**CLIENT:** DHSS

**PROJECT:** Syphilis Women FB Ad Copy

**DATE:** 7.13.21

**CREATIVE DIRECTOR:** Nick Walden

**COPYWRITER:** Megan VanWaus/Chase Koeneke

**FB AD 1**

IMAGE SUGGESTION

Pregnant woman holding/looking/smiling at baby bump

IMAGE COPY

Syphilis can be harmful to your baby.

Get Tested. Take Control.

STATUS

Know you and your baby are healthy by getting tested for syphilis during your first and third trimester.

HEADLINE

Know What to Expect

LINK DESCRIPTION

Learn about congenital syphilis

**FB AD 2**

IMAGE SUGGESTION

Mother with newborn baby

IMAGE COPY

You can have syphilis without having symptoms, but it can be harmful to your baby if untreated

STATUS

Screening and treatment of mothers during pregnancy is critical to reduce the transmission rate of congenital syphilis (CS).

HEADLINE

Get Tested. Take Control.

LINK DESCRIPTION

Learn more about CS

**FB AD 3**

IMAGE SUGGESTION

Pregnant woman at doctor’s office/visit (ideally showing a woman in her first trimester)

IMAGE COPY

Pregnant women should be tested for syphilis during their first and third trimesters.

STATUS

Making a checklist for your doctor visit? Add a syphilis test to your list to protect your child.

HEADLINE

Get Tested. Take Control.

LINK DESCRIPTION

Learn more about congenital syphilis

**FB AD 4**

IMAGE SUGGESTION

Pregnant woman with partner

IMAGE COPY

Expecting moms don’t expect to have syphilis, but it’s important to know for sure

STATUS

Congenital syphilis cases have quadrupled recently. Get tested during your first and third trimesters to protect your child.

HEADLINE

You Can Stop Syphilis

LINK DESCRIPTION

Learn more about CS