

**PROMOTIONAL TOOLKIT
MEN'S HEALTH WEEK: HOW MEN CAN REDUCE THE SPREAD OF ZIKA**

This toolkit offers social media messaging, tools and resources to support your agency's efforts in promoting Zika prevention during Men's Health Week (June 13-19th). The focus of this promotion is on ways men can prevent the spread of Zika, including sexual transmission to partners. It is primarily intended for agencies in the Continental United States (CONUS) but can also be used by agencies in U.S. territories.

Audience: Men who have traveled to or live in areas with Zika

- **Priority audience:** Men with pregnant partners
- **Secondary audiences:**
 - Men with partners who are not pregnant but are planning pregnancy
 - General audience of men who live in or traveled to areas with Zika (not concerned about pregnancy)

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1. SOCIAL MEDIA POSTS

Facebook

1. Men: Although Zika is primarily spread through mosquitoes, it can also be spread by a man with Zika to his female or male partner(s) during sex – even if he does not have symptoms at the time or if his symptoms have gone away. Learn more: <http://1.usa.gov/1OtaCX8>
2. Men: Anyone concerned about sexual transmission of Zika can take steps to protect themselves and their partners. If you've recently traveled to an area with Zika and had symptoms of Zika, consider using condoms or not having sex for at least 6 months after symptoms started. If you haven't had any symptoms of Zika, consider using condoms or not having sex for at least 8 weeks after returning from travel. Learn more: <http://1.usa.gov/1OtaCX8>
3. Men: If you recently traveled to an area with Zika and have a pregnant partner, you can protect your partner and her pregnancy by using condoms every time you have sex or not having sex during the pregnancy. To be effective, condoms must be used correctly from start to finish, every time you have vaginal, anal, and oral (mouth-to-penis) sex. Learn more about how to protect your future family: <http://1.usa.gov/1OtaCX8>
4. Men: If you and your partner are thinking about having a baby and you've recently traveled to an area with Zika, wait before trying to conceive. If you have been diagnosed with Zika or had Zika symptoms, wait at least 6 months after diagnosis or after symptoms started. During this waiting period, use a condom every time you have sex or don't have sex. This will protect your future pregnancy. Learn more: <http://1.usa.gov/1OtaCX8>
5. Men: If you and your partner are thinking about having a baby and you've recently traveled to an area with Zika, wait before trying to conceive. If you haven't had any symptoms of Zika, wait at least 8 weeks after returning and talk to your healthcare provider. During this waiting period, use a condom every time you have sex or don't have sex. This will protect your future pregnancy. Learn more: <http://1.usa.gov/1OtaCX8>
6. Men: If you've recently traveled to an area with Zika and developed Zika symptoms during your travels or within 2 weeks after returning, you should see your healthcare provider to see if you have Zika or another illness. This is especially important if you have a pregnant partner or are considering a pregnancy. Learn more: <http://1.usa.gov/1OtaCX8>
7. Father's-to-be: This Father's Day, you can protect your baby even before he/she is born. If you've recently traveled to an area with Zika and you have a pregnant partner, use condoms correctly every time you have sex or don't have sex during the pregnancy. Learn more: <http://1.usa.gov/1OtaCX8>
8. Men: Making repairs around the house? Install or repair and use window and door screens to help keep mosquitoes which can carry viruses like Zika and West Nile, out of your house. Learn more: www.cdc.gov/zika/prevention/controlling-mosquitoes-at-home.html
9. Men: To help reduce mosquitoes in your yard, once a week, empty and scrub, turn over, cover, or throw out any items that hold water like buckets, tires, and trash containers. Use outdoor insect spray to kill mosquitoes in areas where they rest, like under patio furniture or in the carport or garage.
10. Men: If you are traveling to an area with Zika, protect yourself from mosquito bites by applying insect repellents. Look for these ingredients: DEET, picaridin, IR3535, OLE, PMD. Wear long-sleeves and pants, and spray permethrin onto your clothing and gear. Learn more: www.cdc.gov/zika/prevention/index.html

Twitter

1. Men: DYK #Zika can be spread during sex by a man with Zika to his partners? Learn more <http://1.usa.gov/1OtacX8>
2. Men: Recently traveled to area w/#Zika? Condoms can reduce the risk of passing Zika during sex <http://1.usa.gov/1OtacX8>
3. Men: Recently traveled to area w/#Zika? Not having sex can eliminate the risk of passing Zika during sex <http://1.usa.gov/1OtacX8>
4. Men w/pregnant partners: If you recently traveled to area w/#Zika you should use condoms during her pregnancy <http://1.usa.gov/1OtacX8>
5. Men: If you develop #Zika symptoms during travel or within 2 wks after returning, see a healthcare provider <http://1.usa.gov/1OtacX8>
6. Future #Fathers: #Zika can cause birth defects. If you recently traveled to area w/Zika, learn about Zika & sex <http://1.usa.gov/1OtacX8>
7. Happy #FathersDay! If you're a #father or will be one soon, learn about #Zika, sex & protecting your loved ones <http://1.usa.gov/1OtacX8>
8. Future #Fathers: Be a hero even before your baby is born. Learn about #Zika, sex, and protecting a pregnancy <http://1.usa.gov/1OtacX8>
9. Happy #FathersDay! If you're a #father or will be soon, learn about #Zika & how to protect your family <http://1.usa.gov/1OtacX8>
10. For #FathersDay, protect your family from #Zika. Prevent mosquito bites & control mosquitoes around your home. <http://1.usa.gov/1TKTxnR>

2. KEY MESSAGES

Protecting your child starts before your baby is born

- Although Zika is primarily spread through mosquitoes, it can also be spread by a man to his partner(s) during sex – even if he does not have symptoms at the time or if his symptoms have gone away.
 - o Zika can be spread during vaginal, anal, and oral (mouth-to-penis) sex.
 - o Zika virus can stay in semen longer than in blood, but we don't know exactly how long Zika stays in semen.
 - o Condoms can reduce the chance of passing Zika through sex if used [correctly](#) from start to finish, every time you have vaginal, anal, or oral (mouth-to-penis) sex.
- Zika rarely causes serious illness. But if a man passes Zika to a pregnant partner, it can cause serious birth defects in a developing fetus.
- Do what you can to give your baby a healthy start. Take action now to protect him or her from Zika. Make it a happy and safe Father's Day!
- All men can take steps to protect their partners and families from Zika after returning from an area with Zika.

[Primary audience]

- **If you have a pregnant partner and recently traveled to an area with Zika:** You can protect your partner and her pregnancy by using condoms *every time you have sex* or not having sex during the pregnancy. To be effective, condoms must be used correctly from start to finish, every time you have vaginal, anal, and oral (mouth-to-penis) sex.

[Secondary audience]

- **If you and your partner are thinking about having a baby and you've recently traveled to an area with Zika:** Wait before trying to conceive. If you've had symptoms of Zika, wait at least 6 months after symptoms started. If you haven't had any symptoms of Zika, wait at least 8 weeks after returning and talk with your healthcare provider. During this time, use a condom every time you have sex or don't have sex.

[Secondary audience]

- **By protecting yourself from mosquito bites when traveling to an area with Zika, you will help stop the spread of Zika:** Apply [EPA-registered insect repellent](#), wear long-sleeved shirts and long pants, treat your clothing and gear with permethrin or buy pre-treated items, and sleep under a bed net if air conditioned or screened rooms are not available or if sleeping outdoors. Even if you do not feel sick, take steps to prevent mosquito bites for 3 weeks after returning to the United States from an area with Zika.

3. SAMPLE NEWSLETTER CONTENT

Content for Public Health Partners:

This Father's Day, Help Men Protect Their Families from Zika

Although Zika is primarily spread through mosquitoes, it can also be spread by an infected man to his female and male partners during sex, even if he does not have symptoms at the time or if his symptoms have gone away. This is especially important if his partner is pregnant, because Zika can cause serious birth defects in a developing fetus. This Father's Day, help us spread the message that all men can take steps to protect their partners and families from Zika after returning from an area with Zika. Share information about [Zika prevention, including Zika and sex](#).

Content for men who've traveled to areas with Zika:

Men: Protect yourself from mosquito bites and use a condom, every time

Although Zika is primarily spread through mosquitoes, it can also be spread by a man to his female and male partner(s) during sex. Protect yourself from mosquito bites while in an area with Zika and for 3 weeks after returning to prevent getting infected and spreading Zika. If you've traveled to an [area with Zika](#), use a condom *every time you have sex* (vaginal, anal, and oral (mouth-to-penis) sex). This is especially important if your partner is pregnant because Zika can cause serious birth defects in a developing fetus. Learn more about [Zika and sex](#), including [how to use a condom](#) and how long you should use condoms after travel.

Men: Protect Your Partner from Zika!

Zika can be spread by a man to his sex partners. If you've traveled to an [area with Zika](#), protect your partner by using a condom every time you have sex. Learn more about [Zika and Sex](#).

Men: Protect your family from Zika

Even if Zika is not spreading in your area at this time, you can take steps to control mosquitoes around your home to protect your family from Zika and other mosquito-borne illnesses. Learn more at: www.cdc.gov/zika/prevention/controlling-mosquitoes-at-home.html

4. IMAGES

This section includes images that can be used to promote Zika messaging to men who live in or traveled to areas with Zika through Facebook and Twitter. Images are intended for the following groups:

- Men with pregnant partners
- Men with partners who are not pregnant
- General audience of men who live in or traveled to areas with Zika

Men with pregnant partners

Formatted for Facebook (English and Spanish):



CDC's Response to Zika
PREVENT ZIKA

Men with pregnant partners who live in or have traveled to an area with Zika should use condoms during the pregnancy.



Learn more at www.cdc.gov/zika/prevention

The graphic features a dark red header with the CDC logo and a mosquito icon. The main text is in white and black. The illustration shows a man in a light blue shirt and a pregnant woman in a yellow-green top, standing together. A circular inset shows a purple and blue condom pack labeled 'EXTRA SENSITIVE' and '3'.



Respuesta de los CDC al Zika
PREVENGA EL VIRUS DEL ZIKA

Los hombres que tengan parejas embarazadas y que vivan en un área con zika, o que hayan viajado a ella, deberían usar condones durante el embarazo.



Obtenga más información en <http://espanol.cdc.gov/zika>

The graphic features a dark red header with the CDC logo and a mosquito icon. The main text is in white and black. The illustration shows a man in a light blue shirt and a pregnant woman in a yellow-green top, standing together. A circular inset shows a purple and blue condom pack labeled 'condones' and '3'.

Formatted for Twitter (English and Spanish):



CDC's Response to Zika
PREVENT ZIKA

Men with pregnant partners who live in or have traveled to an area with Zika should use condoms during the pregnancy.



Learn more at www.cdc.gov/zika/prevention

The graphic features a dark red header with the CDC logo and a mosquito icon. The main text is in white and black. The illustration shows a man in a light blue shirt and a pregnant woman in a yellow-green top, standing together. A circular inset shows a purple and blue condom pack labeled 'condoms' and '3'.



Respuesta de los CDC al Zika
PREVENGA EL VIRUS DEL ZIKA

Los hombres que tengan parejas embarazadas y que vivan en un área con zika, o que hayan viajado a ella, deberían usar condones durante el embarazo.



Obtenga más información en <http://espanol.cdc.gov/zika>

The graphic features a dark red header with the CDC logo and a mosquito icon. The main text is in white and black. The illustration shows a man in a light blue shirt and a pregnant woman in a yellow-green top, standing together. A circular inset shows a purple and blue condom pack labeled 'condones' and '3'.

Men with partners who are not pregnant

Formatted for Facebook (English and Spanish):

CDC's Response to Zika
PREVENT ZIKA

Learn more at www.cdc.gov/zika/prevention

ESB

This graphic is for a Facebook post. It features a dark red header with the text 'CDC's Response to Zika' and 'PREVENT ZIKA' in white. To the right of the text is a small mosquito icon. The main body of the graphic is light orange and contains a circular illustration of a man and a woman embracing. To the left of the couple is a circular inset showing a pack of three condoms. At the bottom, there is a dark red footer with the text 'Learn more at www.cdc.gov/zika/prevention' and the ESB logo.

Respuesta de los CDC al Zika
PREVENGA EL VIRUS DEL ZIKA

Obtenga más información en <http://espanol.cdc.gov/zika>

ESB

This graphic is for a Facebook post in Spanish. It features a dark red header with the text 'Respuesta de los CDC al Zika' and 'PREVENGA EL VIRUS DEL ZIKA' in white. To the right of the text is a small mosquito icon. The main body of the graphic is light orange and contains a circular illustration of a man and a woman embracing. To the left of the couple is a circular inset showing a pack of three condoms. At the bottom, there is a dark red footer with the text 'Obtenga más información en http://espanol.cdc.gov/zika' and the ESB logo.

Formatted for Twitter (English and Spanish):

CDC's Response to Zika
PREVENT ZIKA

Learn more at www.cdc.gov/zika/prevention

CDC

This graphic is for a Twitter post in English. It features a dark red header with the text 'CDC's Response to Zika' and 'PREVENT ZIKA' in white. To the right of the text is a small mosquito icon. The main body of the graphic is light orange and contains a circular illustration of a man and a woman embracing. To the left of the couple is a circular inset showing a pack of three condoms. At the bottom, there is a dark red footer with the text 'Learn more at www.cdc.gov/zika/prevention' and the CDC logo.

Respuesta de los CDC al Zika
PREVENGA EL VIRUS DEL ZIKA

Obtenga más información en <http://espanol.cdc.gov/zika>

CDC

This graphic is for a Twitter post in Spanish. It features a dark red header with the text 'Respuesta de los CDC al Zika' and 'PREVENGA EL VIRUS DEL ZIKA' in white. To the right of the text is a small mosquito icon. The main body of the graphic is light orange and contains a circular illustration of a man and a woman embracing. To the left of the couple is a circular inset showing a pack of three condoms. At the bottom, there is a dark red footer with the text 'Obtenga más información en http://espanol.cdc.gov/zika' and the CDC logo.

Men who live in or traveled to areas with Zika (General Audience)

Formatted for Facebook (English and Spanish):

CDC's Response to **Zika**
PREVENT ZIKA

See a doctor if you develop symptoms of Zika.



Learn more at www.cdc.gov/zika/prevention



Respuesta de los CDC al **Zika**
PREVENGA EL VIRUS DEL ZIKA

Consulte a un médico si presenta síntomas del zika.



Obtenga más información en <http://espanol.cdc.gov/zika>



CDC's Response to **Zika**
PREVENT ZIKA

Avoid Zika by preventing mosquito bites.



Learn more at www.cdc.gov/zika/prevention



Respuesta de los CDC al **Zika**
PREVENGA EL VIRUS DEL ZIKA

Prevenza el zika al evitar las picaduras de mosquitos.




Obtenga más información en <http://espanol.cdc.gov/zika>




Formatted for Twitter (English and Spanish):

CDC's Response to **Zika**
PREVENT ZIKA

See a doctor if you develop symptoms of Zika.



Learn more at www.cdc.gov/zika/prevention



Respuesta de los CDC al Zika

PREVENGA EL VIRUS DEL ZIKA

Consulte a un médico si presenta síntomas del zika.



Obtenga más información en <http://espanol.cdc.gov/zika>



CDC's Response to Zika

PREVENT ZIKA

Avoid Zika by preventing mosquito bites.



Learn more at www.cdc.gov/zika/prevention



Respuesta de los CDC al Zika

PREVENGA EL VIRUS DEL ZIKA

Prevenca el zika al evitar las picaduras de mosquitos.




Obtenga más información en <http://espanol.cdc.gov/zika>



5. WIDGET

This widget can be downloaded at www.cdc.gov/widgets/zika/index.html (English) or www.cdc.gov/widgets/zikaspanish/index.html (Spanish)

	<p>Men: Protect Your Partners from Zika!</p> <p>Zika can be spread by a man to his sex partners. Learn more about Zika and Sex.</p>
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6. RESOURCES ON SEXUAL TRANSMISSION AND PREVENTION OF ZIKA VIRUS

CDC Webpages & Materials for Consumers

- [Zika and Sexual Transmission](#) and [Zika Prevention](#)
- [Condom Effectiveness](#) and [How-To Fact Sheet](#)
- [Zika communication resources](#), including [fact sheets and posters](#):
 - o [Pregnant women considering travel to an area with Zika](#) (poster)
 - o [Zika and Sex: Information for men who have pregnant partners and live in or recently visited an area with Zika](#) (poster)
 - o [How to Protect Yourself from Getting Zika from Sex: Information for People Living in Areas with Zika](#) (poster)
 - o [How to Protect Yourself from Getting Zika from Sex: Information for People whose Partner Traveled to an Area with Zika](#) (poster)
 - o [Zika and Sex: Information for pregnant women living in areas with Zika](#) (poster)
 - o [Zika and Sexual transmission: What we know and what we don't know](#) (infographic)
 - o [How to Protect against Mosquito Bites](#) (fact sheet)
 - o [Mosquito Bite Prevention \(United States\)](#) (fact sheet)

Resources for Health Departments and Health Care Providers

- [Preventing the Sexual Transmission of Zika Virus](#)
- [Questions and Answers for Healthcare Providers on Sexual Transmission of Zika Virus](#)
- [Zika Virus Microsite](#): Allows you to embed CDC's Zika content into your own website to easily share information and stay up to date with developments in the current Zika virus outbreak, including prevention, symptoms, treatment, and information for pregnant women and travelers.
- [CDC Zika Key Messages](#) (updated online weekly): Pages 5-7 contain information on what is known to date about sexual transmission.
- [Zika Action Planning \(ZAP\) Summit Follow-up Teleconferences](#)
 - o [Prevention of Sexually Transmitted Zika](#) by Dr. John Brooks (June 2, 2016)
 - o [Pregnancy and Birth Defects](#) by Drs. Sonja Rasmussen and Janet Cragan (May 11, 2016)
- [Clinical Outreach and Communication Activity \(COCA\) Zika Resources](#) for clinicians, including educational webinars on CDC's latest Zika guidance for topics such as sexual transmission, counseling pregnant women and their partners, and guidelines for couples wishing to become pregnant.
 - o Includes [Updated Interim Zika Clinical Guidance for Reproductive Age Women and Men, Sexual Transmission of Zika, and the U.S. Zika Pregnancy Registry](#) (webcast, April 12, 2016)
 - o Clinicians can [sign up](#) to receive COCA email notifications about current health issues and emerging threats, including upcoming calls and webinars on emergency preparedness and response topics.

Guidelines and Publications

- Oster et al. [Update: Interim Guidance for Prevention of Sexual Transmission of Zika Virus — United States, 2016](#). *MMWR*. 2016 Apr 1;65(12): 323-5.
- Hills et al. [Transmission of Zika Virus through Sexual Contact with Travelers to Areas of Ongoing Transmission - Continental United States, 2016](#). *MMWR* 2016 Mar 4;65(8): 215-6.
- Deckard et al. [Male-to-Male Sexual Transmission of Zika Virus – Texas, January 2016](#). *MMWR* 2016 Apr 15 65(14); 372–374.