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STD Unit at City Clinic Develops App for Measuring Risky Behavior

STD411 Download Available Free

San Francisco, CA— The San Francisco Department of Public Health’s Sexually Transmitted Disease (STD) Prevention and Control Services Unit, with a well-earned national reputation for staying ahead of the curve in ways to reach those at risk for STD’s, has once again upped its game. *STD411* recently went live as the Unit’s first mobile phone app specifically geared for gay, bi, trans-guys and other men who have sex with men (MSM). *STD411* offers a new opportunity that men can use to explore the connections between sexual activities, risk and safety options.

Using visual cues represented by “condom” images—red flash indicating high risk activity, green for low risk, or yellow for medium risk—allows the user to match the sexual activity with a potential STD. The app does not ask for any user information or registration to use it.

STD411 was designed as a simple, easy-to-use interactive application for the Apple family of products—iPhone’s, iPad’s and iTouch’s—and is downloadable free of charge via www.iTunes.com. *STD411* also provides links to more information and resources via the national-model website, www.SFCityClinic.org

Frank Strona, Chief of HIV/STD Unit at SF City Clinic, developed *STD411*. This is not Strona’s first foray into using technology to educate and inform the public about sexual health and activities. Strona also created the “Players Sexual Safety Grid” for use on social networking sites and had made it freely available to sexual health websites upon request. He developed the *STD411* app as a new way to promote sexual health, testing and partner services in an effort to reduce increasing rates of STDs in San Francisco.

With syphilis and cases of rectal and pharyngeal gonorrhea among men who have sex with men continuing to remain a problem, Strona, with the support of the Susan Philip, MD, Director of STD Control, updated the Sexual Safety Grid concept and revised and expanded it with the help of ZCO, to fit the growing market of Smartphone users who see mobile phones as more than just “talking devices”.

The STD Unit has previously developed and launched other health-related technology such as SexINFO, the first U.S. sexual health text messaging tool specifically for adolescent youth, and www.inSpot.org, which has both been replicated nationally.

For more information about sexual health services for residents of San Francisco at SF City Clinic visit www.SFCityclinic.org. For information on *STD411* visit www.itunes.com or email iSTD@sfdph.org.