

This is **Pulse!** Sit tight while we start the presentation!



Instagram them and they will come...but can you survey them right?:

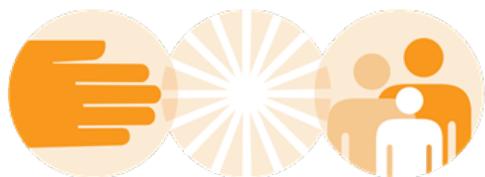
The secrets of recruiting youth through social media platforms and capturing accurate data.

Genevieve Martinez-Garcia & Milagros Garrido
Healthy Teen Network

Jennifer Manlove & Jane Finocharo
Child Trends



Partners



Healthy Teen Network

App development and recruitment



Evaluation



App co-development and hosting



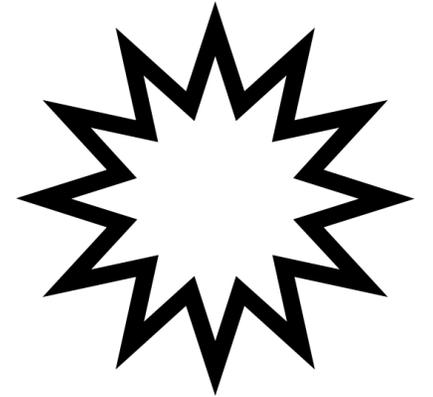
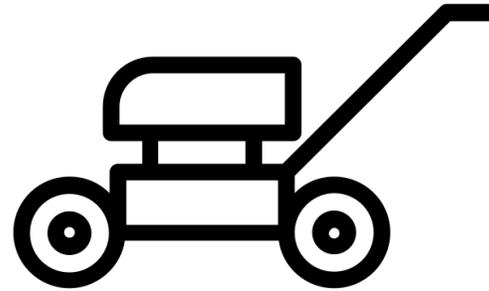
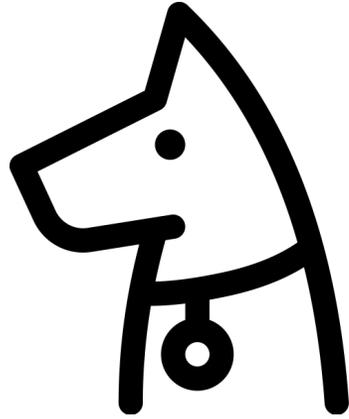
Data collection and retention



This product was made possible by Grant Number TP2AH000038 from the Department of Health and Human Services (HHS) Office of Populations Affairs (OPA).

Contents are solely the responsibility of the authors and do not necessarily represent the official views of HHS or OPA.





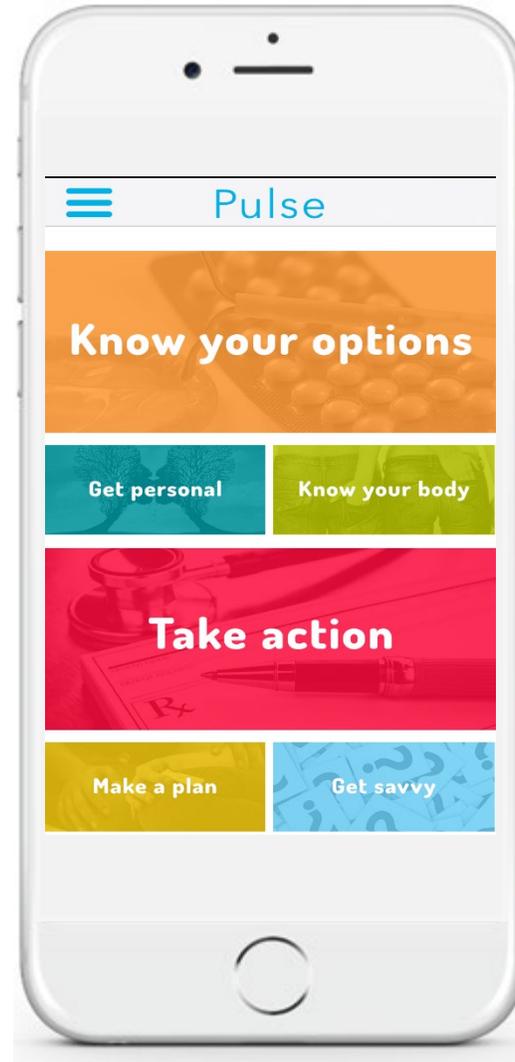
We're all in this together!

Pulse & The Evaluation Study

Healthy relationships,
sex readiness, &
consent

Find a provider, what to
expect at a clinic, &
appointment reminder

Pregnancy &
pregnancy testing



Birth control methods &
birth control reminders

Anatomy, physiology, &
sexually transmitted
infections

Frequently asked
questions & links to
external resources



Pulse Evaluation



Funded by U.S. Department of Health and Human Services' Office of Population Affairs



Two-arm randomized controlled trial



Evaluated to assess whether it:

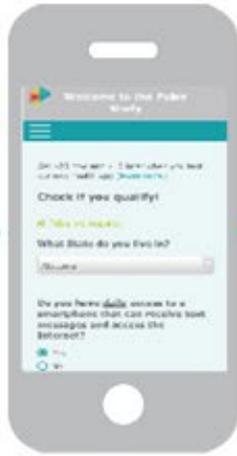
- Increased use of effective contraception
- Increased visits to clinics for SRH services



Recruitment Strategy



Ad



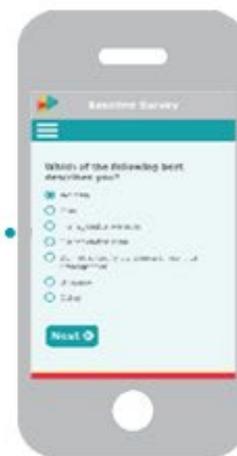
Screener



Consent



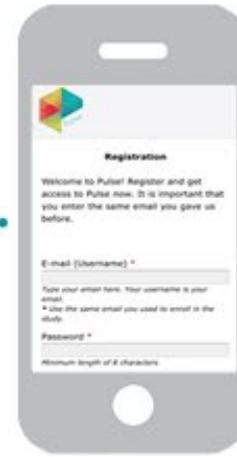
Enrollment



Baseline



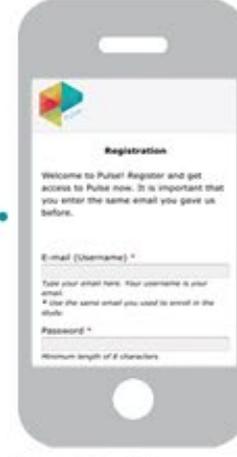
Treatment



Registration



Control



Registration



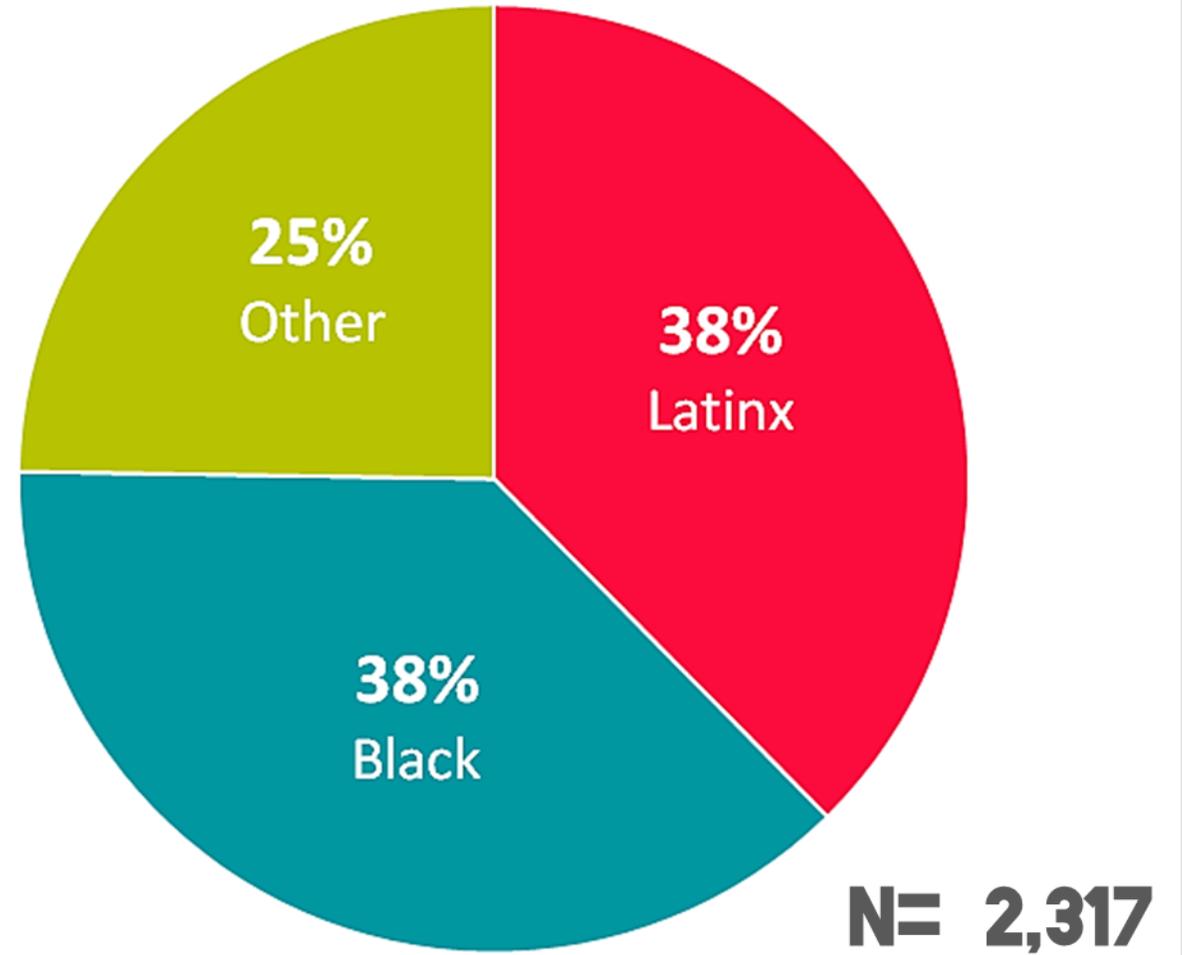
Recruitment Timeline

November 2016

March 2019



Race & Hispanic Ethnicity



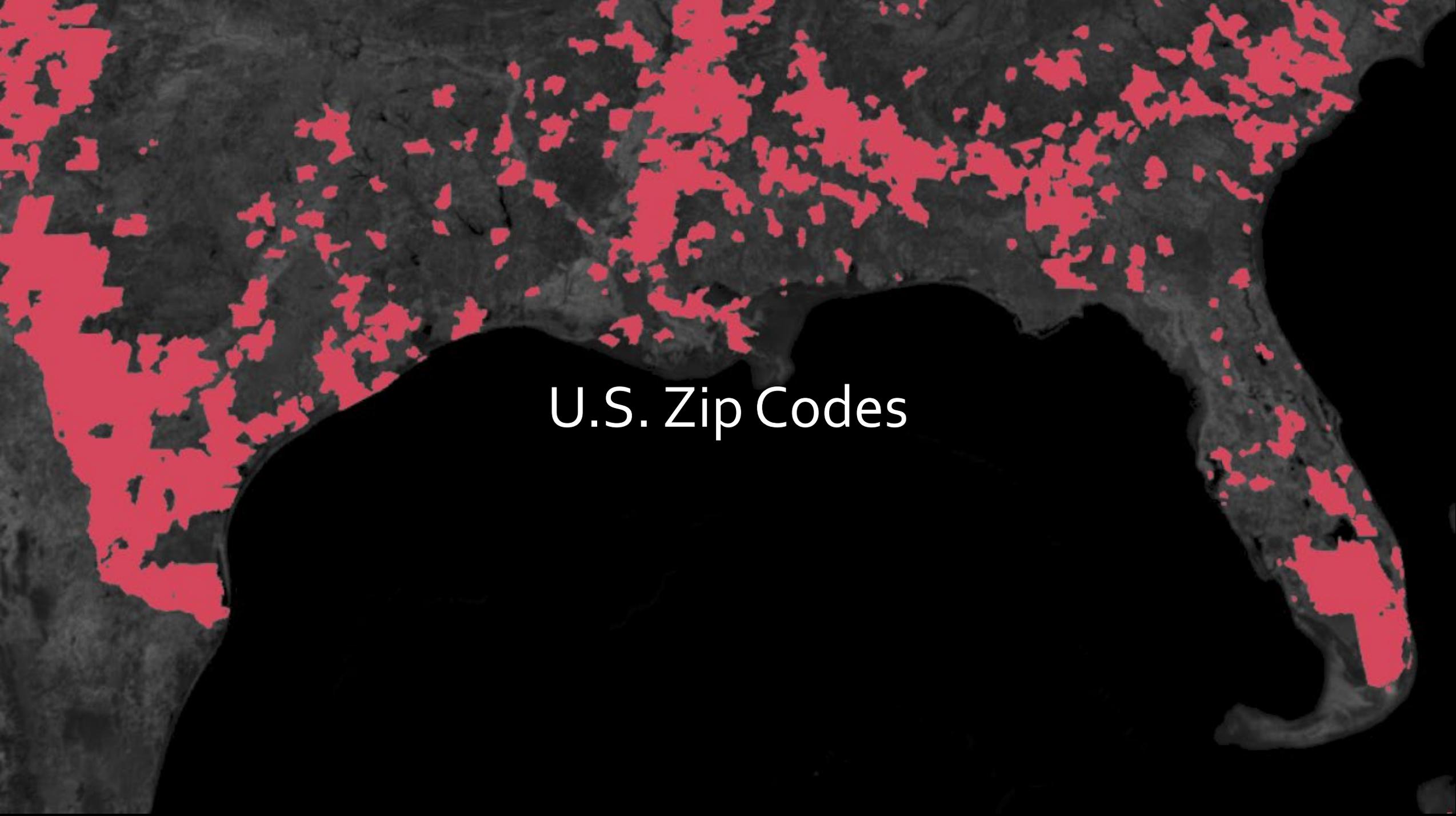
Social Media Recruitment



U.S. Zip Codes



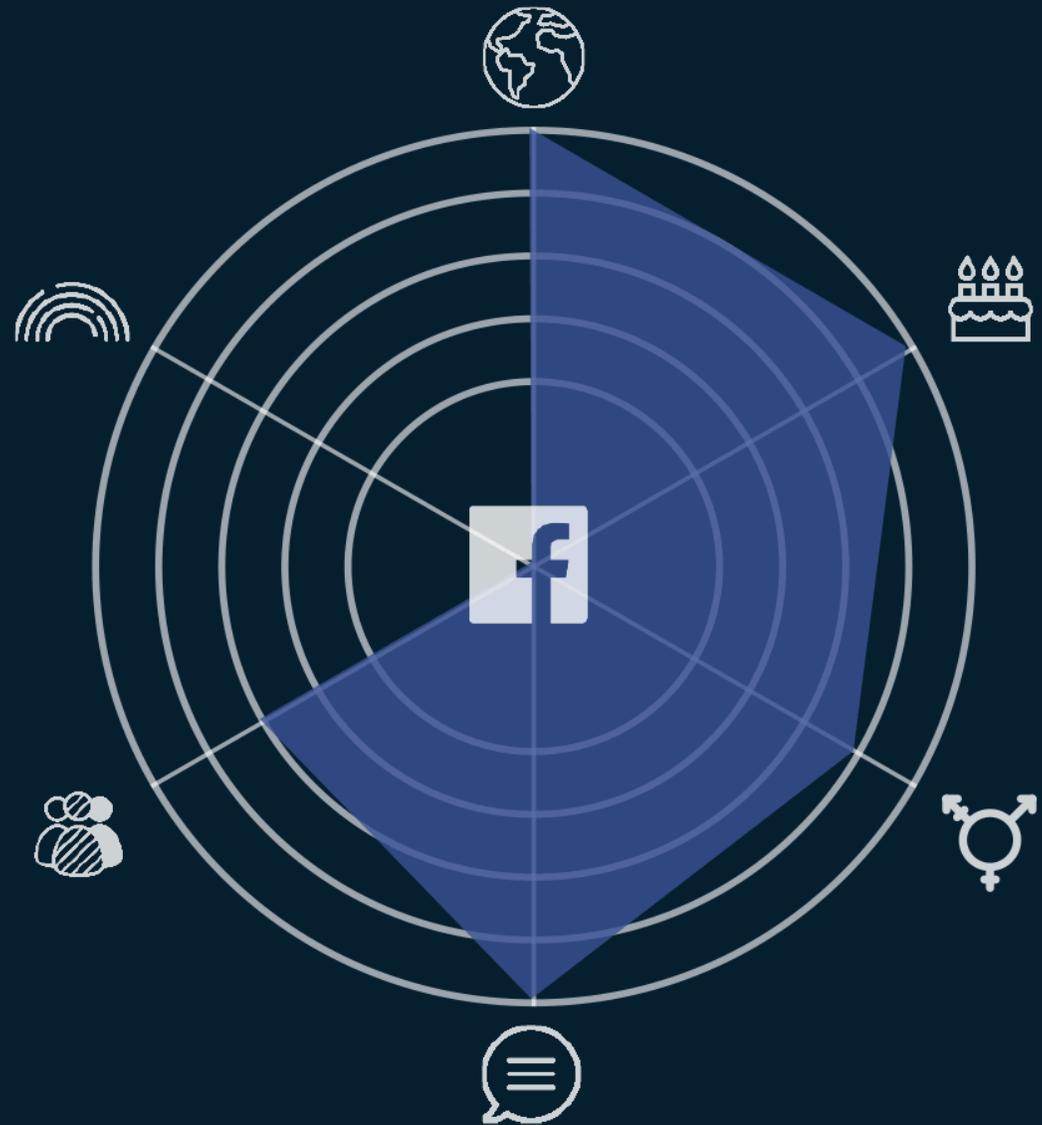
Multicultural Affinity



U.S. Zip Codes

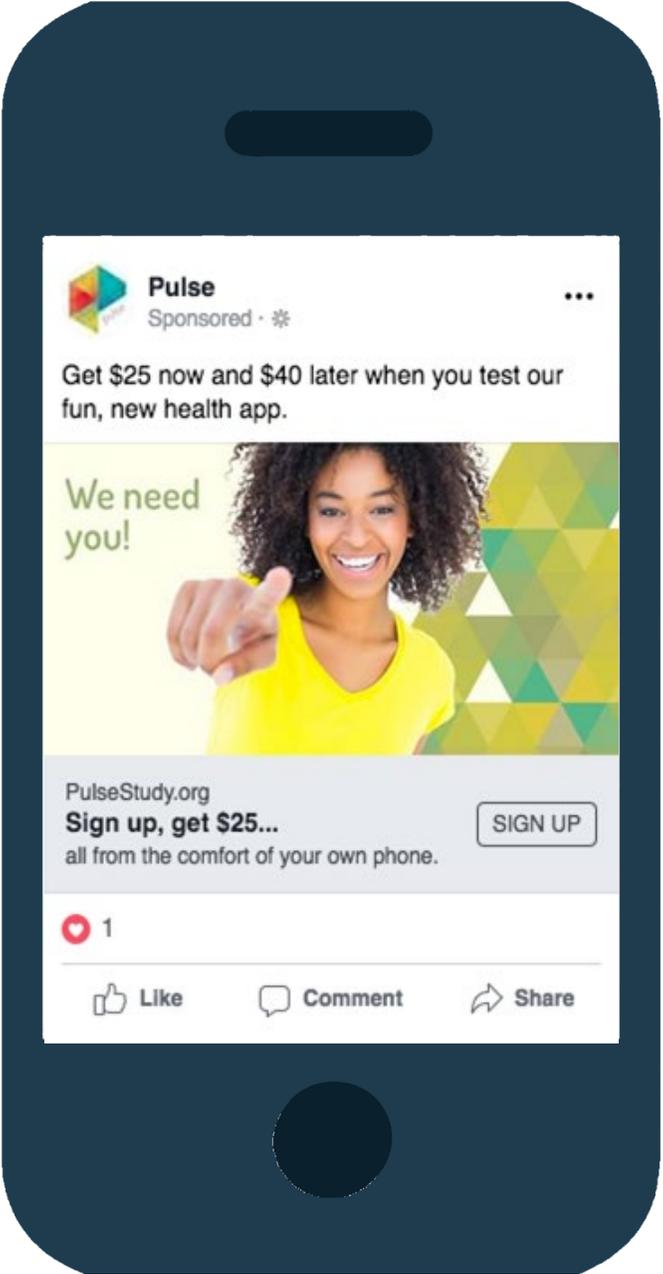
Targeting isn't perfect.





Platform follows audience.





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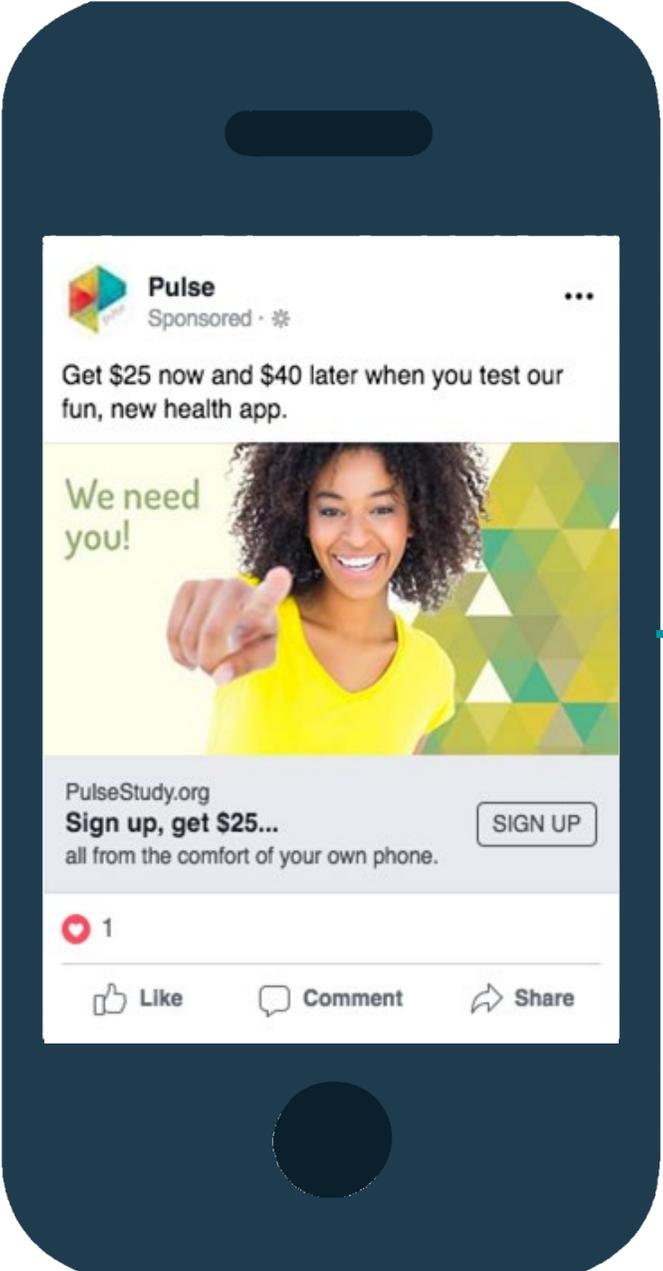
SIGN UP

♥ 1

👍 Like

💬 Comment

➦ Share



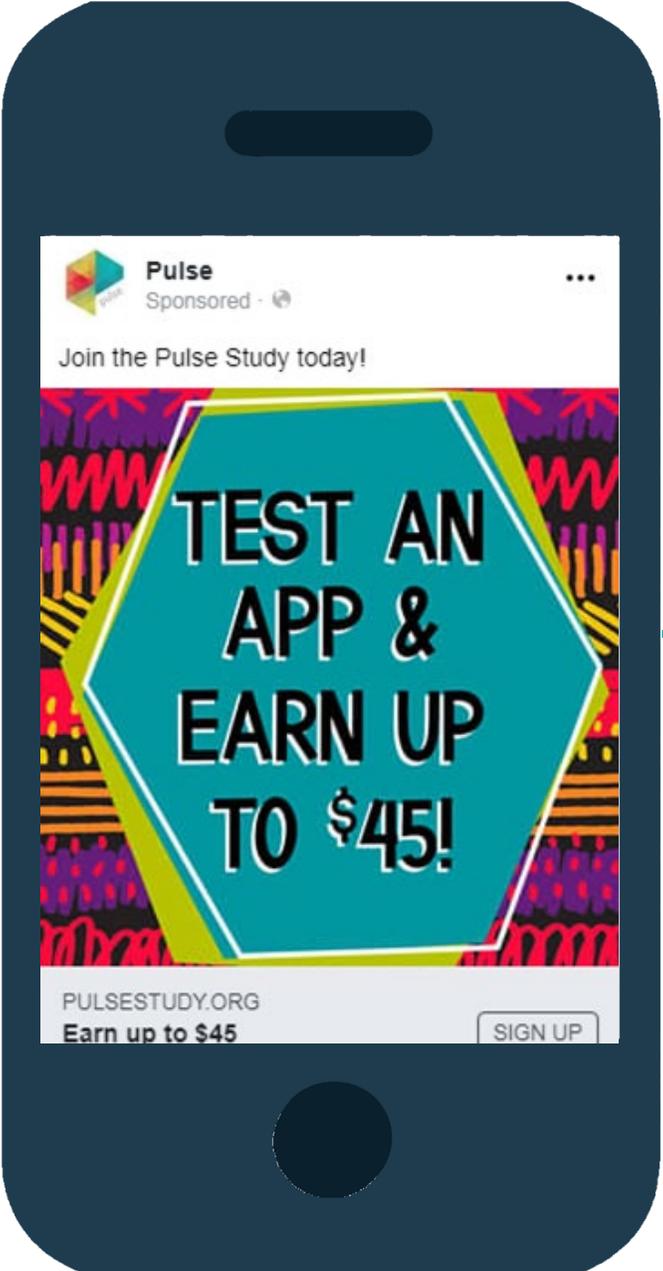
Stock photography

Avoid stock photography.





Photographs of
“real” people



Colorful illustration

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something
bigger.

Be the
difference.

Be heard.

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college-age women
to test a new health app.

Get up to \$70 for participating.

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 @PulseHealthApp

 PulseStudy.Org

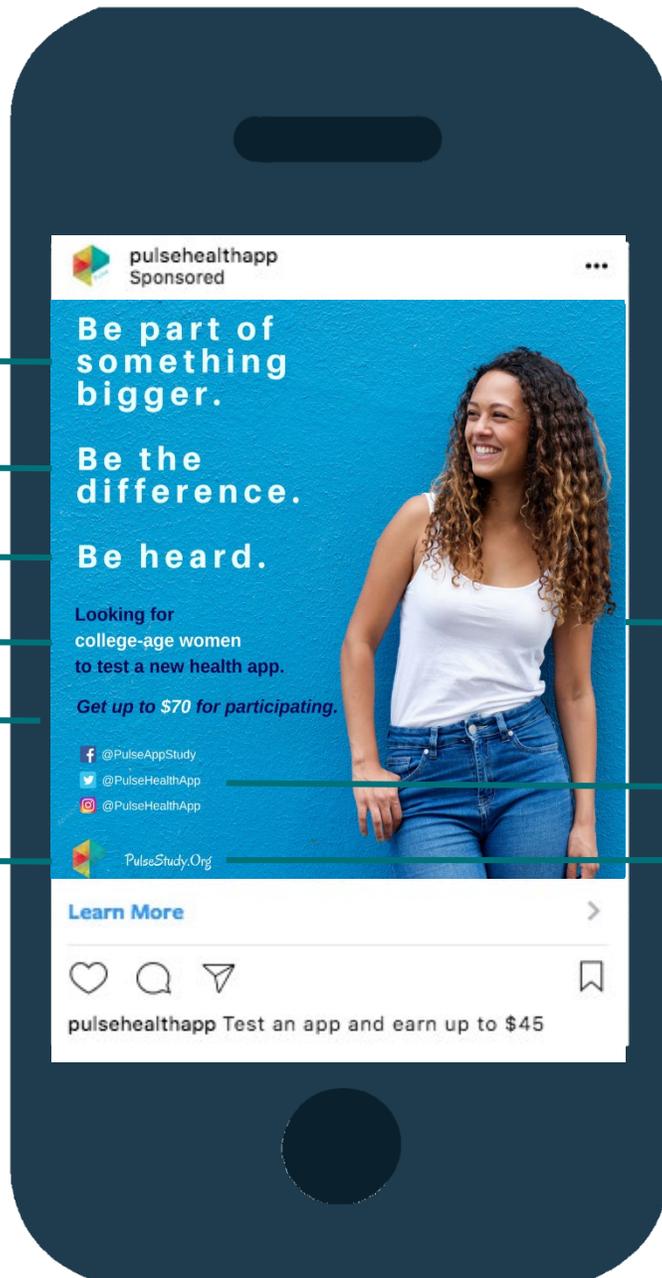


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Copy
More copy
Even more copy
OMG even more copy!
OK, WTF
Logo



Photograph

Social media handles
Web address

Instagram handle

Copy

More copy

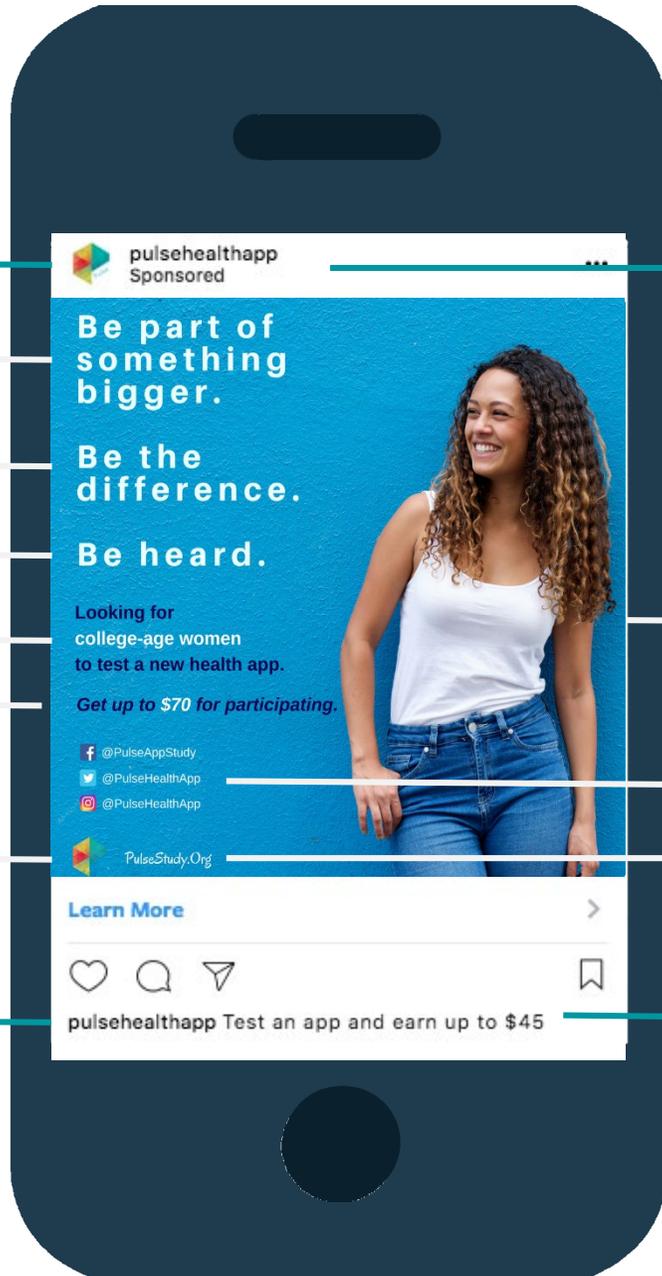
Even more copy

OMG even more copy!

OK, WTF

Logo

Instagram handle



Instagram handle

Photograph

Social media handles

Web address

Yes, more copy!!!

Be concise.



Copy

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Be a part
of something
bigger.

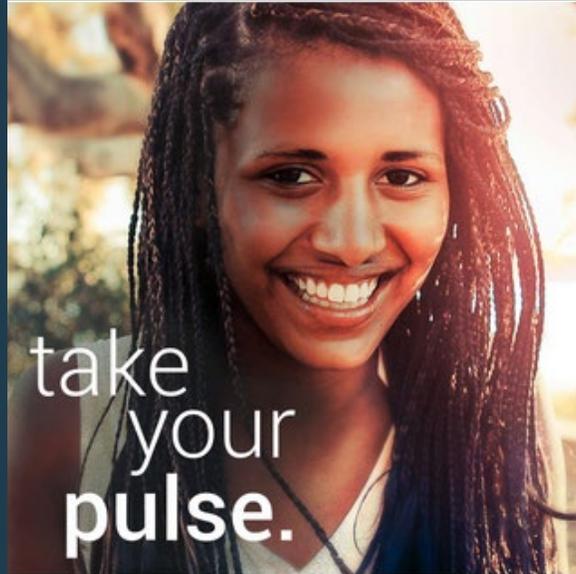


Photograph

Learn More



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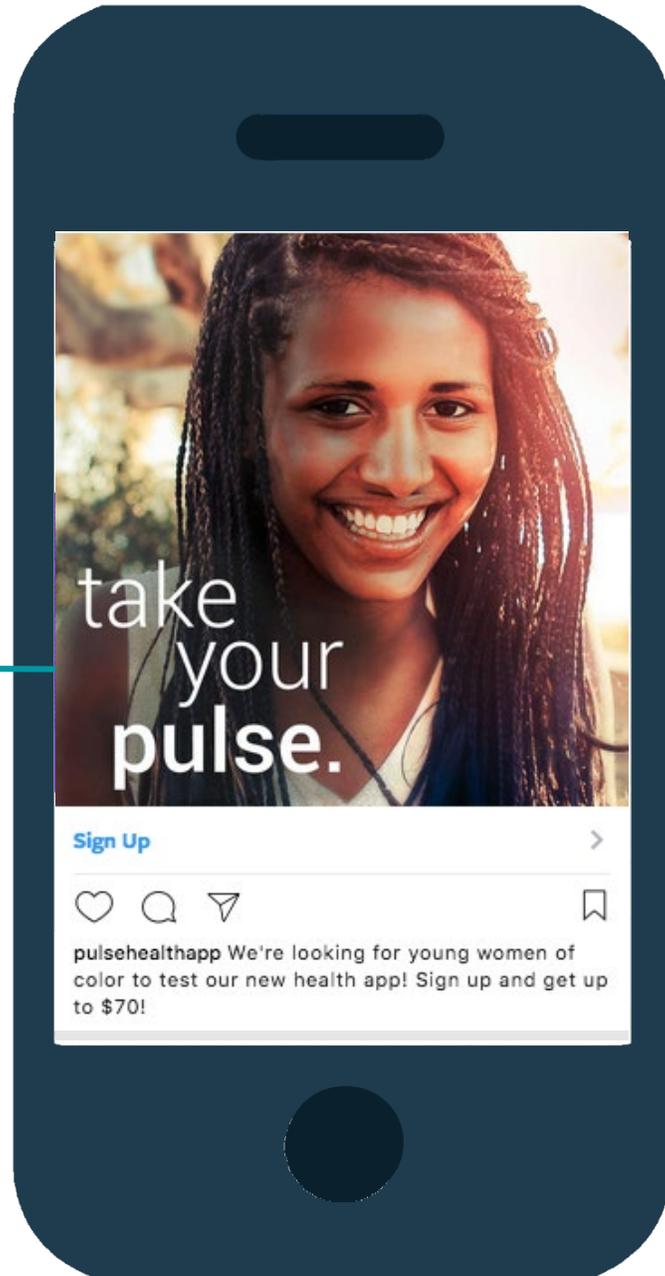
take
your
pulse.

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pulsehealthapp We're looking for young women of color to test our new health app! Sign up and get up to \$70!

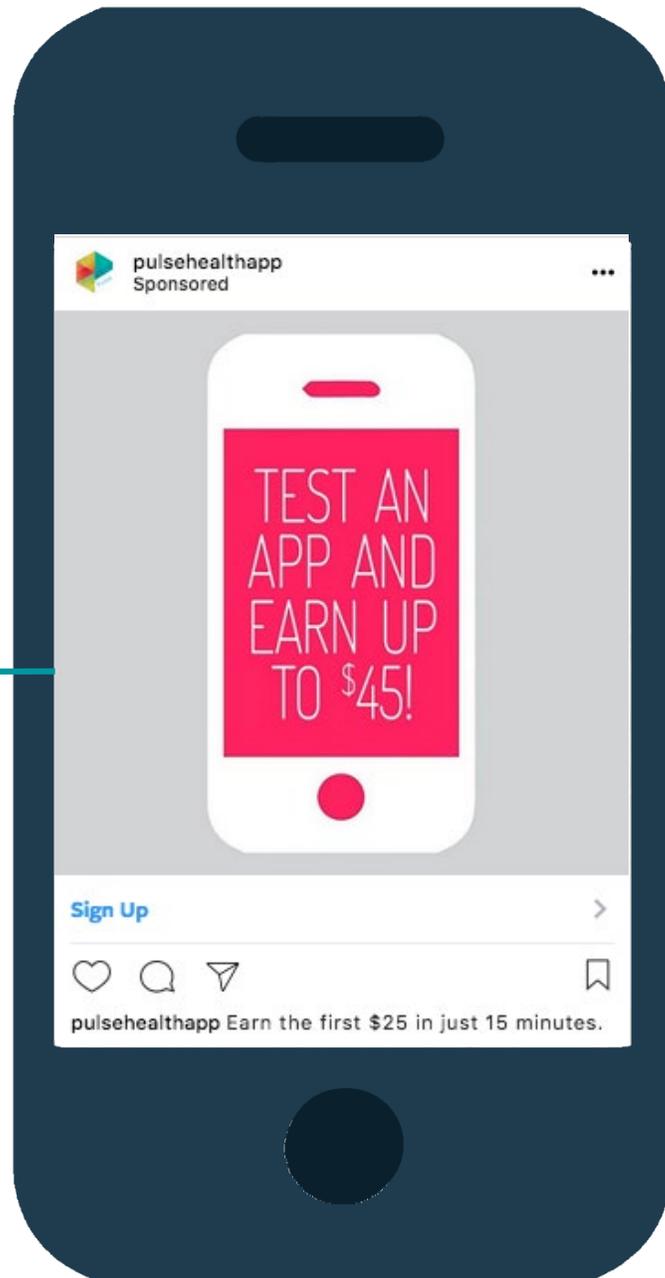
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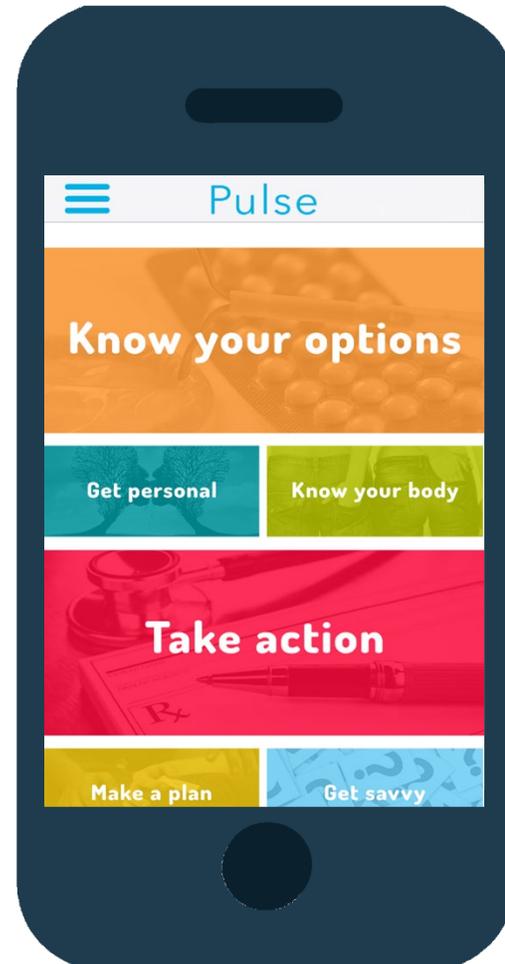
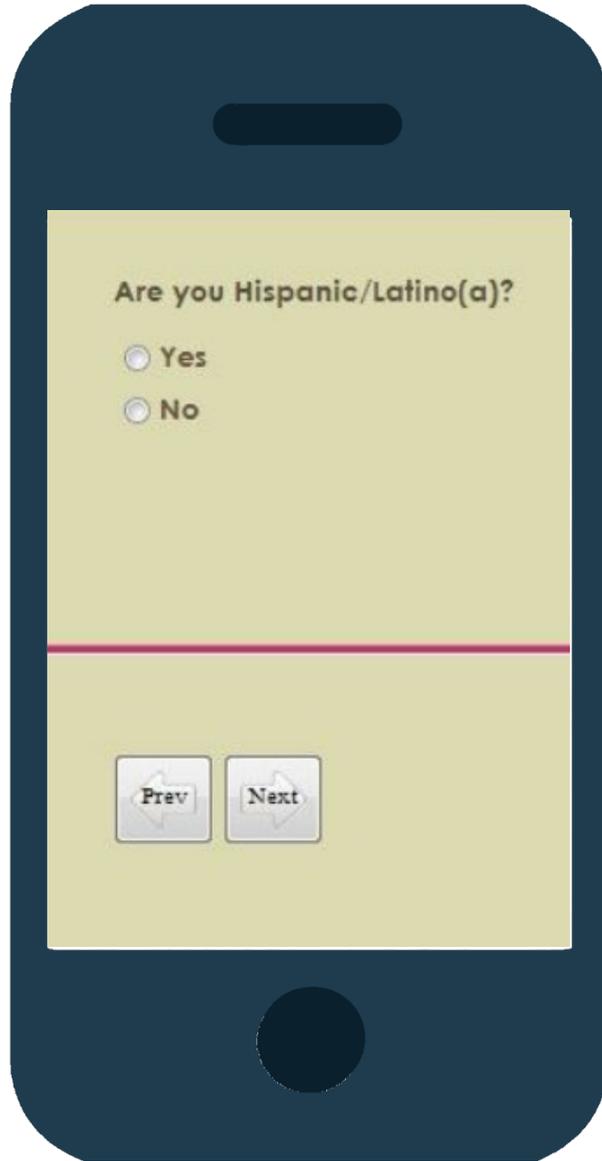
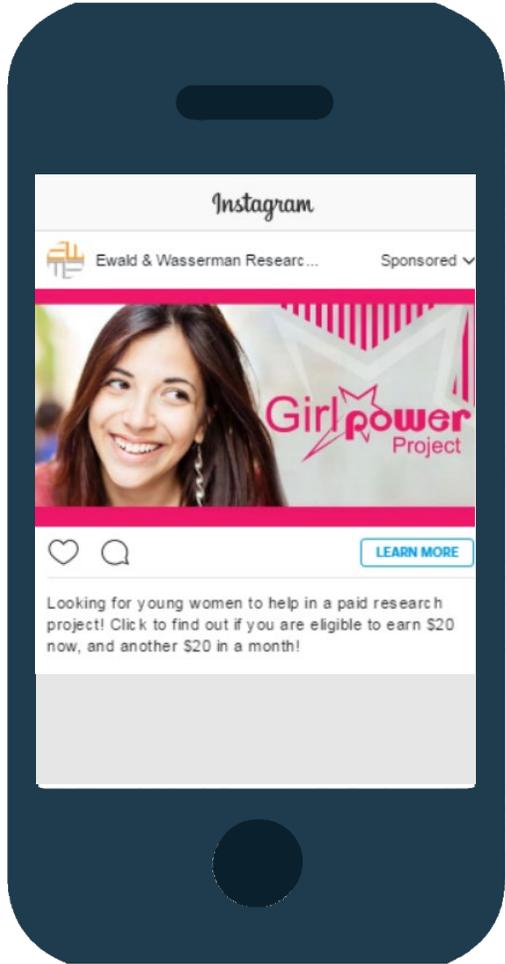


Be clear.

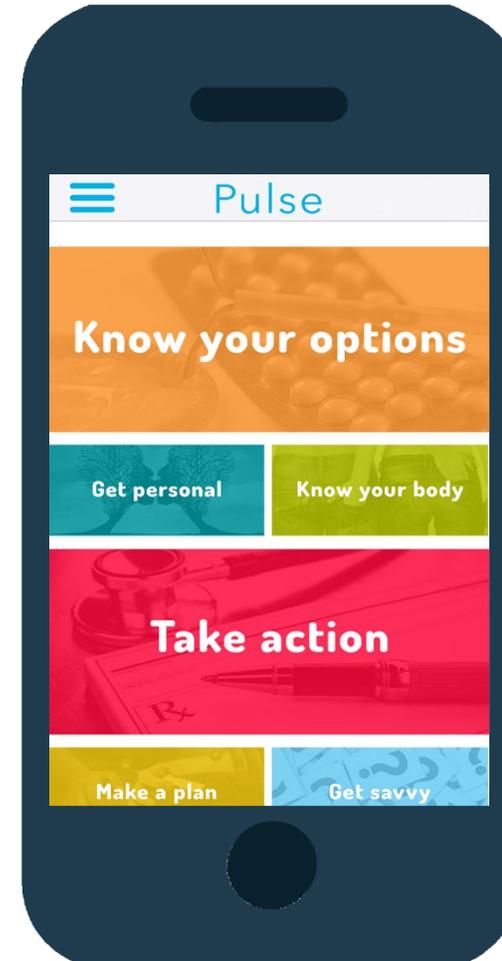
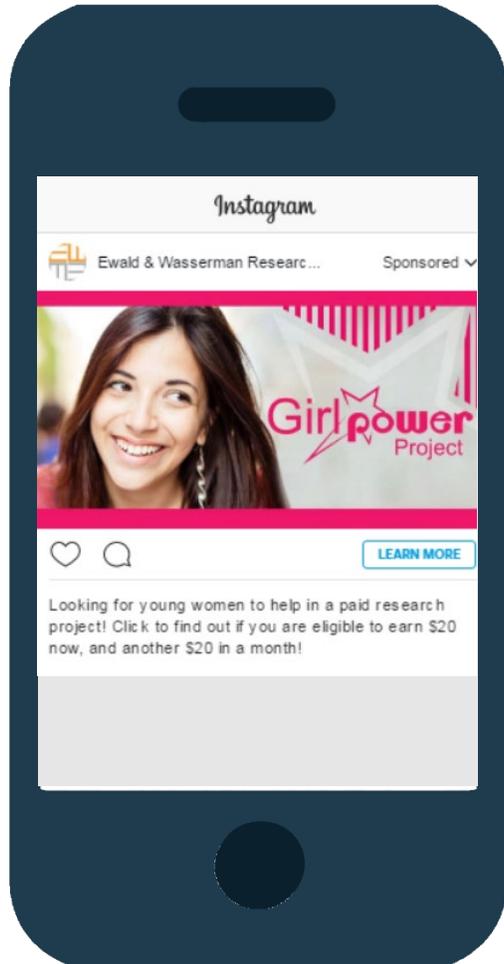


**Clear copy with
call-to-action**



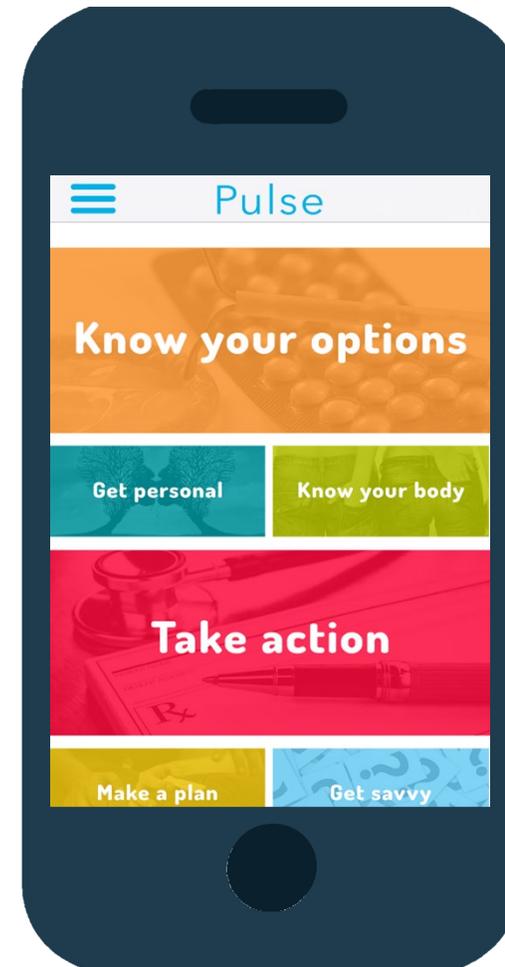
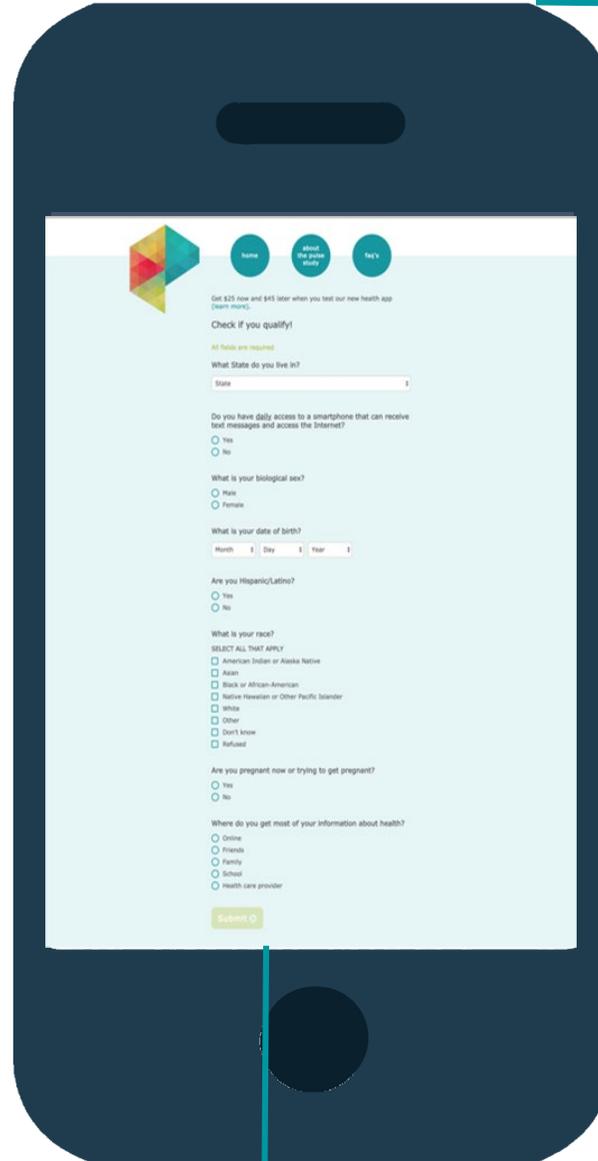
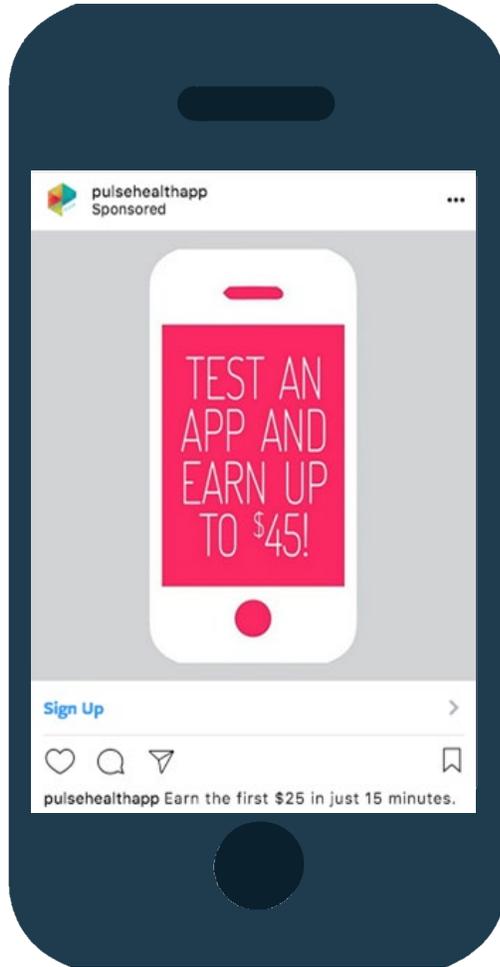


Varied visual identities



Click, click, click. So many clicks.

Uniform visual identity



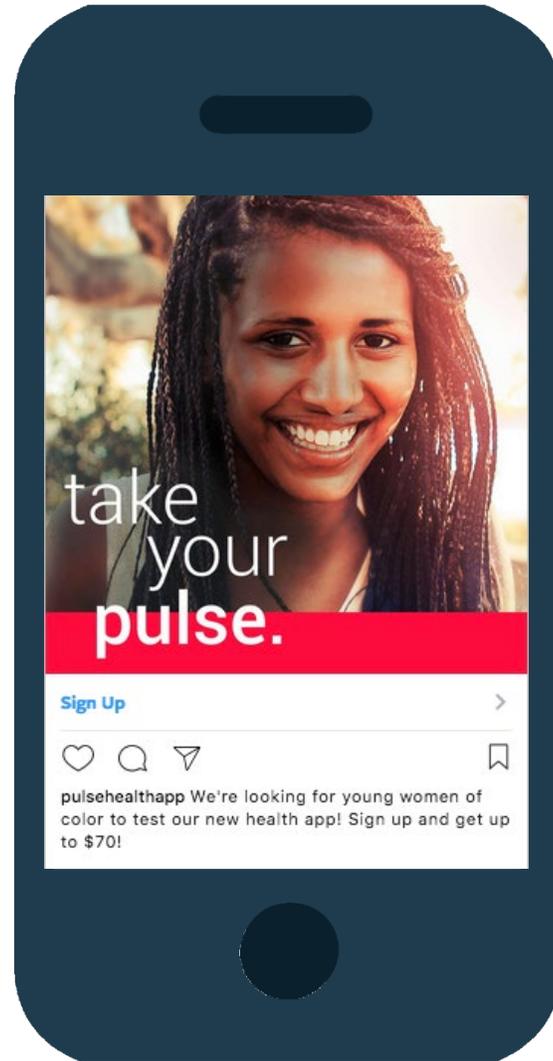
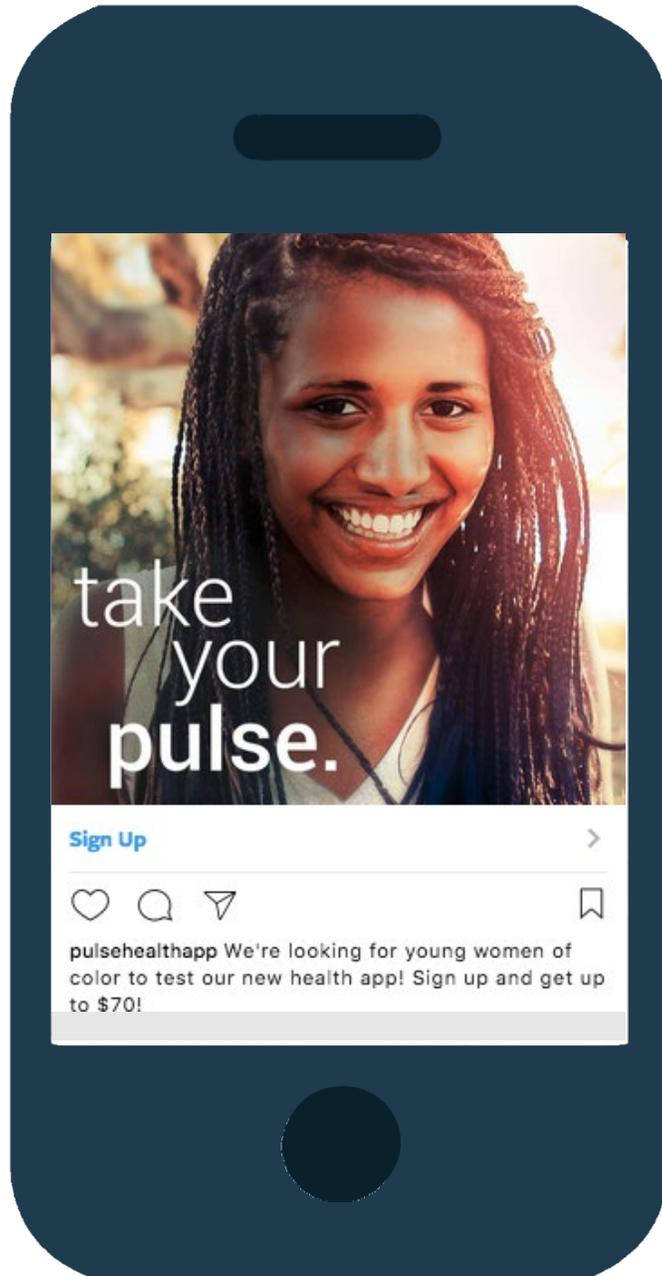
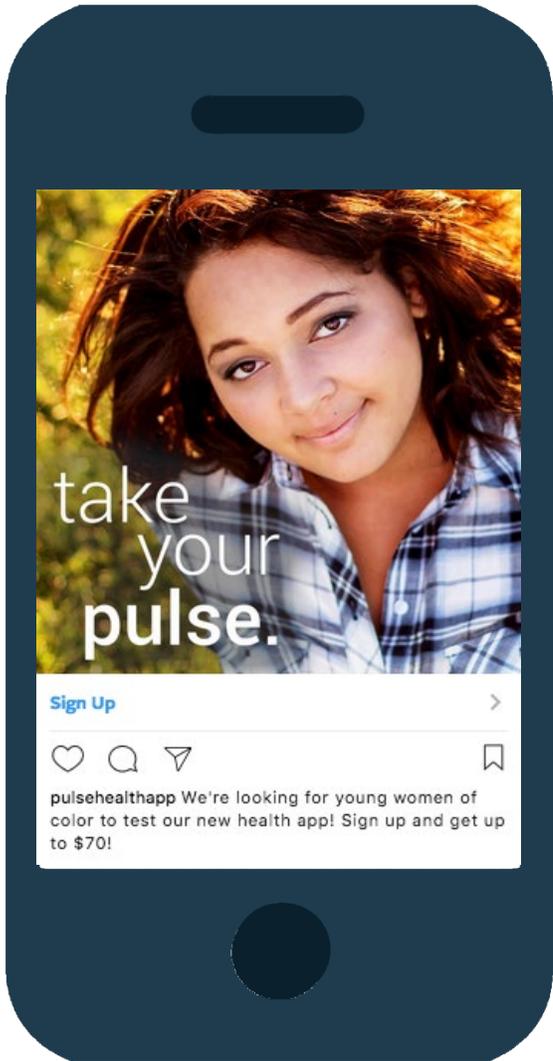
One page-screener

UX matters.



Iterate, iterate, iterate.





Pivot.





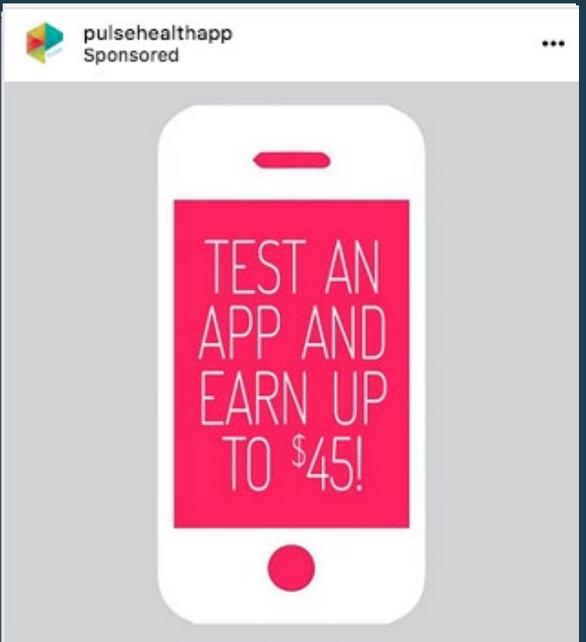
**You are
looking at
your phone
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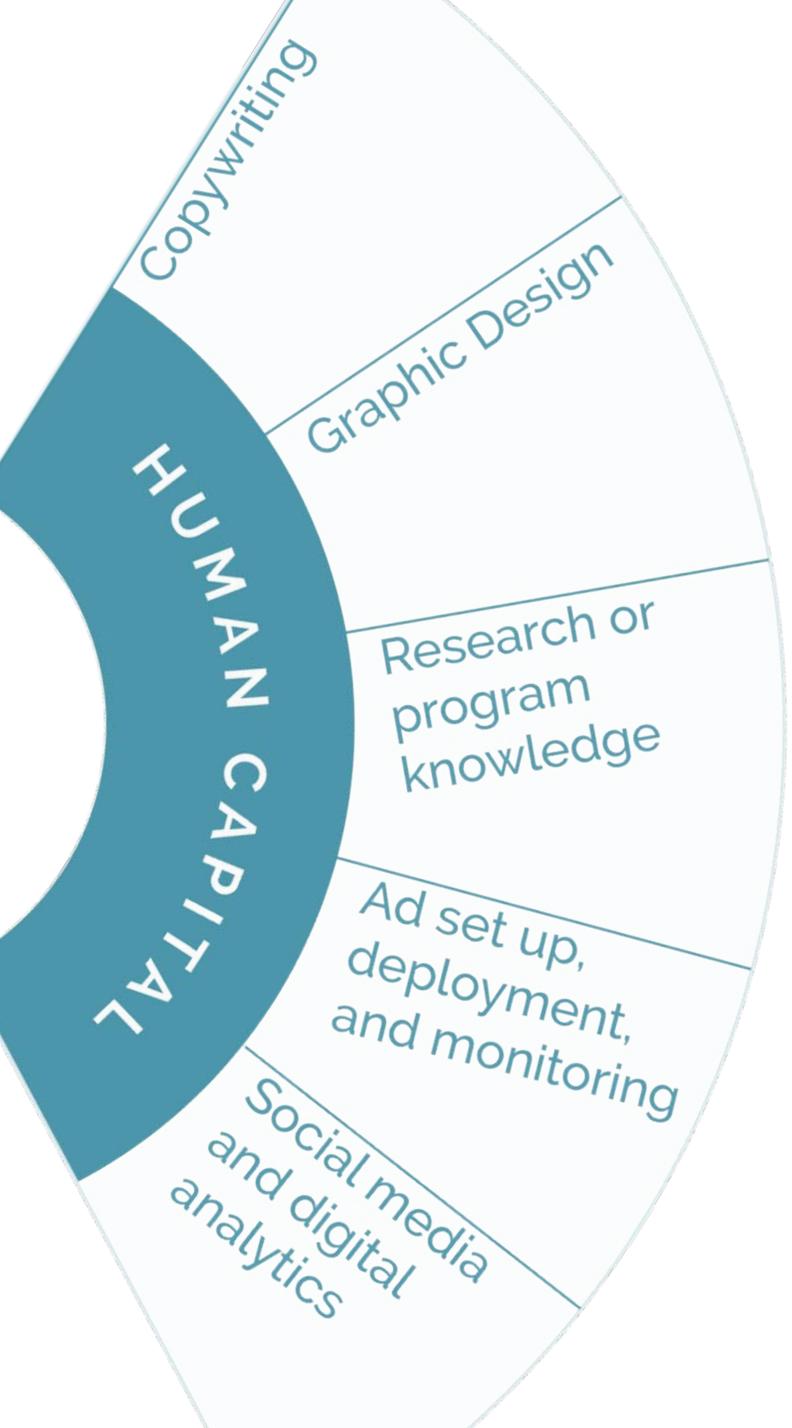


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It's work.

The Lessons

1. Targeting ain't perfect.
2. Platforms follow audience.
3. Avoid stock photography.
4. Be concise.
5. Be clear.
6. UX matters.
7. Iterate, iterate, iterate.
8. Pivot.
9. It's work.



Internet-Based Research

Internet-based surveys provide unique challenges.



10%
**had inconsistent
responses**

In the past 3 months,
have you had vaginal
intercourse without using
any method of birth
control, including
condoms?

- Yes
- No
- Don't know

In the past 3 months,
have you had vaginal
intercourse without
using any of the
following methods of
birth control?

Birth control pills
The shot
The patch
The ring
IUD
Implant

- Yes
- No
- Don't know



13 interviews

- Gave inconsistent responses
- Recruited using MMS
- Asked probing questions
- Gave scenarios



Finding 1:

Participants were
confused by negative
phrasing

In the past 3 months, have you had vaginal intercourse without using any method of birth control, including condoms?

*"The 'without' is confusing. . .
'without' means you didn't ...but
you have to read it and then re-
read it to understand."*



Finding 2:

Participants had an easier time understanding shorter questions without unnecessary examples and explanations

In the past 3 months, have you had vaginal intercourse without you or your partner using any method of birth control? That means you had sex and didn't use a condom or use birth control pills, the shot, the patch, the ring, IUD, or implant.

"[This question] is easy if you just stop reading where the question mark is."



Finding 3:

Participants wanted more nuanced response options than just “yes” or “no” for unprotected sex.

In the past 3 months, have you had vaginal intercourse without using any method of birth control, including condoms?

If someone used a method every time except once, they may still answer this question as if they had used a method every time, *“because the majority of the time they were using birth control except for that one time.”*



New question example.



Q1. In the past 3 months, have you used any of these methods of birth control?

NO

To all questions

- ✗ Condoms
- ✗ Birth control pills
- ✗ The shot (for example, Depo Provera)
- ✗ The patch (for example, Ortho Evra)
- ✗ The ring (for example, NuvaRing)
- ✗ IUD (for example, Mirena, Skyla, or Paragard)
- ✗ Implant (for example, Implanon or Nexplanon)
- ✗ Other

Recoded as YES on unprotected sex

YES

To any questions

- ✓ Condoms
- ✗ Birth control pills
- ✗ The shot (for example, Depo Provera)
- ✗ The patch (for example, Ortho Evra)
- ✗ The ring (for example, NuvaRing)
- ✗ IUD (for example, Mirena, Skyla, or Paragard)
- ✗ Implant (for example, Implanon or Nexplanon)
- ✗ Other

Asked Question 2



Q2. In the past 3 months, how often have you used any method of birth control, including condoms, during vaginal intercourse?

✓ All the time

✗ Most of the time

✗ Some of the time

✗ None of the time

✗ Don't know

Coded as NO on unprotected sex

Coded as YES on unprotected sex



Results from the new questions

	Inconsistent responses		% Sex without a horm/LARC method		% Sex without any method	
	n	%	n	%	n	%
Original Measure at 6-month follow up (n=488)	50	10.3%	249	51.0%	238	48.8%
Updated Measure at 6-month follow up (n=488)	19	3.9%	308	63.1%	267	54.7%
Difference	-31	-6.4%	59	12.1%	29	5.9%



Summary and Recommendations

1. Use skip patterns
2. Phrase questions in the affirmative
3. Provide a range of response options to reduce judgement concerns and elicit honest responses
4. Keep it simple!



Q&A.



Contact Us

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