

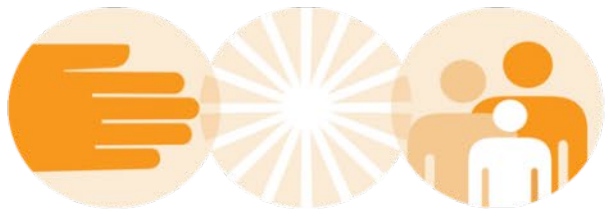
Is it worth it?

Using digital media and mHealth interventions for sexual health promotion





Making a difference in the lives of teens & young families since 1979.



Healthy Teen Network

www.HealthyTeenNetwork.org

Genevieve Martínez-García
Innovation and Research
Director

Contact Healthy Teen Network today to learn how we can support your work! Training@HealthyTeenNetwork.org



Objectives

Advantages

3 advantages of using digital media

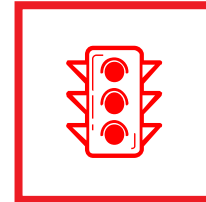


Challenges

2 challenges of using digital media

Success

2 characteristics of success.



Feasibility

Feasibility of developing 2 digital tools



Why digital media?

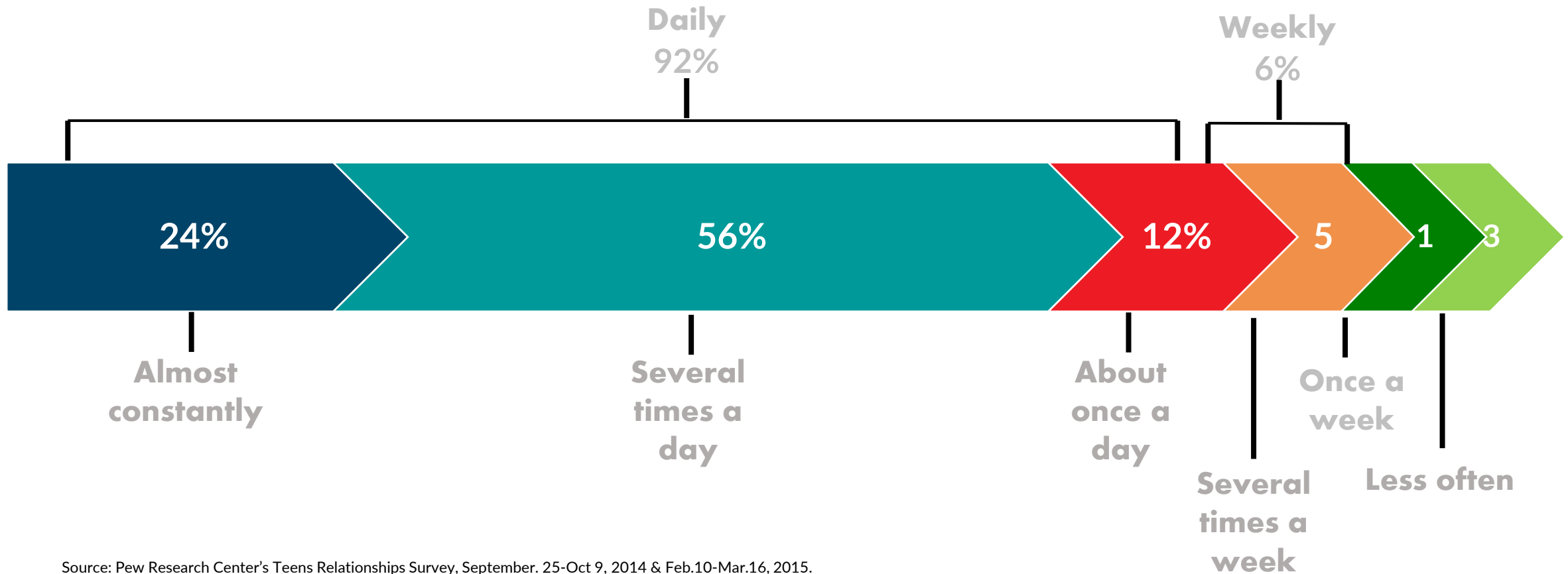


88%

Youth 13-17

Have Access
to Mobile
Phones

Internet use frequency



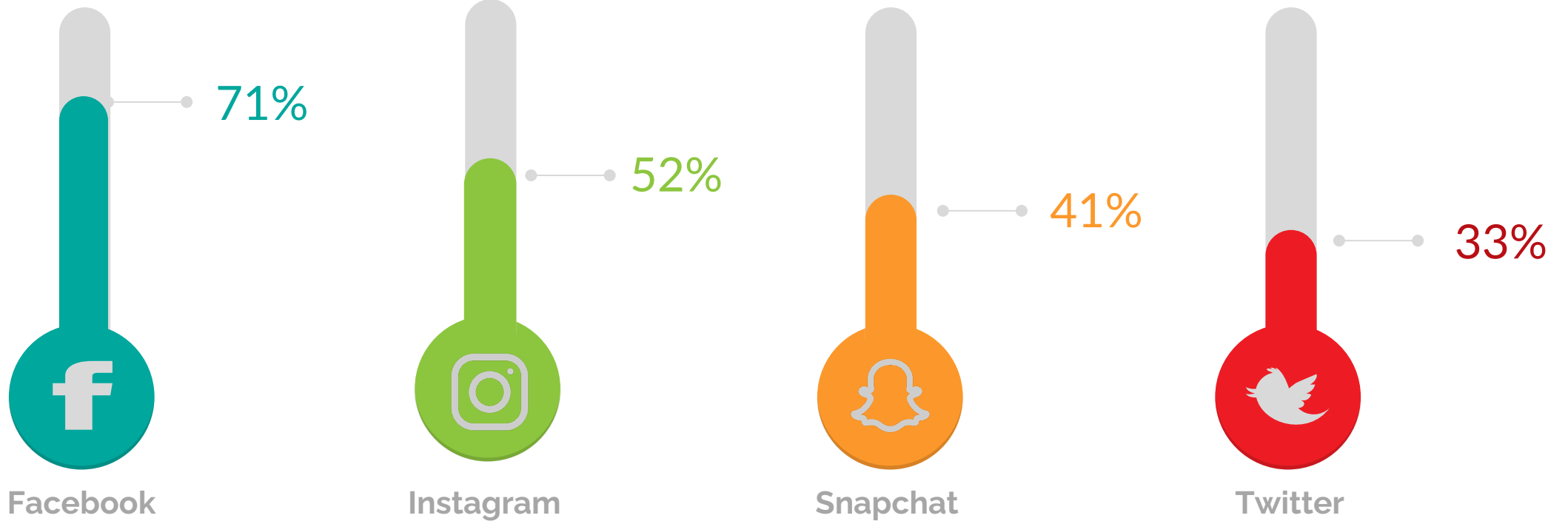
Source: Pew Research Center's Teens Relationships Survey, September. 25-Oct 9, 2014 & Feb.10-Mar.16, 2015.

Online platforms

which one is king?

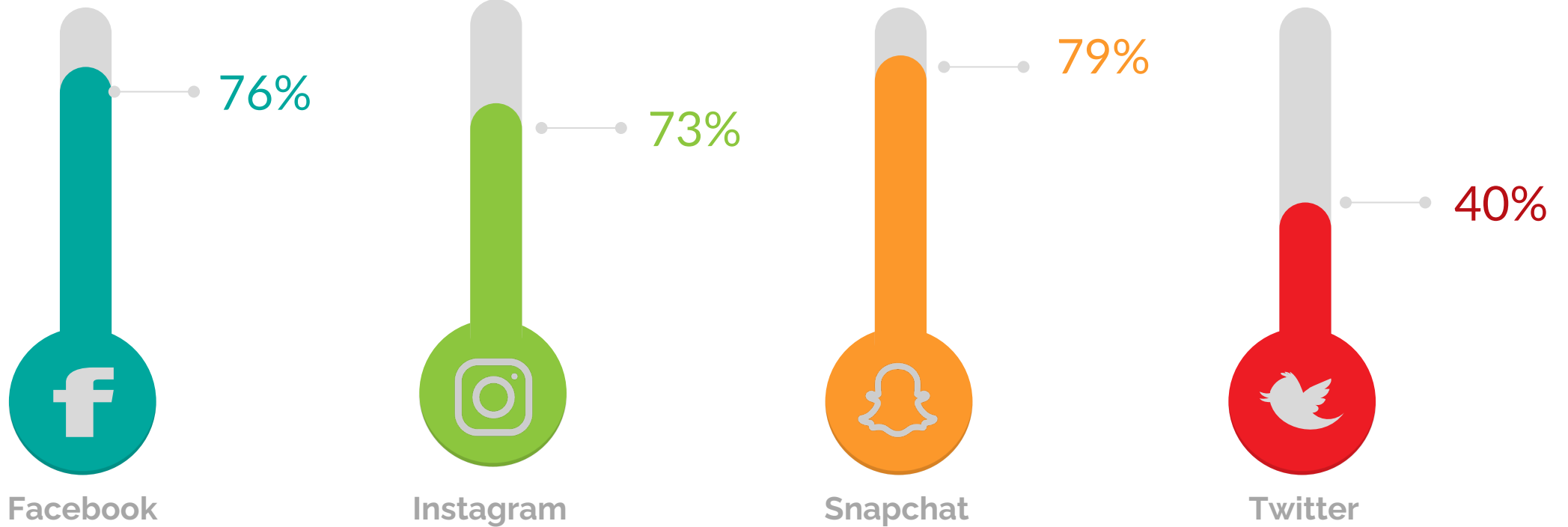


Top Platforms Used by Youth 2015





Top Platforms Used by Youth 2017





Online Platforms

Summary





Health info sources



84%

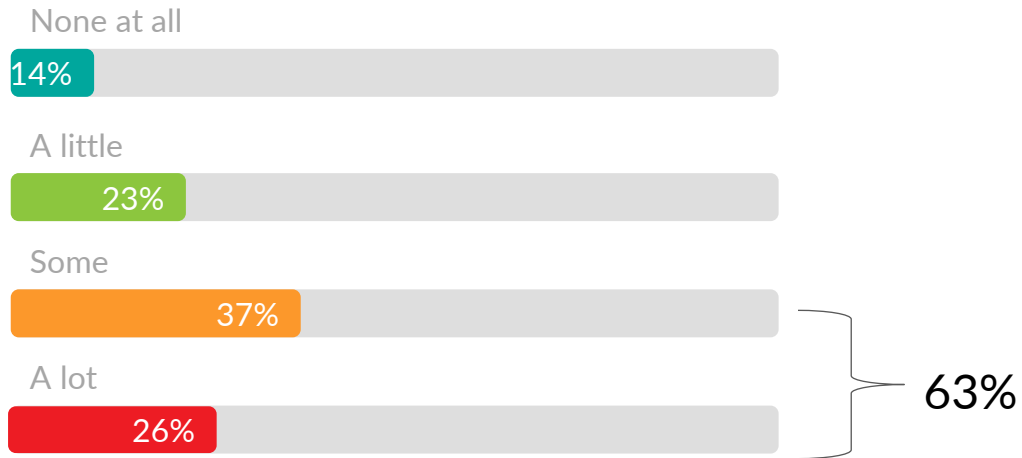
Youth 13-17

Access health
information
online



Youth' Access to Health Information

Amount of information youth gets from the Internet



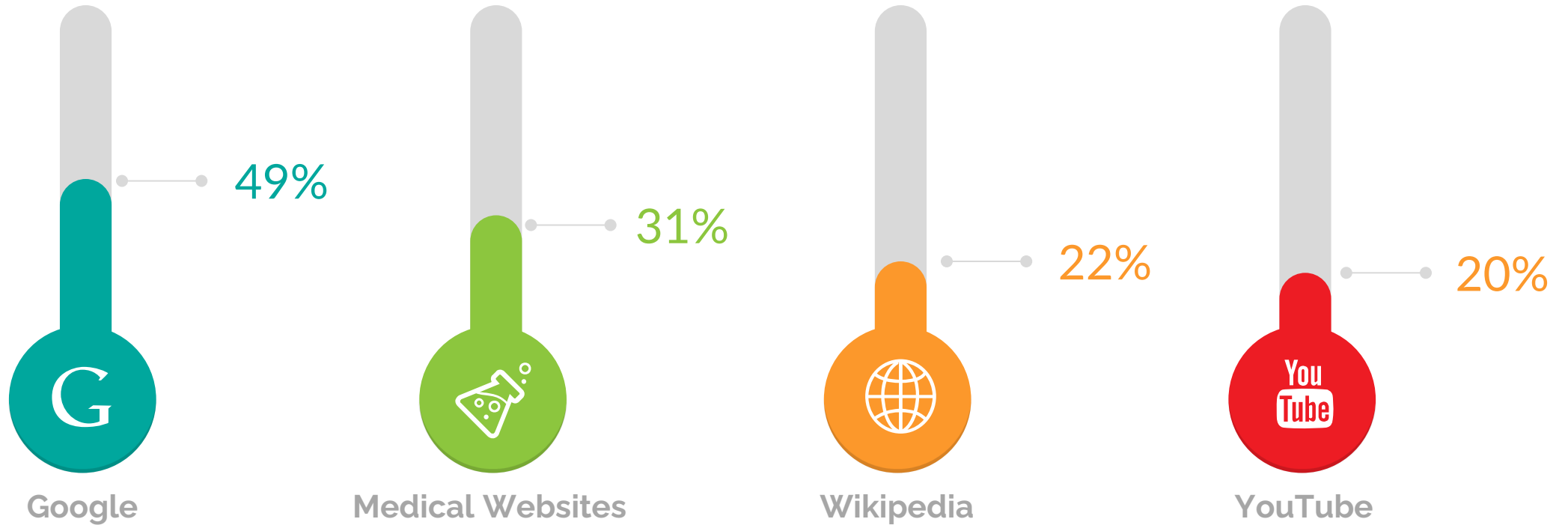
Source: Northwestern University

Health info online

where do youth go?



Where do they get health info online?





Digital tools just part of a puzzle





Digital tools just part of a puzzle





Ask your self...





What's the purpose?



- 01** Be aware.
- 02** Know about a service or policy.
- 03** Take action.
- 04** Change behavior, attitudes, or intentions.



What's your audience?



- 01** Demographics.
- 02** Risk factors.
- 03** Geographic location.
- 04** Situation.

Adults/
Professionals



Youth



What's your media?



01 Graphics.

02 Videos.

03 Print.

04 Audio.





Content

Where have you seen these content?

Videos

Animations

Graphics

Kinetic text

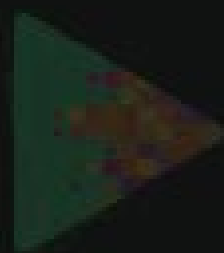
Comics/Stories

Audio

Texts

Tool



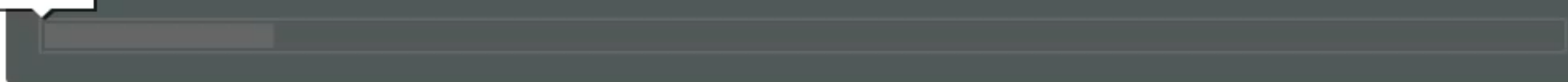


RENDERFOREST

CREATED BY
RENDERFOREST.COM



00:00



HD



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25

**The Dependent**

"I thought you were bringing a condom."

**The Pleasure Seeker**

"Condoms reduce sexual sensation and pleasure."

**The Pull-outer**

"I will just pull out before I cum. "

**The Averter**

"Birth control is your responsibility, not mine. "

**The Confident**

"We don't need a condom, I'm on the pill."

**The Non Starter**

"We've had sex without a condom before, why now?"





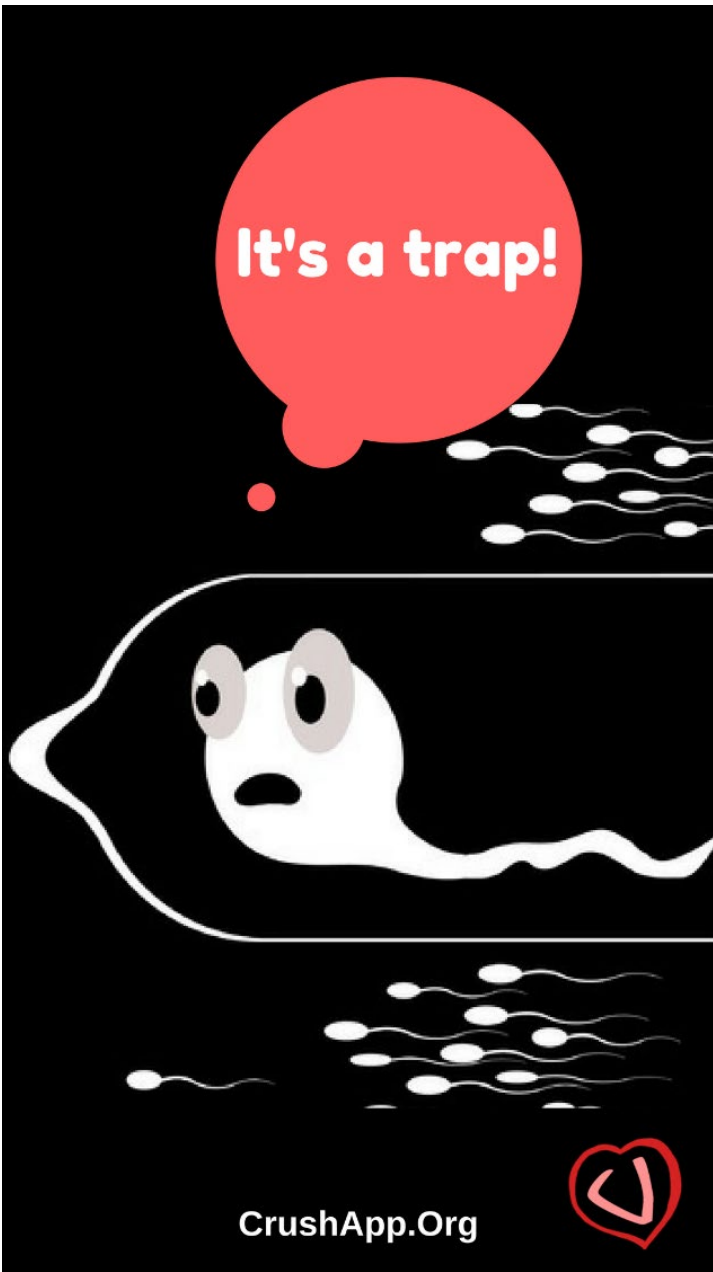
Be Free!

from pregnancy scares



With so many birth control options, you can find one method that's perfect for you.

#SearchIsOver

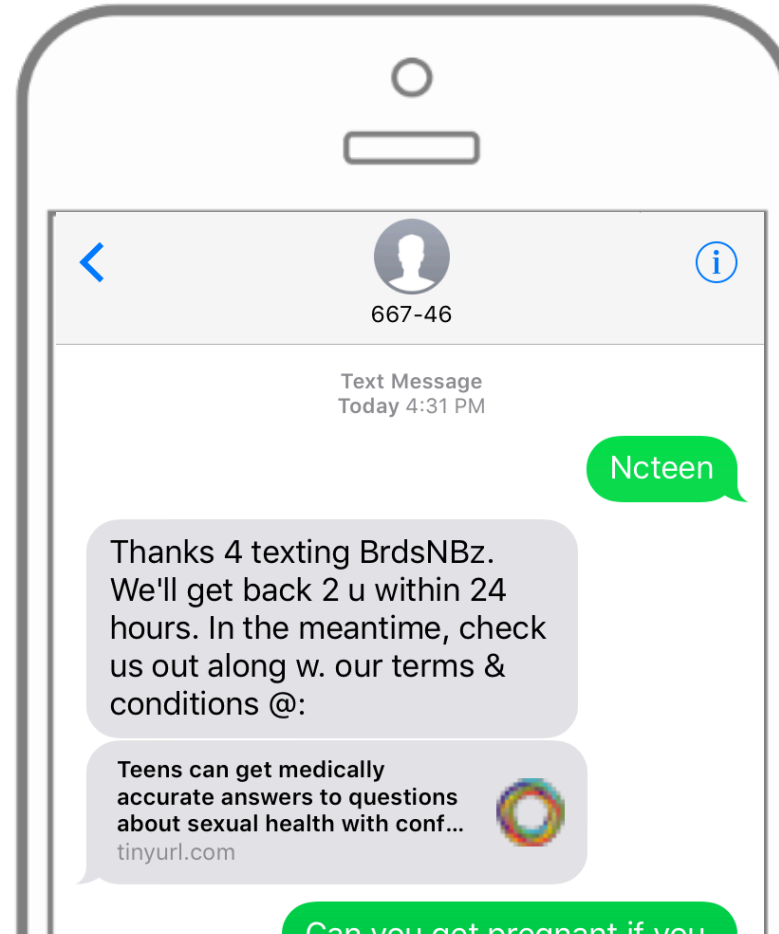
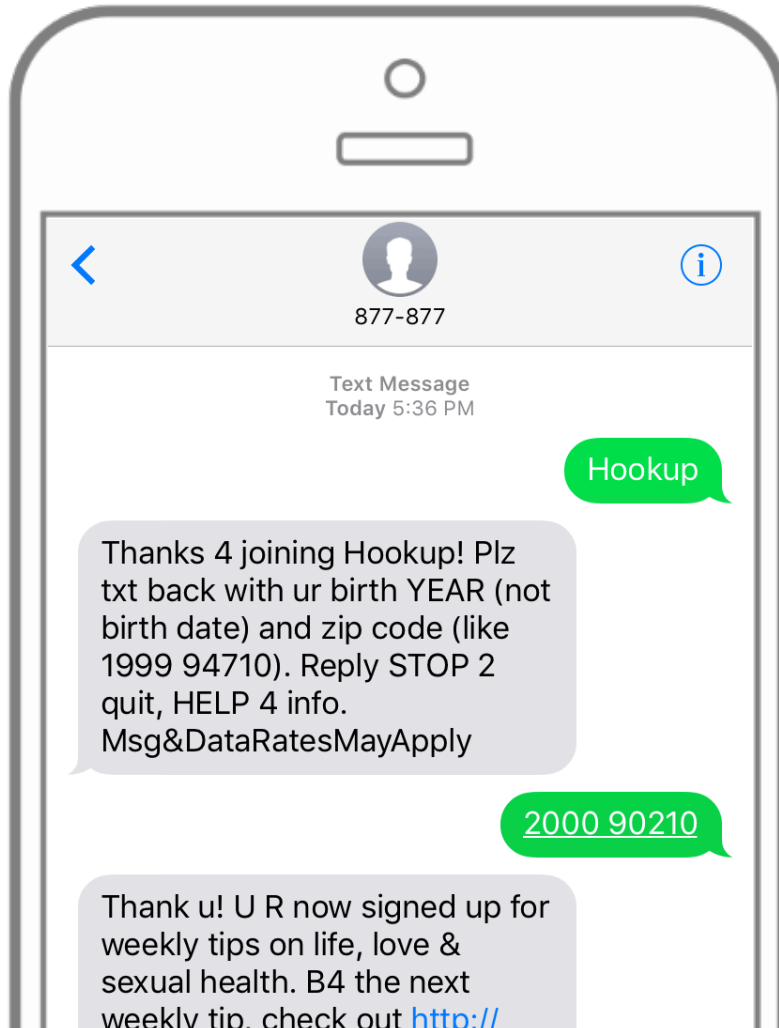


It's a trap!

CrushApp.Org

Text Messaging

The HookUp (877-877) by Essential Access Health
BrdsNBz (667-46) by SHIFT NC





Channels



How would you disseminate content via these **channels**?



Mobile Apps



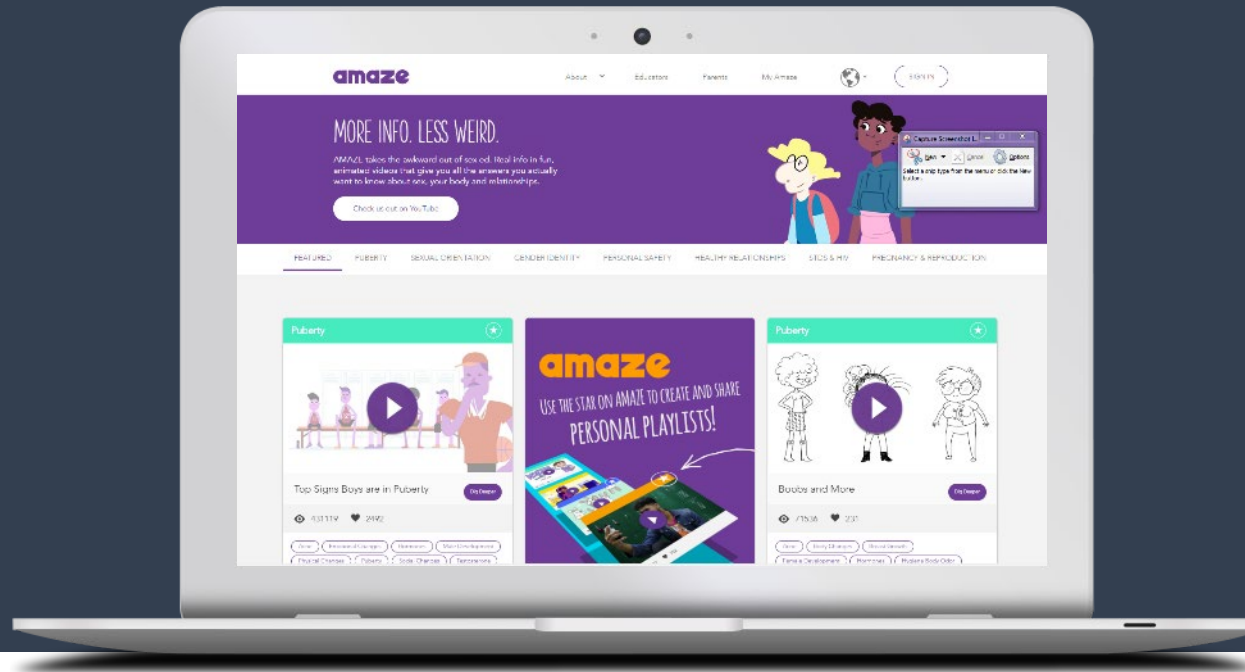
About Analyze Mobile

- ✓ **Features** what will the app do
- ✓ **User motivation** made them come back.
- ✓ **Dynamic content** is there new content updates?.



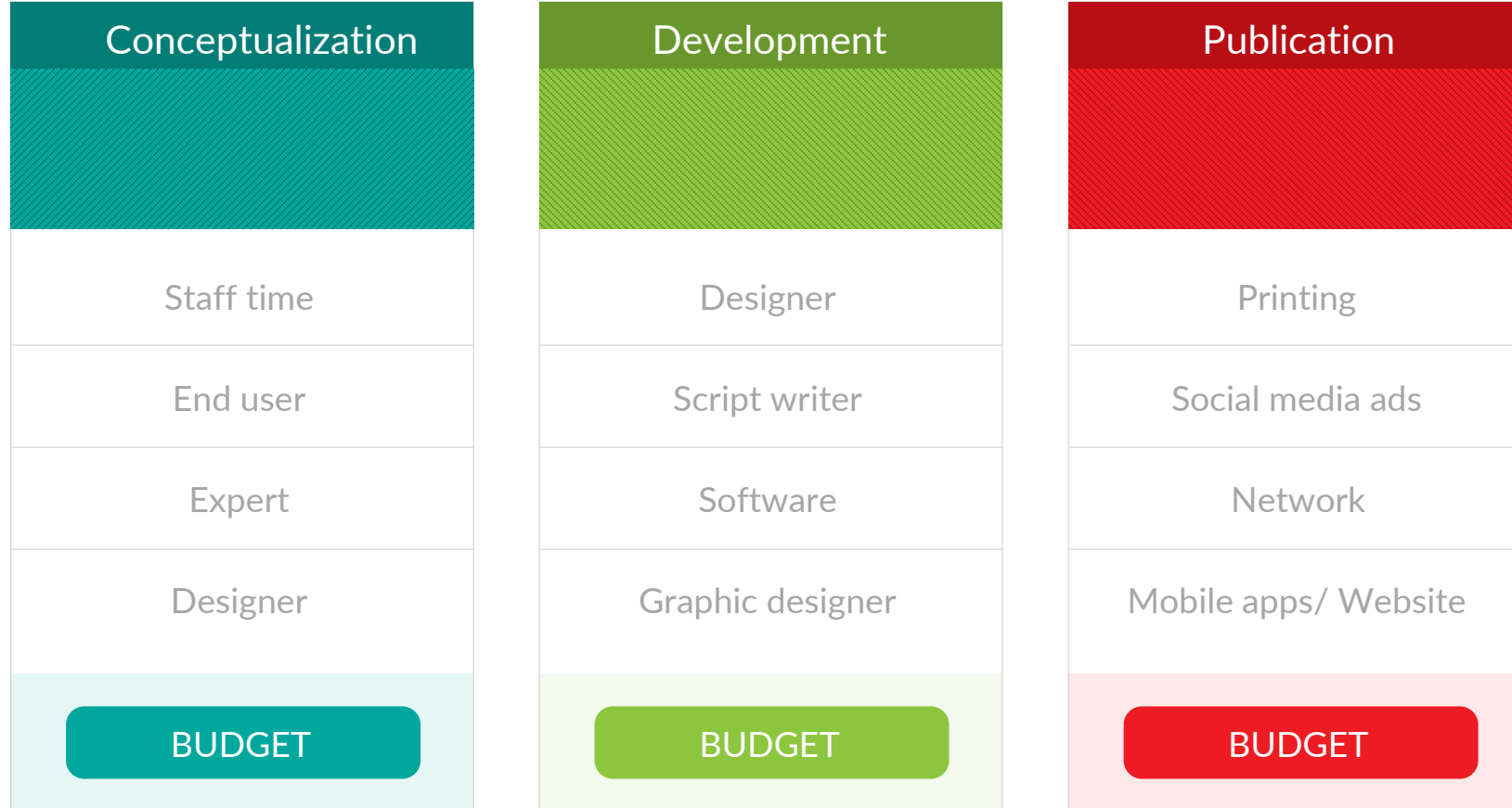
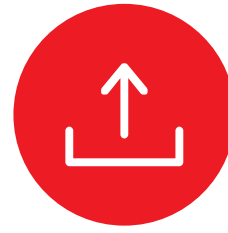


Websites





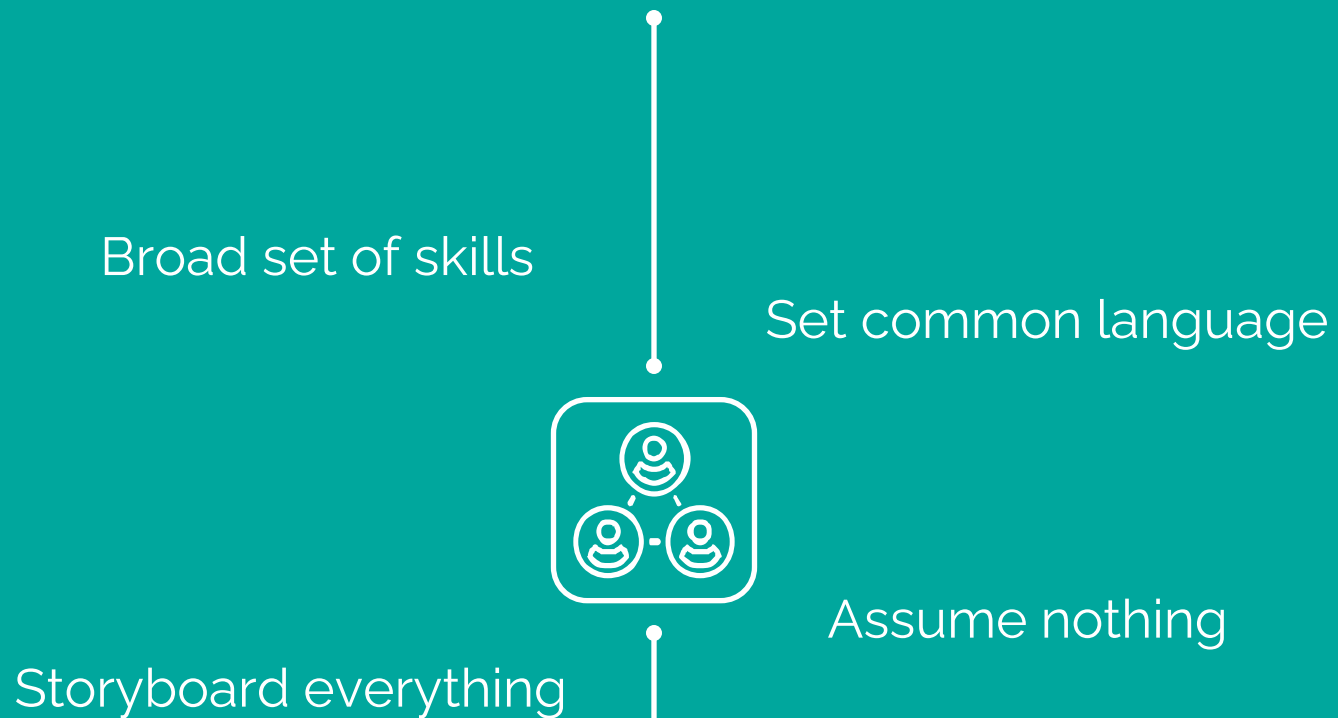
Can you afford it?





Lessons learned

Teaming, design, content, sustainability



Teaming

Design

Engage audience



User experience

Easy updates

Test, test, test

Targeted message

Think small, plan big

Use theory

One size may not fit all

Translatable

Updates will be needed

Content

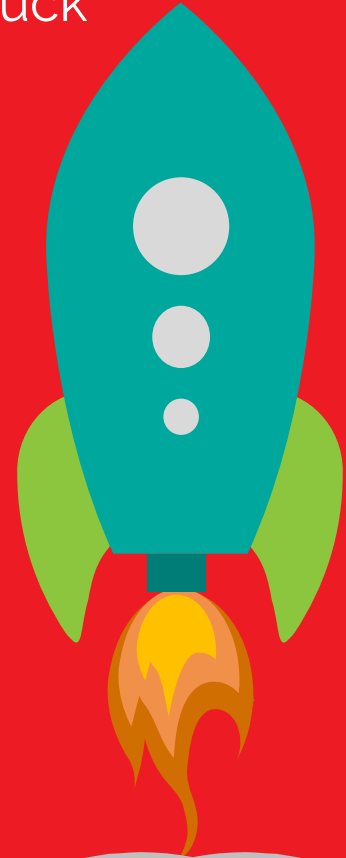
Sustainability

Explore partnerships



Money now...
... money later

More bang for your buck

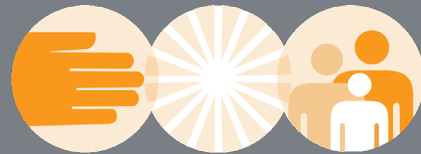


Thank For Coming

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Healthy Teen Network