The Dogs Meet the Sisters



On Saturday, April 19, we were honored to have Sister Jezabelle, Sister Roma, and Sister Uma of the Sisters of Perpetual Indulgence appear in the Castro with our very own Gracie, casting call participant no. 62, and the only Mini Afghan in the state of California. Gracie and the Sisters went for a little walk, during which they publicized our campaign and reminded everyone about caring for themselves and their dogs. We got some great photos of the event. A huge thank-you to all the Sisters, to Gracie, and to her human companion Patti!

### Dogs Are Talking to Bay Area People

On Saturday, April 26, STD Prevention and Control Services' Jacquie McCright appeared on Bay Area People, a KTVU program that highlights notable community efforts and events. Jacquie spoke with host Rosy Chu about syphilis in San Francisco and the Dogs Are Talking Campaign. We'd like to thank Jacquie for doing such a great job. If you missed the show, you can watch the video here.



### Your Participation Helps Everyone

Dogs Are Talking also wants to extend thanks to everyone who participated in our online survey (and entered our shuffle drawing). The data we gathered on sexual health will go to the

Department of Public Health to strengthen their research and help them serve the city better. The health department places a strong emphasis on research, and carries on many studies that yield new approaches to treatment and improvements in the quality of care available to all. In fact, every time you participate in a clinical study, you are performing a valuable service to the community.

In the 1990s, for example, health department staff endeavored to find a less invasive way to treat gonorrhea by studying the effectiveness of Cefixime tablets in comparison with Ceftriaxone injections. They found the tablets very effective. Administering tablets has now become standard practice, which means easier treatments and less pain for clinic patients. This is only one way in which clinical practice has changed as a result of clinical research.

The next time you are a patient and a provider asks if you would like to be part of research study, we at Dogs Are Talking hope you will consider participating. You can help make a difference for many patients to come.

### **Dogs Are Talking Seeks New Community Partners**

Do you have access to an audience within your neighborhood or community? Or would you just like to help us get the word out? Either way, we hope you will consider becoming a community partner or a Dogs Are Talking campaign sponsor. We plan to strengthen our campaign by increasing community participation in the months ahead. If we all work together, we can get rid of syphilis in San Francisco. Give Promotions West a call at 415.255.0800 or send an email to [info@dogsaretalking.com](mailto:info@dogsaretalking.com). We'd love to hear from you today.

#### **Newsletter Archive:**

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Contact us at [info@dogsaretalking.com](mailto:info@dogsaretalking.com)

[STDtest.org](http://STDtest.org) | [sfcityclinic.org](http://sfcityclinic.org) | 415.487.5580

