

seventeen



For immediate release

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Seventeen Magazine and Kaiser Family Foundation Launch *SexSmarts*, New Information Campaign on Sexual Health Issues

***Seventeen* releases results of teen survey about sex**

New York, NY/Menlo Park, CA, February 24, 2000 -- *Seventeen*, the nation's top teen magazine, and the Kaiser Family Foundation, a national health research and public education organization, have teamed up on *SexSmarts*, a new campaign to provide young people with information and resources on sexual health issues.

The year-long campaign will address a range of topics from decision making about sex, including how to say no, to the real facts on HIV and other sexually transmitted diseases (STDs). It will include special articles in the magazine, an online monthly column on *seventeen.com*, and other consumer education materials. Under the partnership, *seventeen* (a PRIMEDIA magazine) and Kaiser will also periodically survey teens about their knowledge and attitudes about sex and sexual health. These nationally representative survey snapshots will help shed light on the issues that teens most need more information about.

Previous research conducted by both *seventeen* and the Kaiser Family Foundation indicates that teens often underestimate their own risk of contracting an STD, and many say they are in need of even the most basic information about contraception. Every year, three million American teens contract an STD and one million get pregnant. As many as half of new HIV infections in the U.S. are among people under the age of 25.

"We know that teens are in need of accurate information not only about the basics but also about how to handle the emotional side of sex," said Tina Hoff, director of Public Health Information and Communication for the Kaiser Family Foundation. "*SexSmarts* is about the facts and more: providing critical health information as well as addressing the social pressures and emotional issues young people say they often face but do not always have the tools to deal with."

"For 55 years *seventeen* has talked to teens about the tough topics. This new campaign will help young women gain the knowledge, tools and confidence that they need to protect themselves and to make intelligent choices," says Patrice Adcroft, Editor-in-Chief of *seventeen*. "*SexSmarts* will also encourage a more open dialogue about sex between teens and their parents, doctors, and friends."

(more)

Results of national *seventeen* survey on teens and sex to be released in April issue

SexSmarts will be introduced to *seventeen* readers in the magazine's April issue as part of a special report on a new survey conducted by *seventeen*, on which Kaiser consulted, that sheds light on teenagers' need for more information. The *SexSmarts* campaign will launch in June with the first monthly online column on *seventeen.com* and with a special issue called the *seventeen* Love issue. A series of articles in the magazine and joint surveys over the coming year will follow. (For more information about the *seventeen* survey that appears in the April issue of the magazine, on sale March 3rd, contact Laura Brounstein at 212-407-9733.)

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The Kaiser Family Foundation, based in Menlo Park, California, is an independent national health care philanthropy and is not associated with Kaiser Permanente or Kaiser Industries. Visit www.kff.org.

Seventeen is the largest monthly beauty/fashion magazine in America written for young women, 12-24 years old. *Seventeen* reaches 87% of all female teens, 12-19, every year. *Seventeen* is published monthly by PRIMEDIA Consumer Magazines, a division of PRIMEDIA (NYSE:PEM). Visit www.seventeen.com.