



Safe Sex

for Elders

Prepared For :
Trojan Condoms

Campaign Plan

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INTRODUCTION

While adolescents sit in classrooms learning about proper sex practices, STI rates continue to rise in retirement homes across the nation. Elders have unprotected sex and lack education about the transmission and treatment of HIV, Herpes, Syphilis and other diseases.

Safe Sex for Elders is a national campaign dedicated to protecting the sexual health of older Americans and ending their sexual suffering. We aim to provide resources and pass legislation that would reduce STIs in those 65 and older. Our ultimate goal is to ensure older individuals maintain a healthy and fun sex life.



AUDIENCES

1. Congress

Congress must learn about the issue in order to pass legislation. Making it a bipartisan issue on the underlining health of the elderly could help the mandate pass.

2. Generation X

Generation X is the next generation to retire. By hearing Safe Sex for Elders' messages, they learn the benefits of using protection in retirement. They also serve as a great base to energize the movement as they care about their aging parents' health.

3. Single Boomers

Informing those who may be affected is powerful. After seeing the risks and statistics, single boomers might press to learn more, start wearing protection and demand better care.



OBJECTIVES

1

Have Biden's administration include mandatory sex education in the Build Back Better Act's existing nursing home reform

2

Increase condom usage in single elders by 30%

3

Decrease amount of STI cases in elders per year by 35%



STRATEGY

Attention

Through ads and earned media, we want to form buzz around the topic and utilize the “taboo”-ness of the subject.





Education

Once attention is gained, we want to further inform our audiences of the risks associated with no form of sex education for elders.

Action

After education, we will utilize the support gained to put pressure on the Biden administrative.

KEY MESSAGES

-  **Elderly people still have sex and have been exposed to multiple partners.**
-  **Unprotected sex is harmful to the elderly.**
-  **Elders need up-to-date education on sexual health.**
-  **Condoms can prevent the transmission of STIs in the elderly and lead to a healthier life.**



KEY MESSAGES

Elderly people still have sex and have been exposed to multiple partners.

- With advances in drugs that aid in erectile dysfunction and lubricants, men and women can remain sexually active longer.
- 65% of people 65-80 are interested in sex.
- 39.7% of men and 24.1% of women reported to have at least five sexual partners in their lifetimes.
- Divorced, widowed and those in retirement homes report increased sexual activity and more openness to sexual exploration.



KEY MESSAGES

Unprotected sex is harmful to the elderly.

- In 2009, AARP discovered that only 12% of single and dating men 45 years and older consistently used protection during sex.
- STI rates have more than doubled in adults 65 and older between 2007 and 2017.
- Half of all people with a diagnosed HIV infection are 50 or older.
- STIs cause uncomfortable symptoms such as pelvic pain, itching, blisters, warts and more severe cases can cause neurological issues.



KEY MESSAGES

Elders need up-to-date education on sexual health.

- The sex education received in high school during the early 1980s and before was not up to date with current teachings and often taught abstinence as the main form of protection.
- Distribution of the STD-KQ, a test used to assess STI knowledge, revealed older adults were not knowledgeable about STIs, transmissions or treatment.
- Elders tend to not go to their physician when they have sexual health problems.



KEY MESSAGES

Condoms can prevent the transmission of STDs in the elderly and lead to a healthier life.

- Healthy sex in the elderly leads to better cardiovascular health, quality of life and longevity.
- Condoms are 98% effective at protecting against most STIs like chlamydia and gonorrhea.
- Condom effectiveness for STI and HIV prevention has been proven by multiple studies.



TACTICS

Public Opinion Research

Public opinion research is essential to the campaign because it will inform us on the standing public perceptions of sex and elders. It will also serve as a way to access how much elders actually know about protection and help us target the issue areas. Polls, surveys and focus groups will be done on different demographic groups based on age and location. Through our research, we can also compare the sex education of young adults to seniors and use the findings throughout the campaign.



TACTICS

Owned Media

Owned media will serve as an outlet to push our key messages to our base and mobilize our support. Our website would host important data, resources and ways to get involved in the campaign. We would utilize social media platforms infamously used by Generation X, such as Facebook and Twitter, to target that audience. Posts would include infographics that can be easily shared, reposting of our video advertisements, news about the campaign and event invites.



TACTICS

Earned Media

Our earned media needs to be driven by those who have personal anecdotes about the realities of elders' sex lives and the dangers of STIs. Writers for op-eds may include current seniors, gynecologists, nursing home workers, kids of affected seniors and senior sex advocates. Another form of earned media could be buzz by the press and others. By creating attention on a sex related topic, media outlets will have commentary. As long as our messages are concrete and clear, the commentary will help our cause and build awareness.



TACTICS

Advertising

Advertising will drive awareness and make it a national issue. Humor should be a main element of the video advertisements. A series of commercials should be done where it looks like parents talking to their teenager about sex but instead it's the grandparent. Funding would go towards getting these commercials on streaming platforms, such as Hulu, YouTube and HBO max, and television networks.

Print advertisements would take a more informative approach. Each would have a prominent image and a striking statistic about STI rates. Ads would be hung in doctors' offices across the nation to reach the Boomer audience. They would also be posted in newspapers and magazines.



TACTICS

Grassroots

Volunteers of the campaign will hold sex education classes for elders in the community. This would draw attention to the problem and work to solve it.

Grassroots will also include going door to door to sign petitions in support of adding sex education classes to the Build Back Better Act. This would show the Biden administration what their constituents want to see reforms in.



TACTICS

Opposition Management

Opposition may come from those who identify as conservatives. Talking about sex could make them uncomfortable or they may believe it is not the government's place to be involved. We combat this by focusing on the amount of money from Medicare bills it could save taxpayers and passing legislation when democrats control congress.



TIMELINE

May

- Begin Public Opinion Research
- Create Media Lists
- Hire Campaign Team
- Hire Consultants and Website Designer

June

- Budget Analysis
- Launch Website and Social Media Accounts
- Finalize Ad Scripts and Print Ad Designs
- Finalize Op-Eds

July

- Budget Analysis
- Launch Digital, Television and Print Ads
- Publish Op-Ed
- Begin Mobilizing Support and Hosting Education Classes
- Begin Press Releases

August

- Poll on Public Opinion
- Maintain Momentum on Advertising, Owned Media, Grassroots and Earned Media
- Push for Campaign Signatures

September

- Begin Putting More Pressure on Biden Administration and Lawmakers
- Present Compiled Signatures
- Maintain High Social Media Presence and Remain in Press

October

- Continue Advocating
- Wait on Congress's Work Period for News

November

- Evaluate Campaign



BUDGET

Public Opinion Research	\$200,000
Earned Media	\$50,000
Website	\$7,000
Advertisements	\$560,000
Print	\$100,000
TV	\$400,000
Digital	\$60,000
Consulting Fees	\$36,000
Other	\$20,000
Total	\$873,000



EXPENDITURES



OPED: Biden's Nursing Home Reform Neglects One Important Element: Sex Education.

Joan Price

Here's the truth, seniors have sex. A lot. In order to protect older individuals, the Biden Administration must mandate sex education classes for seniors in the nation's nursing home reform announced in February 2022.

Sex may be embarrassing to discuss; however, it is an aspect of life that follows us through our older years. It was my own senior escapades with my late husband that encouraged me to write about the highs and lows of senior sex life. I published "Better Than I Ever Expected: Straight Talk About Sex After 60," to educate other older adults about how sex changes post menopause. My goal was to facilitate healthy sex lives in anyone 60 and older.

After the success of my book, readers would write to me with all types of questions about ways to strengthen their bedroom activities. However, there were little to no questions about protective measures during intercourse. This raises concern as STD rates among adults 65+ have doubled since 2007. The ability to choose new partners, explore new aspects of sexuality and increased sex drives become a breeding ground for HIV, gonorrhea and other STIs.

Often, seniors have confusion about proper sexual conduct. The last time they learned about consent and protection was in a high school course in the 1960s-70s. Some were not taught about protection due to a focus on abstinence. Today, only 12% of single and dating men 45 and above use protection regularly. Protective measures, such as condoms, must be properly used to ensure the pleasure of both parties. By offering sexual education classes designed for older lovers, nursing homes could see less hospitalizations and more happy patients.

In the current nursing home reforms proposed by the Biden administration, nursing homes will be required to be more transparent with patient care, hire more staff and reduce resident room crowding. I urge Biden to add mandatory sexual education classes to the reforms for all residents of American nursing homes.

Joan Price is the author of "Better Than I Ever Expected: Straight Talk About Sex After 60." For over 15 years, Price has been a senior sex expert and has helped several people rediscover themselves in the bedroom.



"Date Dropoff" Ad Script

Written by Ansley McLendon

Director/Editor: John Komnenich

Actors: Dad: Ty Burrell Grandpa: Martin Sheen

Sponsor: Trojan Condoms

Video

Dad (40s) driving a car, keeps glancing in rearview mirror towards backseat.

Dials down radio to speak.

Glances again towards backseat.
Viewer cannot see what the dad is looking at.

Car comes to full stop and dad turns around to face who is in the back seat.
Shot diagonally from backseat where the passenger is sitting.

Turn camera to face passenger in back seat from driver's seat.
Now viewer can see who the dad is talking to; Grandpa.

Audio

"Like a Virgin" by Madonna playing from radio.

Music stops.

Dad: Remember what we talked about. Always open her door, compliment her and be respectful.

Dad: And if things escalate...

Dad and Grandpa: always wear protection.

Grandpa: Come on, I taught you this stuff.



Grandpa shakes his head.

Dad shuffles through console and hands Grandpa two trojan condoms

Grandpa grins and exits car.

Camera pans out to show full exit outside the car and Grandpa walking towards a retirement home with a letter sign out front that says "SINGLES NIGHT BINGO".

Scene blurs, so text can appear.

TEXT: STI rates have more than doubled in adults 65 and older between 2007 and 2017. Learn how you can support reform for updated sex education for elders at www.safesex.org/elders.

End

Dad: Well, in case you forgot.

Grandpa: Wish me luck!

Background music plays and is an instrumental version of "Like a Virgin."
Plays till end of commercial.

Music softens.

End



Half
of all people with
HIV
are over 50.



To learn about ways to prevent the
spread of STIs among elders
visit **www.safesex.org/elders**.

