



North East Independent School District

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FOR IMMEDIATE RELEASE

NEISD adopts new approach to STD education

Current curriculum improved to increase awareness

July 13, 2010 – North East ISD is proactively addressing the national epidemic of teenage sexually transmitted diseases (STDs) by adopting a new health literacy program for fall 2010. NEISD high school health classes will improve Big Decisions, its current Human Sexuality and Abstinence Education, by incorporating the award winning book, *Seductive Delusions: How Everyday People Catch STDs*, by Jill Grimes, MD (Johns Hopkins Press).

“We listened to our health teachers and school nurses about what was being taught,” said Richard A. Middleton, superintendent of schools. “While our Big Decisions curriculum remains the framework of our program, teachers felt that some vital information was missing that our students should receive.”

Seductive Delusions provides stories of ordinary men and women who contracted the 10 most common STDs, and the characters are based on patients of Grimes. The book also includes bulleted facts and FAQs to dispel common myths. In addition to the book, NEISD is also adding instructional videos and legally required information to reinforce the program.

Americans suffer 19 million new sexually transmitted infections per year, with more than half of these cases in 15-24 year olds. The Centers for Disease Control and Prevention reports that 48 percent of high school students participate in sexual activity, and one in four youth contract genital herpes. San Antonio was ranked 11th out of the 50 largest metropolitan areas for its rate of Chlamydia cases in 2008. By educating students and increasing awareness of STDs, NEISD is working to reverse these trends.

What makes this approach different? “Most people, especially teens, believe that STDs happen to ‘other people’ - the outcasts of society” comments Dr. Grimes. “When we educate students about the real risks of sexual activity, we need to personalize the information by sharing stories of real people *within their peer group*, so they really tune in and get the message.”

Dr. Grimes is a board certified family physician, national expert on STDs, and spokesperson for the American Academy of Family Physicians. She is also a 1983 graduate of Churchill High School in NEISD.

View this online at <http://www.neisd.net/ComRel/MediaCenter.html>.

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About:

North East ISD has more than 70 schools and magnet programs with an expected fall 2010 enrollment of more than 66,000 students. NEISD employs more than 9,000 people. It is the second largest public school district in the San Antonio area and the eighth largest in the state. Under the Texas accountability system, NEISD has 28 Exemplary schools and is a Recognized district for 2008-2009.