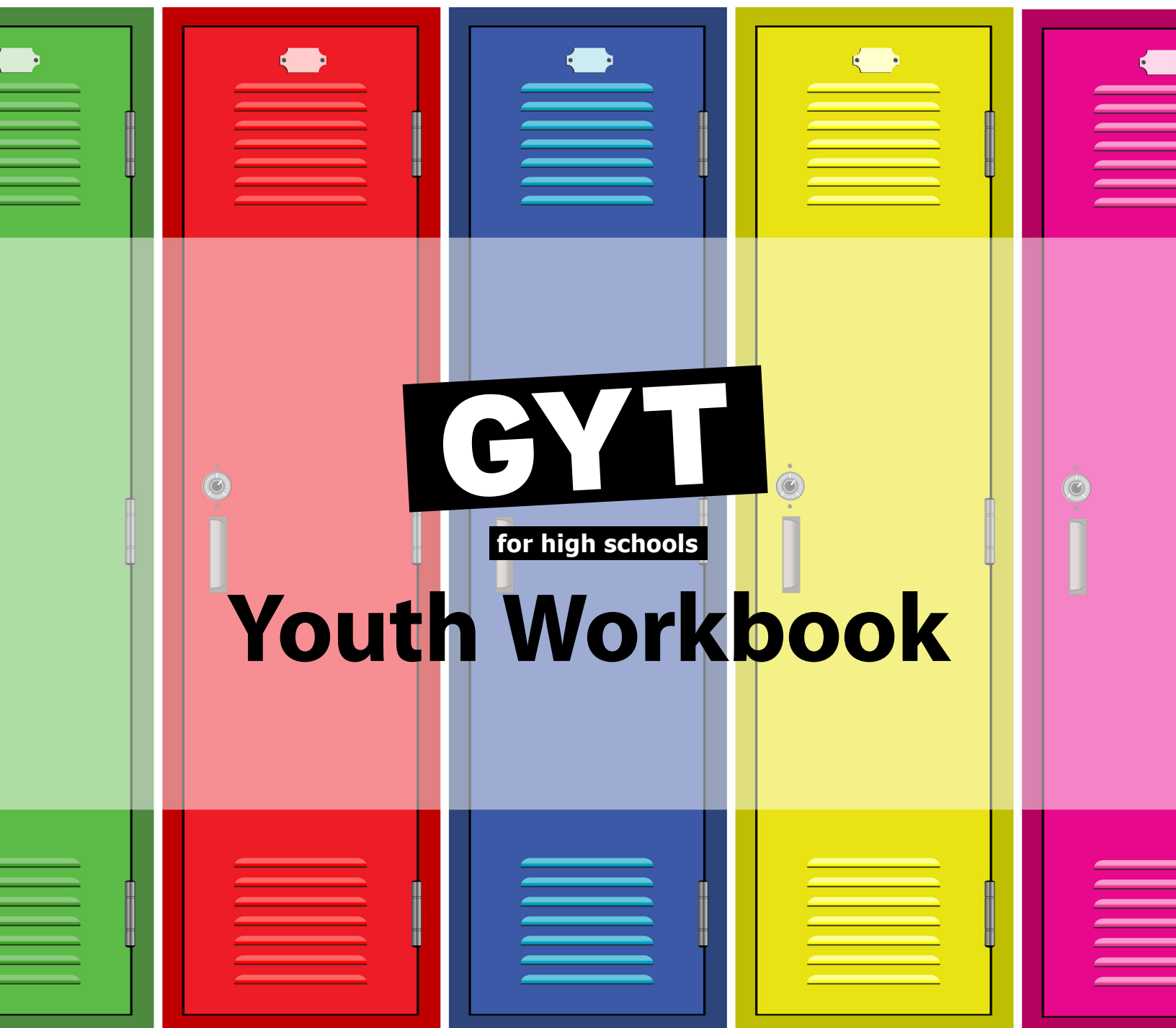




**GYT**

**for high schools**

**Youth Workbook**

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## Welcome to GYT for High Schools!

Congratulations on your decision to help with your school's Get Yourself Tested (GYT) campaign! Through the campaign, students who go to your high school will learn about:

- Human immunodeficiency virus (HIV) and sexually transmitted diseases (STDs).
- How to prevent HIV and STDs.
- How to get tested for HIV and STDs.

Your school campaign leader (a staff person from your school) will share more information about how to plan your school's GYT campaign. You and the other students in the planning group can use this workbook to come up with ideas and make your campaign right for your school.

### What is GYT?

GYT is a campaign that encourages students to get tested (and treated) for HIV and STDs. The goals of the GYT campaign are to:

- Make students aware of HIV and STDs.
- Make students more aware of HIV and STD testing.
- Link students to HIV and STD testing.
- Make it more comfortable for students to talk about HIV and STDs with their partners, friends, and health care provider.
- Lower the fear that students might feel about HIV and STD testing.

GYT is special because it happens on high school campuses. The campaign will:

- Be planned by students like you with help from the school campaign leader. Partners from local clinics, health departments, and the school district may also help with the campaign.
- Include events that highlight information about why students should get tested for HIV and STDs. You can also use posters and other materials with messages that encourage students to get tested.



The GYT campaign is for all students at your school. It lets people who are having sex know that it is important to get tested (and treated) for HIV and STDs. It educates all students, even students who are not having sex, about an important health issue they might want to talk about with their friends.

The GYT campaign includes two kinds of events:

- The *launch event* is the first event that kicks off your campaign and gets the message out by saying “The GYT campaign is here and this is what it is about!” The launch event is usually a large, high profile event. For example, a launch event could be a school party at lunchtime with a DJ, prizes, and original slam poetry about getting tested.
- The *push activities* are smaller events that happen later in your campaign to remind students about the campaign messages and to get tested. For example, push activities could be guest speakers from a local health clinic that offers testing to students or a GYT poster contest.

You can **create buzz** for your campaign before it starts. **Creating buzz** means making people feel emotion, excitement or energy about the campaign before it even starts. Try putting up GYT posters, wearing GYT t-shirts, or making announcements like “GYT is coming!” or “Find out how to GYT next week!”

You can make the GYT campaign work for your school. You can think of GYT messages that appeal to the students at your school and think of ways to share them so that everyone will see them. You can put GYT posters up around the school and in the nurse’s office, make announcements to remind students about where to get tested, and have information tables at lunch time. Just make sure to work with your school campaign leader so that the campaign activities you plan are approved by your school administration in advance.

## Why is it a great idea to plan a GYT campaign at your school?

The student planning group has the chance to plan a creative and fun campaign for your high school.

- You can plan an original and engaging campaign that will get the attention of the whole school.
- Many students might feel shy or afraid about getting tested. The campaign will spread the word that getting tested is a normal way to take care of your health and help students at your school be more comfortable talking about it.
- A GYT campaign is a great way to learn communication, planning, and leadership skills.

## How is a GYT Campaign Planned?

### ✓ Work with your school campaign leader

Your school campaign leader will work with the student planning group to help make sure your GYT campaign follows school rules for student events and help you get everything approved.

### ✓ Get your student planning group together

- Agree on a meeting time and place. Try to meet once a week.
- Make sure the student planning group members know about meetings. Reminders can be very helpful!
- Decide how you will work together:
  - You can elect one person to be the group leader or ask everyone to take turns as the group leader.
  - Make sure everyone has a chance to share their ideas and participate in planning events.

### ✓ Choose your GYT events:

- The campaign as a whole should address all of the GYT goals.
  - Make students aware of HIV and STDs.
  - Make students more aware of HIV and STD testing.
  - Connect students to HIV and STD testing.
  - Make it more comfortable for students to talk about HIV and STDs with partners, friends, and health care providers.

Lower the fear that students might feel about HIV and STD testing.

- Each event should meet at least one GYT goal
- The campaign should reach all of the students at your school.
  - Be careful not to stereotype any group of people. Anyone can get HIV or an STD!

The rest of this workbook will focus on how to plan your campaign. **Have fun!**

## GYT Campaign Messages

Before you plan GYT campaign events, you will need to come up with campaign messages. You can use messages from other GYT campaigns or you can come up with your own!

### What kind of messages do we need?

Campaign messages should be short, catchy, upbeat, and right for your school.

Follow school rules about language and make sure the messages do not offend or call out any group of people. The GYT message is for everyone!

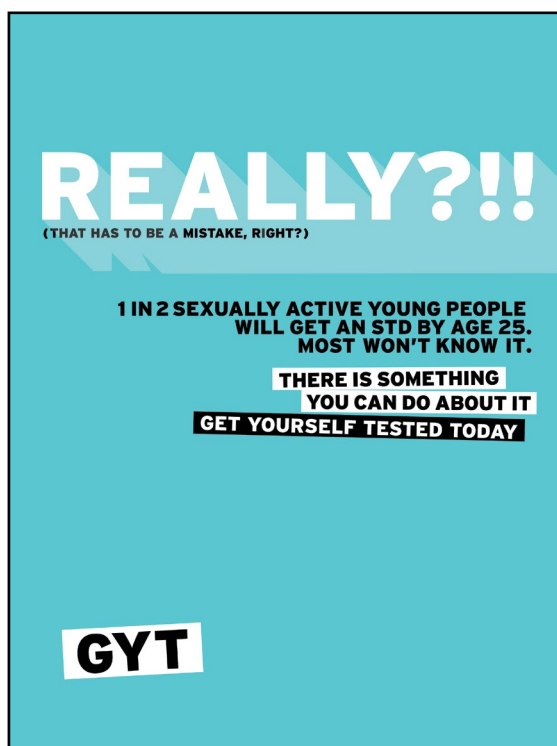
Campaign messages should promote GYT themes such as:

- Be aware of HIV and STDs.
- Know where to go to get tested.
- Get tested for HIV and STDs.
- Talk about HIV and STDs with partners, friends, and health care providers.
- Protect yourself from HIV and STDs.

You can also use messages to talk about:

- Reasons that students might not get tested.
- Reasons that students might not talk about HIV and STD testing.
- Misunderstandings that students have about HIV and STDs. For example, "You cannot get an STD the first time you have sex."

In the Planning Worksheets section, you will find Sample GYT Messages, a worksheet that can help you come up with messages for your campaign.



## How to choose messages for your GYT campaign

### Use messages from other campaigns

At the beginning of the Planning Worksheets section, you will find a list of sample GYT messages from other GYT campaigns. Some of them are on posters. You can use these messages in many ways:

- You can use the messages and the posters as-is. Your school campaign leader has files of these posters so that the information about test sites can be changed for your local community.
- You can use the messages from the posters and put them on your own campaign posters, flyers, buttons, and other items.
- If your school allows you to use social media, you can use the messages on Twitter or on other platforms to promote the campaign. Your school might also have a school-wide text messaging service that you could use.



### Make your own GYT campaign messages

You can make up your own, original campaign messages! Work with the rest of the student planning group to come up with 3–5 messages. Be sure to use campaign messages that are respectful and nonjudgmental. Ask your school campaign leader to review them, and then use the Message Feedback Worksheet in the Planning Worksheets section for ideas on how to get other students' opinions.

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## How to Plan Your GYT Events

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This step-by-step process will help you choose and plan your events. You may want to work on the launch event ideas first, and save the push activity ideas until after the campaign begins.

### ✓ Choose your GYT event

Fill out the Event Brainstorming Worksheet for each one of your top event ideas. The worksheets will help you think through your ideas so that you can pick your final event and plan activities. You can fill out the worksheets, use them as a discussion guide, or write the answers on a big sheet of paper or classroom board. Whichever way you choose, answer the questions for each of your ideas.

Before you use the worksheet, pick your top three launch events and five push activities. If your group has a long list, take a vote to get the top three or five.

Once you have completed the worksheet for each idea, work together to choose the final event and activities.

### ✓ Plan your GYT event

The GYT Event Planning Worksheet in the Planning Worksheets section will help you figure out:

- The details for your event, like the date, time, and place.
- The steps you will need to take to make the event happen.
- The person or people who will be in charge of each step.
  - Make sure everyone in the student planning group has a job. For example, some people like to be up front to lead the event, and some people like to decorate. Work as a team and find something for each person to do.
- The timeline for each step.
  - It is important to work with your school campaign leader to figure out the steps for planning your event.

*Remember to get approval from the school principal, assistant principal, or other administrator before your event. Your school campaign leader will help with this.*



## ✓ Promote your GYT event

To make the events a success, promote your launch event and push activities to your whole school.

Here are some ideas. Make sure to work with your school campaign leader to get advance approval to use the ones you would like to try:

- Put up posters in your school's hallway. This will mean you need to plan for the cost of printing posters. Ask your GYT lead teacher for ideas about how to fund printing posters. Your school may pay for this, or you may find a local business to cover the cost.
- Promote on social media (if your school allows).
- Include the event in daily announcements.
- Share event information on electronic message boards.
- Talk to other students about the event in class, during lunch, and at breaks. Word of mouth is sometimes the best form of advertisement. Be sure to talk to students you do not normally hang out with or see every day.

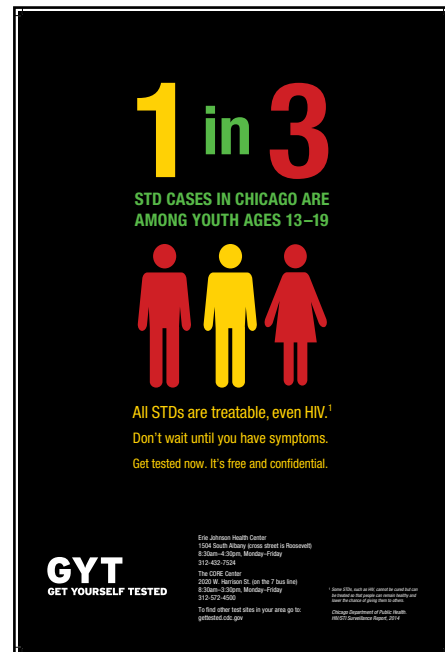
## How to Get Feedback about Your GYT Campaign

The student planning group is the leadership group for the GYT campaign at your school. Feedback from the rest of the students at your school can tell you if the campaign events, activities, and messages:

- Are liked by students at the school.
- Reach a large number of students at your school.
- Meet the campaign goals.

Feedback can also help you decide if you need to change anything about your GYT campaign before you plan more events.

In this section, you will find different ways to get feedback about your GYT campaign. Your school campaign leader can help you get approval to collect feedback from students and staff at your school. You can use the Event Feedback Worksheet in the Planning Worksheets section to guide you in this process.



## Feedback on your GYT campaign events, messages, and materials

You can get feedback about your GYT events, activities, messages, and materials in many ways. Work as a group and with the school campaign leader to select which way would be best to gather feedback from students at your school. To get neutral feedback, approach students you do not know and not just the students you talk to every day.

To encourage honest feedback, make the survey anonymous—don't ask students to put their names on the survey.

## Surveys

A survey is used to get short answers to questions. On some surveys, people pick an answer from a list and check a box. Sometimes there is a place for people to write a few words about why they picked a certain answer. With a survey you can get feedback about ideas you have for events before or after the events happen. Surveys do not usually take a long time for people to finish if there are only a few questions.

- Here are a few different ways to collect information from a survey:
  - Hand out a paper survey after an event or activity. Collect the surveys after students have completed the questions.
  - Take the questions you have drafted and put them into a free web-based survey tool and send an e-mail with the survey link to all of the students at your school. If your school policy allows it, you could also send a text message to students with the survey link.
  - Put the questions into a polling app using social media, and send it out to the students at your school. You may want to create a GYT-specific social media account.

### Here are some examples of survey questions and answers about the GYT campaign:

- **Would you like this event?**
  - Answer choices: Yes or No, with a few lines for students to say why.
- **Do you think other students would like this event?**
  - Answer choices: Yes or No, with a few lines for students to say why.
- **Pick three messages for the GYT campaign that you like the best.**
  - Answer choices: Choose from a list of messages.
- **If you saw any of these messages on a poster, would you stop and read the poster?**
  - Answer choices: Yes or No, with a few lines for students to say why.
- **Did the GYT campaign launch event teach you about HIV and STD testing?**
  - Answer choices: Yes or No, with a few lines for students to say what they learned.

## Group Discussion

For a group discussion, you can bring together 8–10 students and ask them to give their opinions about campaign events and activities. Be sure to invite a group of students who come from different groups at your school, or do a few discussions with a few different clubs. Ask the students to stay for 30–50 minutes.

- During a group discussion, you can collect:
  - Feedback from students about ideas you have for events before the campaign.
  - Feedback about what students thought about the events after they happen.
  - New ideas for future events.
- Since you are talking to students in person, you can ask them in-depth questions and then ask them more follow-up questions about their answers.

### Here are some examples of group discussion questions about the GYT campaign:

- Would you like to go to this event? Why or why not?
- Do you think other students would like to go to this event? Why or why not?
- What suggestions do you have to make this event better?
- What do you think this message is telling students to do?
- When you read this message, what does it make you think of doing?

Your school campaign leader can help you put together a survey or plan a group discussion, and show you examples that they have already created.



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# **Planning Worksheets**

## Message Feedback Worksheet

Take some time to review the list of past GYT campaign messages at the end of the workbook. As you look at these messages, discuss these questions as a group:

- Which of these messages do you like? Why?
- Are any of these messages unclear or confusing? Which ones? Why?
- Which of these messages do you not like? Why?
- Would students at your school like any of these messages? Why or why not?
- Do you think students would take action after reading/hearing these messages? Why or why not?

**Next, talk about messages for your GYT campaign using these questions:**

- Are there any messages from the list you want to use for your campaign without changing them?
- Are there any messages from the list you want to change so that they would fit your campaign?
- Do you want to develop new messages for your campaign?

To help you make final decisions about messages for your GYT campaign, you can test messages from the list as is, or with changes. You can also test your new messages with the students at your school. Here is a way to do that:

- Write each message you want to test a separate piece of paper or poster board.
- Ask other students questions about the messages:
  - You can ask the student planning group members to show the messages to five other students and get their feedback (preferably students you don't know that well), or
  - You can have a group discussion with 5–8 other students and record their responses.
- Here are some feedback questions you can ask other students:
  - What do you think this message is telling you to do?
  - Do you like this message? Why or why not?
  - Does anything about this message make you feel uncomfortable?
  - Do you think this is a good message for people at your school? Why or why not?
  - Would you change this message in any way? How would you change it?
    - » After you gather the feedback, review it and decide on the final GYT campaign messages. The school campaign leader can then help to get approval to use the messages in the campaign.

## Event Brainstorming Worksheet

### GYT CAMPAIGN EVENT IDEA

Select one: ☐ LAUNCH EVENT ☐ PUSH ACTIVITY

Name of event:

What will happen at this event?

- Why would other students at our school like this event?

- Will all of the students feel like they can be a part of the event? ☐ YES ☐ NO
  - If Yes, what will make them feel included?

- If No, can the event be changed to make more students feel a part of it?



- Which GYT campaign goals will this event promote?
  - ☐ Make students more aware of HIV and STDs.
  - ☐ Make students more aware of HIV and STD testing.
  - ☐ Link students to HIV and STD testing.
  - ☐ Make it more comfortable for students to talk about HIV and STDs with partners, other students, and health care providers.
  - ☐ Lower the fear that students might feel about getting tested.

- What supplies are needed for this event?

- Will you be able to get the supplies you need for this event? ☐ YES ☐ NO

– If YES, how will you get the supplies?

- How much planning time will you need to get this event together?

Fill in the number: \_\_\_\_\_ Select one: ☐ Weeks ☐ Months

## Event Planning Worksheet

Note: Be sure to work with your school campaign leader to get your event approved. Include the date, time, campus location, what activities you want to do, and materials to give out at the event.

Name of event:

Date of event:

Where will the event happen?

What are all of the things that will happen at the event?

What will be given out at the event? (Food, prizes, information about clinics, etc.?)

Use the table below to list all of the tasks that the student planning group, school campaign leader, and other staff at the school will do to make sure everything is ready for the event:

| TASK | NAME | DEADLINE |
|------|------|----------|
|      |      |          |
|      |      |          |
|      |      |          |
|      |      |          |
|      |      |          |
|      |      |          |
|      |      |          |
|      |      |          |
|      |      |          |
|      |      |          |
|      |      |          |

## Event Feedback Worksheet

How will you gather information? Select one: ☐ SURVEY ☐ GROUP DISCUSSION

What do you want to know? Write five questions that you want students to answer.

1.

2.

3.

4.

5.

How will you get students to give feedback?

Examples:

- Hold a discussion group during a student club meeting.
- Pass out a survey at the end of an event.
- Walk around and ask students to fill out a survey at lunch time.

Your school campaign leader can help you find out what kind of approval you will need to collect feedback. Don't forget to gather supplies—paper, pens—or get a meeting room if you need it!



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**Resources**

## Sample GYT Messages

Here are messages from other GYT campaigns that you can update so that they work well at your school. You can also use these to inspire ideas for new messages:

- STDs are really common. Half of all sexually active students will get an STD before the age of 25. Most will not know it.
- STDs, including HIV, often have NO symptoms. Getting tested is the only way to know for sure.
- The health effects of STDs can be treated. Many STDs are even curable.
- Don't assume you've already been tested. You have to ASK your doctor or nurse to be tested for STDs.
- Open communication about STDs is very important in any relationship, so talk about getting tested.
- Testing is painless. Many tests can be done through a urine sample or mouth swab, and others are done with a finger prick.
- The only way to know is to get yourself tested.
- STDs are very common, and it only takes one sexual experience to get one.
- Get yourself talking. Get yourself tested.
- Be open and honest in your relationships, including talking about STDs, testing, and protection.
- Many clinics/health centers offer free or low cost tests and treatment year-round.
- Testing is quick, easy, and confidential.

- You can also share myths and facts about HIV and STDs. For example:
  - Myth: You can tell if someone has an STD by looking.
    - » Fact: Most STDs, including HIV, don't make people look any different anywhere on their bodies.
  - Myth: I've only had one partner, so I don't need to get tested for STDs.
    - » Fact: You can never be sure of who your partner had sex with before they were with you.
  - Myth: If I need to be tested, my doctor would automatically test me.
    - » Fact: Many medical providers do not test people for HIV or STDs unless they are asked to do so.
  - Myth: I don't have symptoms, so I don't need to be tested.
    - » Fact: Most STDs, including HIV, have no symptoms.

## Sample GYT Posters

These posters, as well as the ones you see throughout the workbook were created for other GYT campaigns. Some of them are available for you to use. Your GYT lead teacher has access to them and you can add your local testing locations. You can also use them to create new ideas for developing posters for use at your school.

