



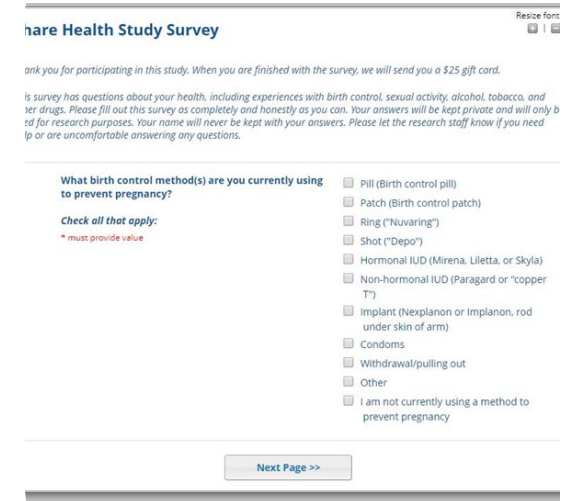
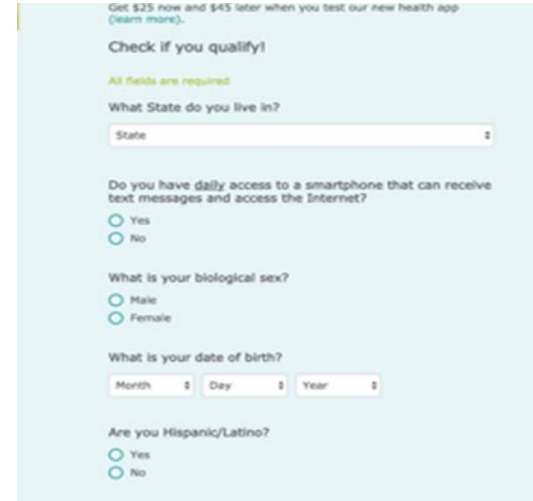
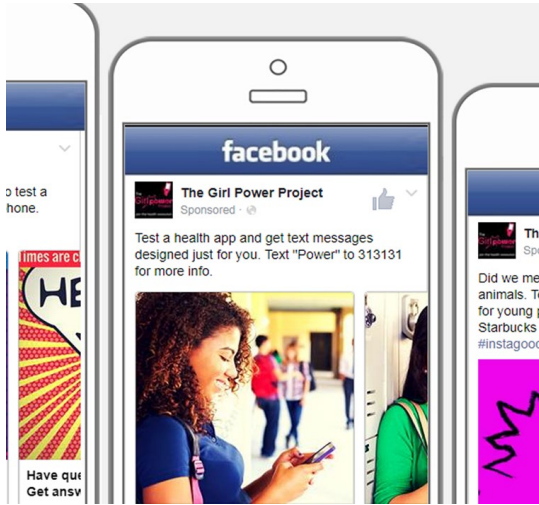
# Sex Ed Goes Tech:

Integrating technology into the evaluation three sexual health education programs.

**Genevieve Martínez-García**, Healthy Teen Network  
**Elizabeth Cook**, Child Trends  
**Reiley Reed**, UC San Francisco

Evaluation From Learning to Action 2017  
Washington DC November 6-11, 2017

# Technology across the research lifespan



01  
Recruitment

02  
Retention

03  
Enrollment

04  
Data Collection

# CRUSH



**Recruitment**



**Retention**



Enrollment



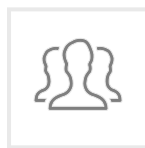
Data Collection



# Pulse



Recruitment



Retention



**Enrollment**



**Data Collection**

# SPEAKOUT

ABOUT  
THE

IMPLIANT



Recruitment



Retention



Enrollment



Data Collection



## Our hopes...



Ideas



Cost



To don'ts



## Our hopes...



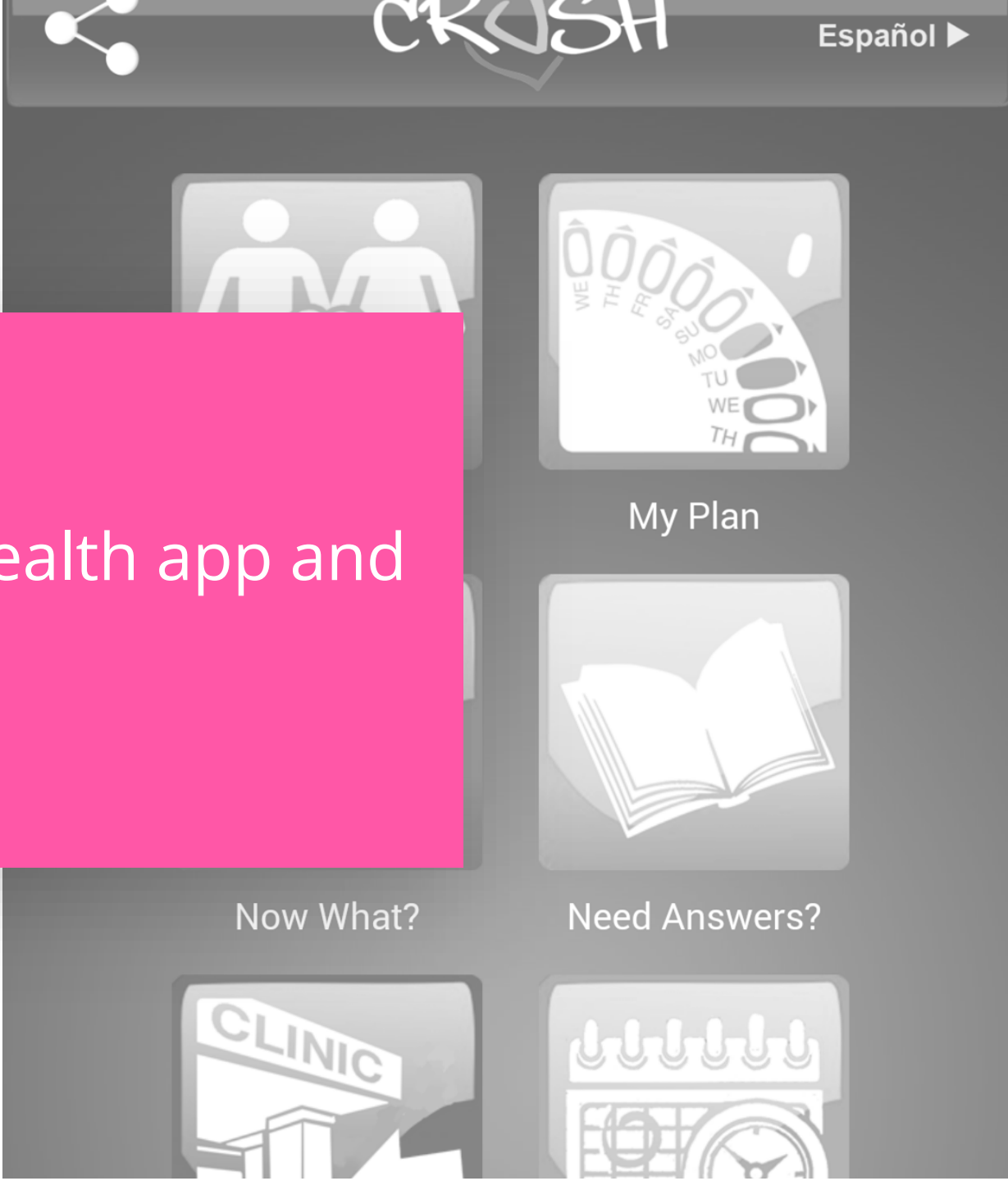
Ideas



Cost



To don'ts



# Crush:

Evaluating a high tech sexual health app and SMS for girls

Genevieve Martínez-García,  
PhD

# AGENDA



Getting people in

Making people stay



Working with others

- ✓ MOBILE TOOL
- ✓ SEXUAL HEALTH
- ✓ ACCURATE / COMPREHENSIVE
- ✓ WOMEN 15-17 YRS OLD
- ✓ THEORY-GROUNDED
- ✓ YOUTH-INFORMED



# What is Crush?

# CHALLENGE

A large pink circle is positioned behind the word 'CHALLENGE'. A horizontal pink line is located below the word 'CHALLENGE'. A smaller pink circle is located on the right side of the slide.

How to recruit and retain participants throughout a 6 month “online-only” RCT?

# ASSUMPTION



---

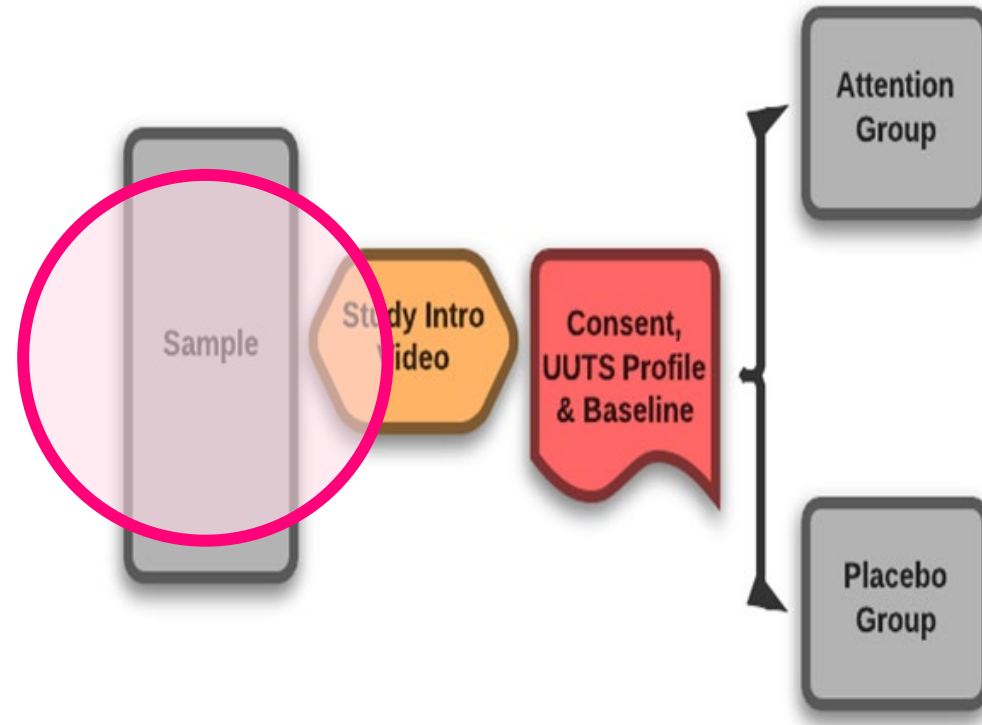
Youth are **bombarded with media** messages

Youth use **many social media** channels

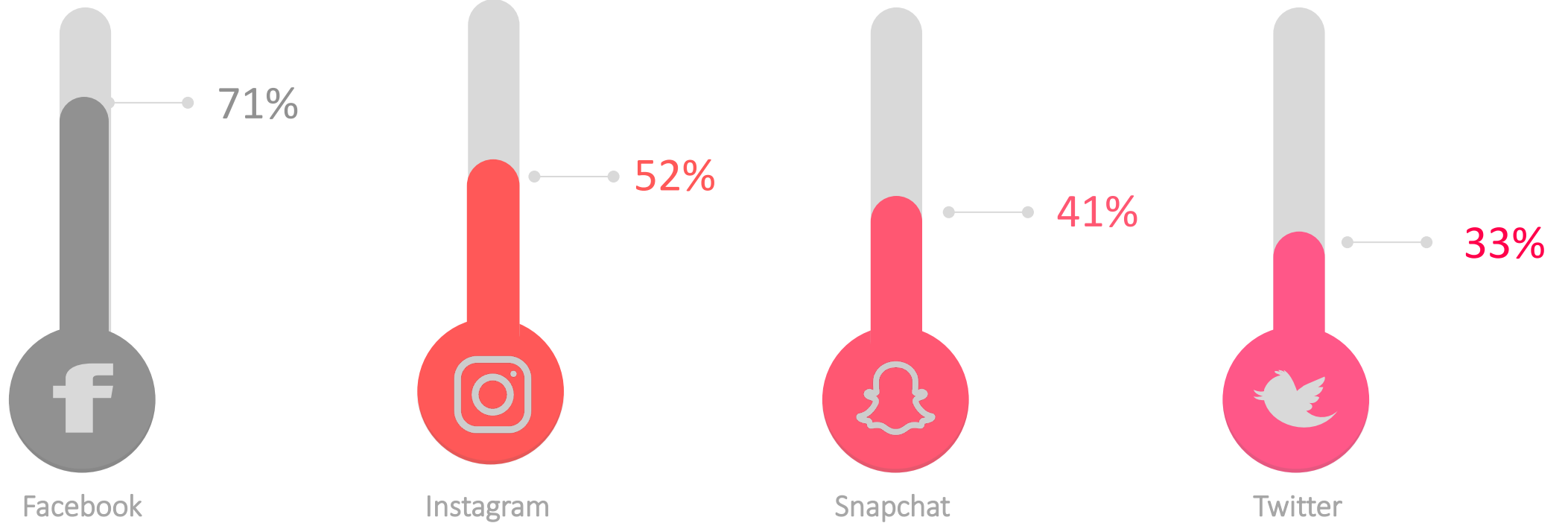
Youth may **forget** about the app

Youth may **not complete surveys**

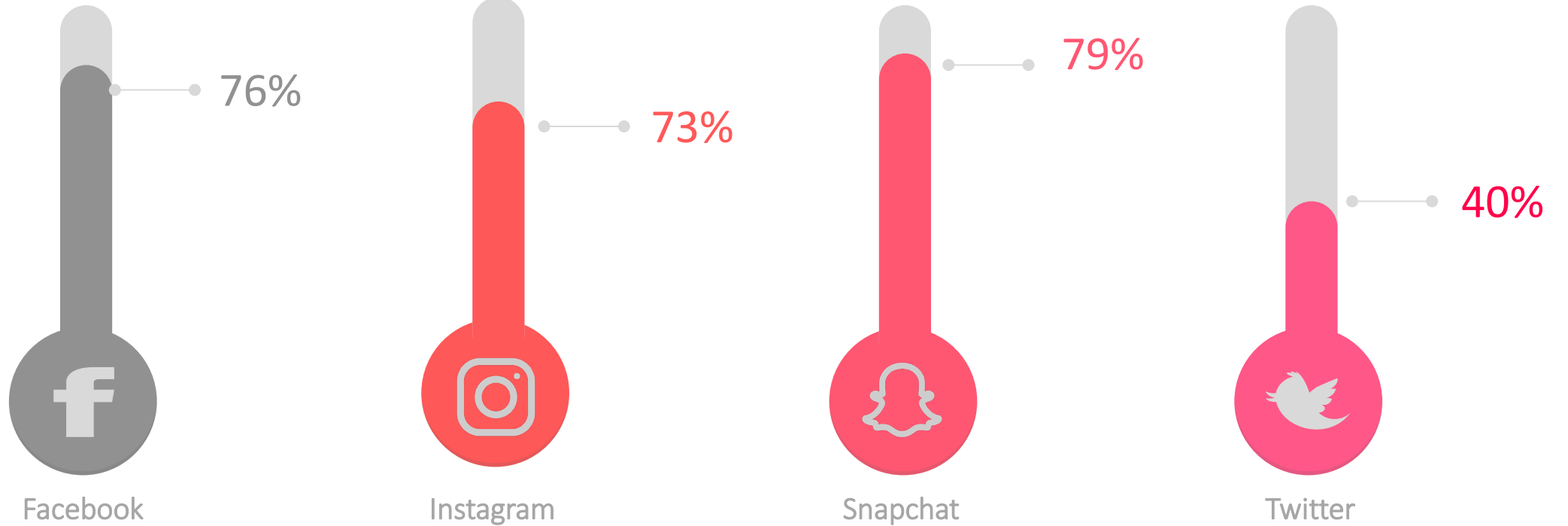
# STUDY DESIGN



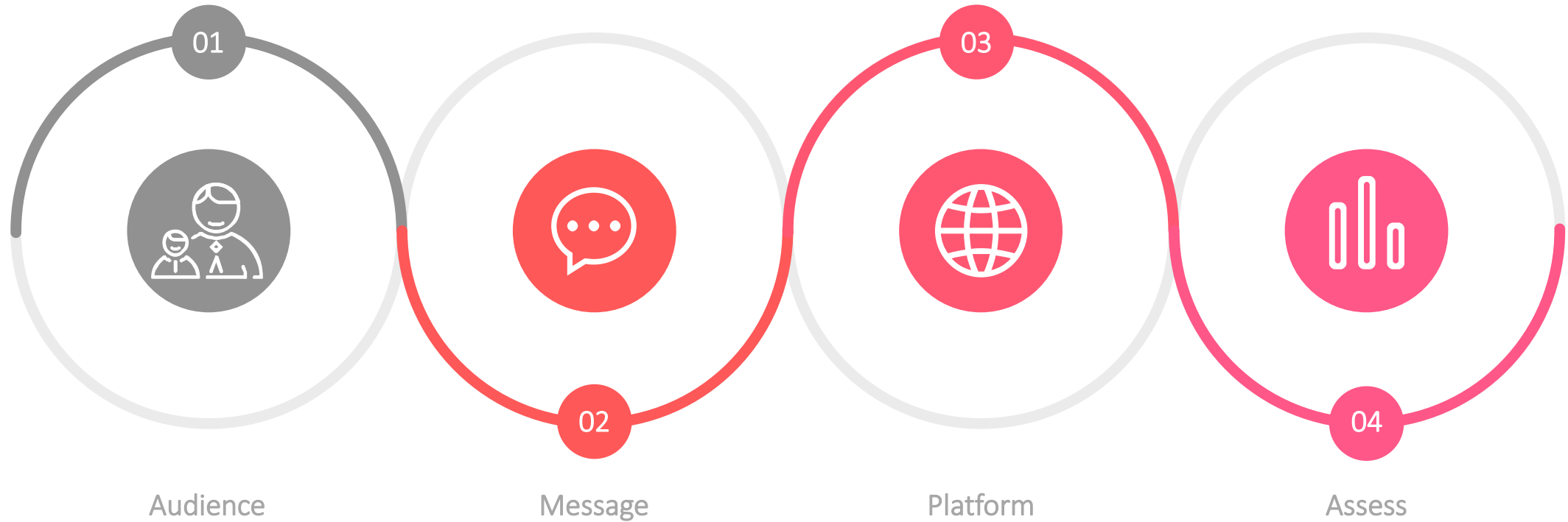
# Top Platforms Used by Youth **2015**



# Top Platforms Used by Youth **2017**



# Ad development process



# Banner Ads

Self Efficacy



Convenience



Altruistic



# Comprehensive Concept

Women's Health

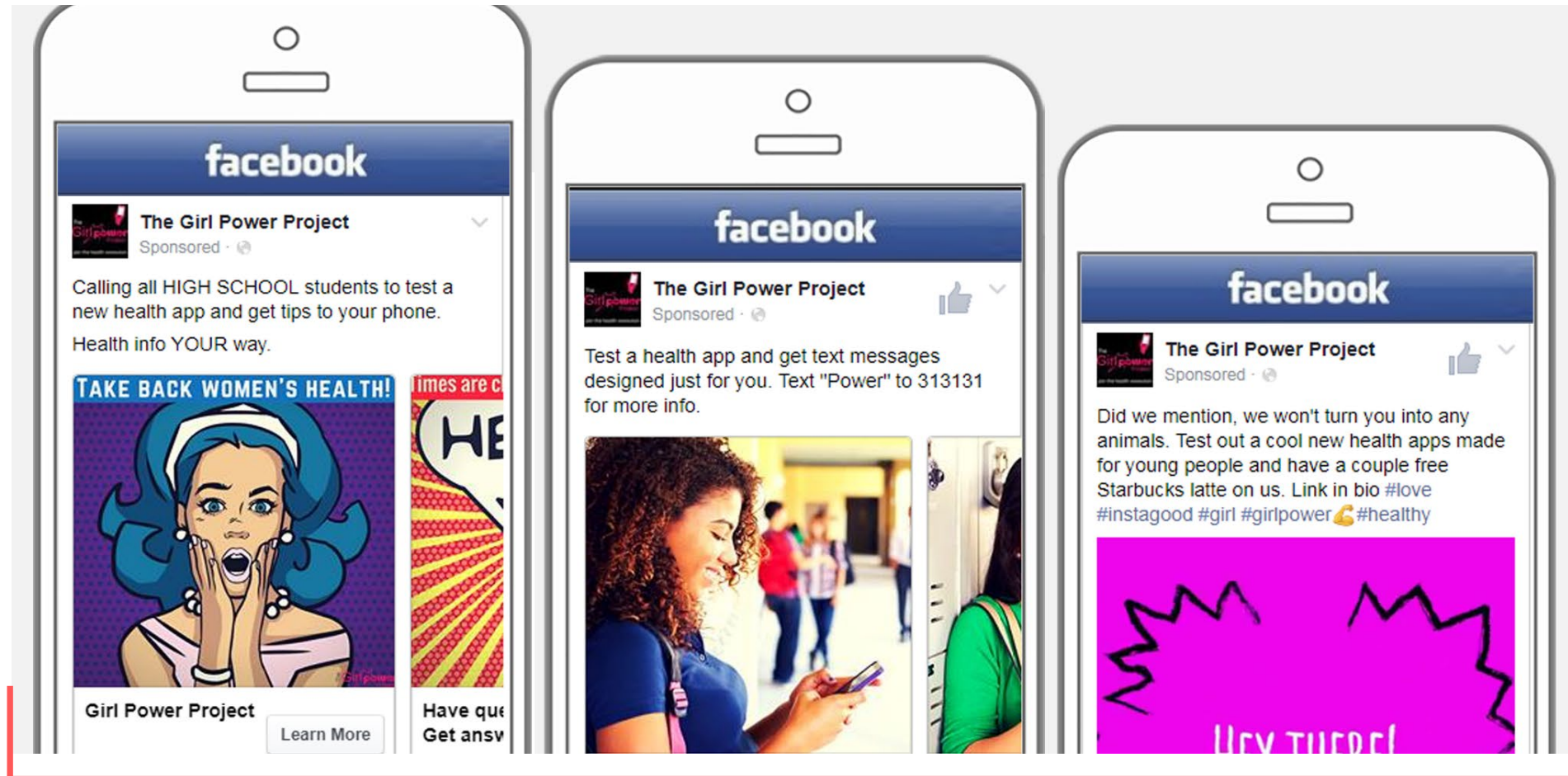




WE WON'T TURN YOU INTO A  
FROG.



# ASSUMPTION



Reach  
**64,576**

Clicks  
**343**

Cost per click  
**\$0.66**



Reach  
**37,856**

Clicks  
**852**

Cost per click  
**\$0.39**



Reach  
**274,952**

Clicks  
**2,924**

Cost per click  
**\$0.46**



Reach  
**391,982**

Clicks  
**11,971**

Cost per click  
**\$0.39 - \$0.89**

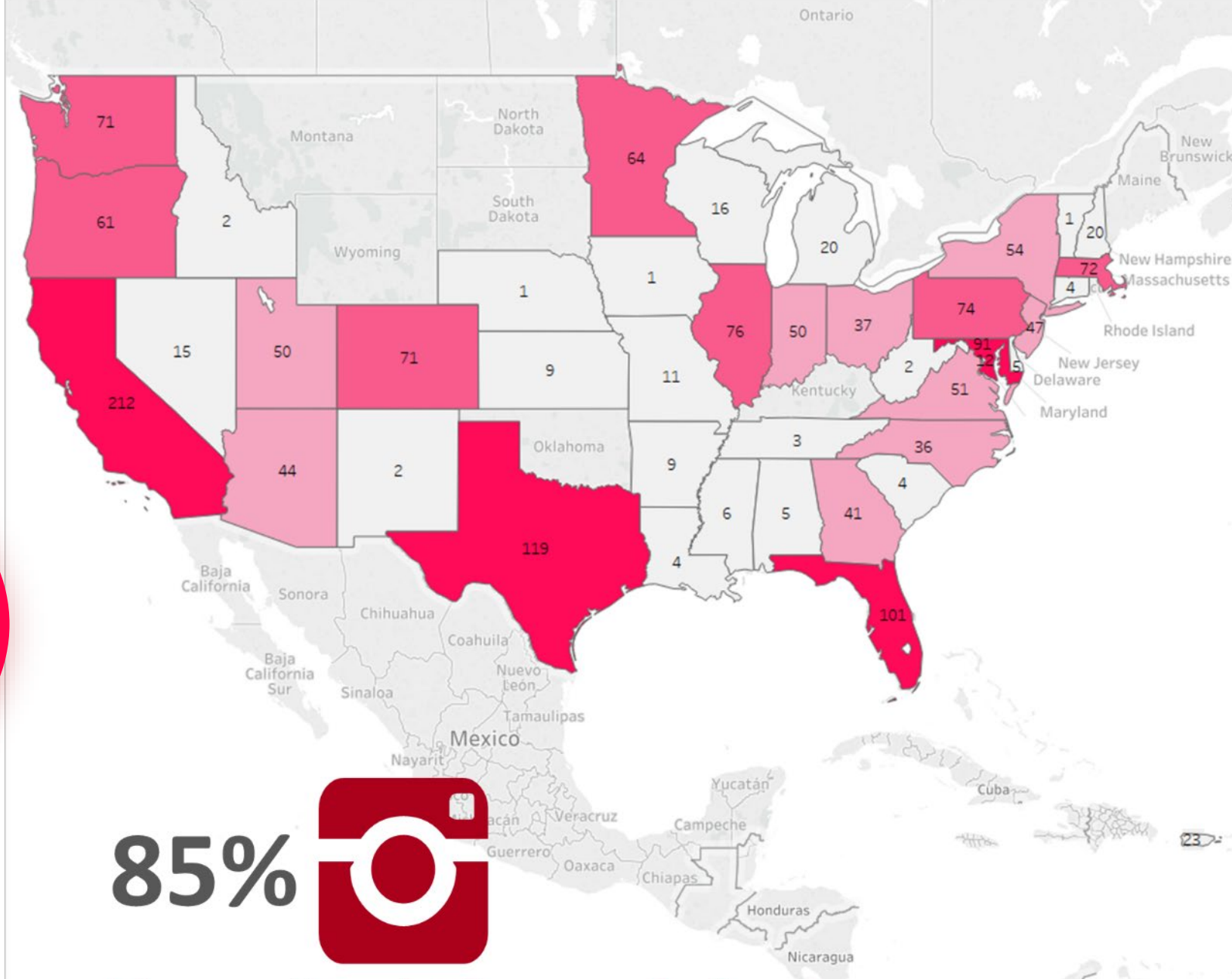


# Social Media Presence



The screenshot shows the Facebook page for 'The Girl Power Project'. The page header includes the name 'The Girl Power Project', a search bar, and navigation links for 'Home', 'Find Friends', and a notification bell with '10' alerts. Below the header is a navigation menu with 'Page', 'Messages 2', 'Notifications 7', 'Insights', 'Publishing Tools', 'Settings', and 'Help'. The profile picture is a logo with a pink star and the text 'The Girl Power Project join the health revolution'. The bio reads '@TheGirlPowerProject3tu dy'. A left-hand navigation menu lists 'Home', 'About', 'Videos', 'Posts', 'Events', 'Notes', 'Photos', 'Community', 'Promote', and 'Manage Promotions'. The main content area features a large video player with a woman's face and the text 'Welcome TheGirlPowerProject.Org Test an App. Get Healthy. Give back.' Below the video are 'Liked', 'Following', 'Share', and 'Send Message' buttons. A 'Write something...' text box is followed by a grid of eight promotional cards: 'Share a photo or video', 'Advertise your business', 'Start a Live Video', 'Get messages', 'Publish a job post', 'Create an event', 'Create an offer', and 'Write a note'. Below this is a 'This Week' performance summary showing '0 Post Reach', '0 Website Clicks', and '0 of 0 Response Rate'. At the bottom, there is a 'Grow Your Business With an Ongoing Promotion' section. The right-hand sidebar contains 'App Page', 'Page Tips' (with 'See All' link), and a notification for '0% response rate, day or more to respond' with a 'Respond faster to turn on the badge' link. It also shows '121 likes' and '127 follows'.

**N= 1,280**  
Baseline in 2 months

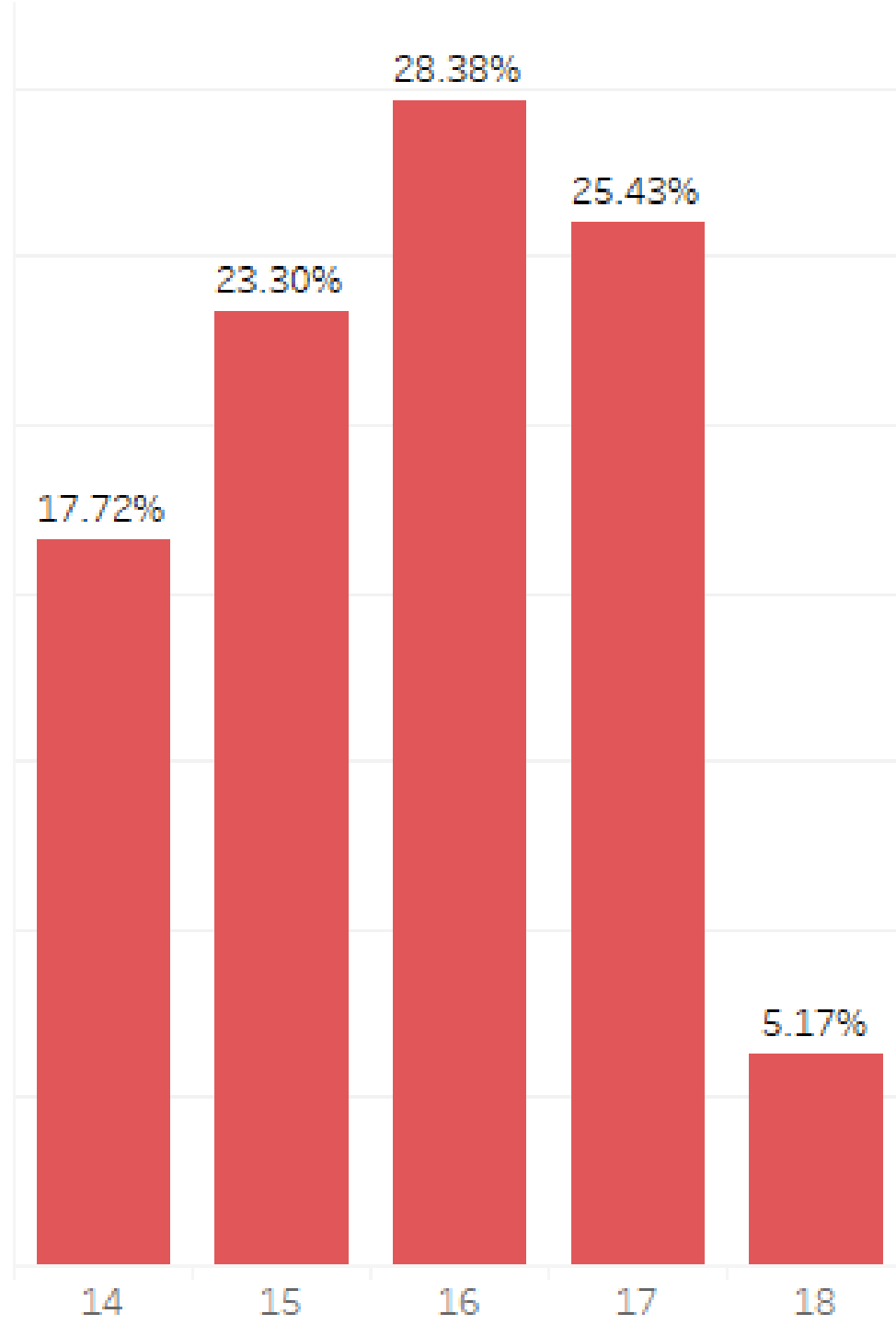


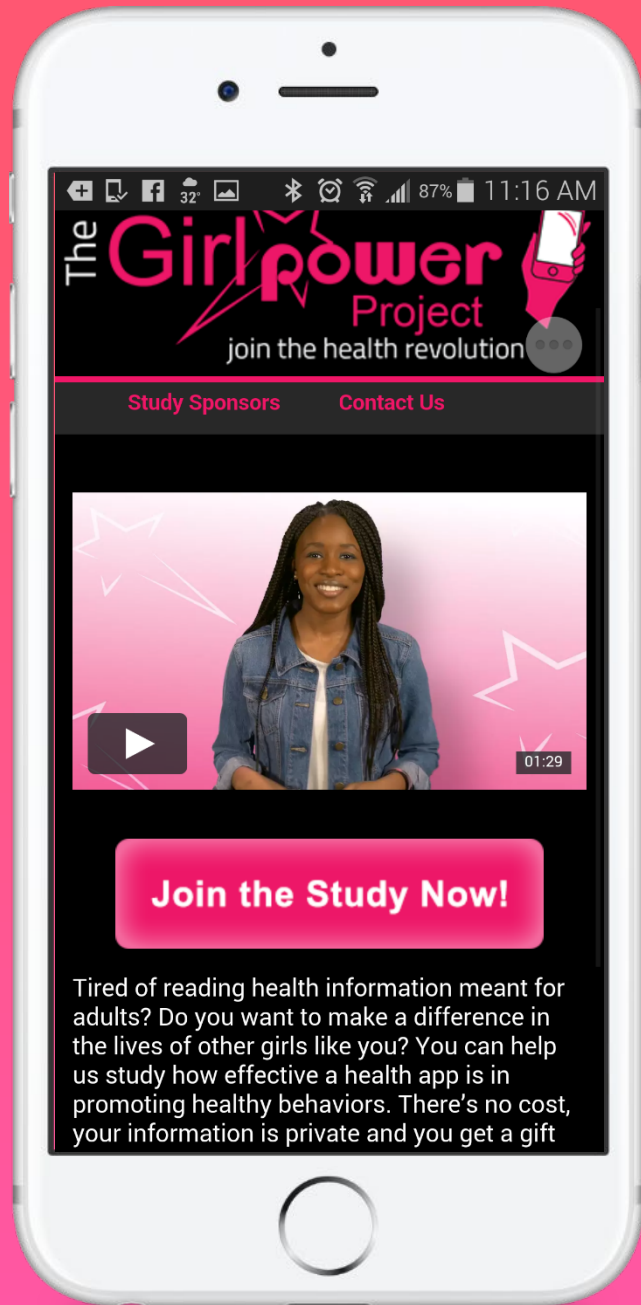
**85%**



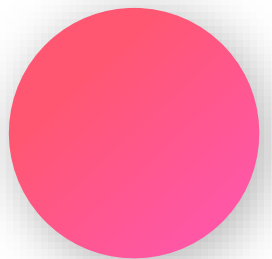
**Recruited through Instagram**

# AGE





# The Girl Power Project Study



# Consent

**Registration**

Form Approved  
OMB No. 0920-XXXX  
Exp. Date XX/XX/XXXX

**Informed Consent**

**Study Description:** We are testing how well a health mobile app works on 14 to 18 year old girls. You may be chosen to use a sexual health app or a nutrition app. Your participation is voluntary and you can stop being in the study at any time. If you do not want to be in the study, this will not affect you in any way.

**Research tasks:** You will be in the study for 6 months. During this time you will be asked to: 1. Complete a study enrollment form with your contact information. 2. Complete a survey on your phone now, in 3 months and in 6 months. The survey takes 10 minutes to complete. 3. Read health text messages you will get on your phone. 4. Access the app you were assigned to.

Public reporting burden of this collection of information varies from 2 to 4 minutes/hour with an estimated average of 3 minutes/hour per response, including the time for reviewing instructions, searching existing data/information sources, gathering and maintaining the data/information needed, and completing and reviewing the collection of information. An agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a currently valid OMB control number. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to CDC/ATSDR Information Collection Review Office, 1600 Clifton Road NE, MS D-74, Atlanta, Georgia 30333; ATTN: PRA (0920-XXXX).

Do you understand the consent form?

I read and understood the informed consent.  
\*  
 Yes  No

I agree to complete a total of 3 surveys during 6 months. \*  
 Yes  No

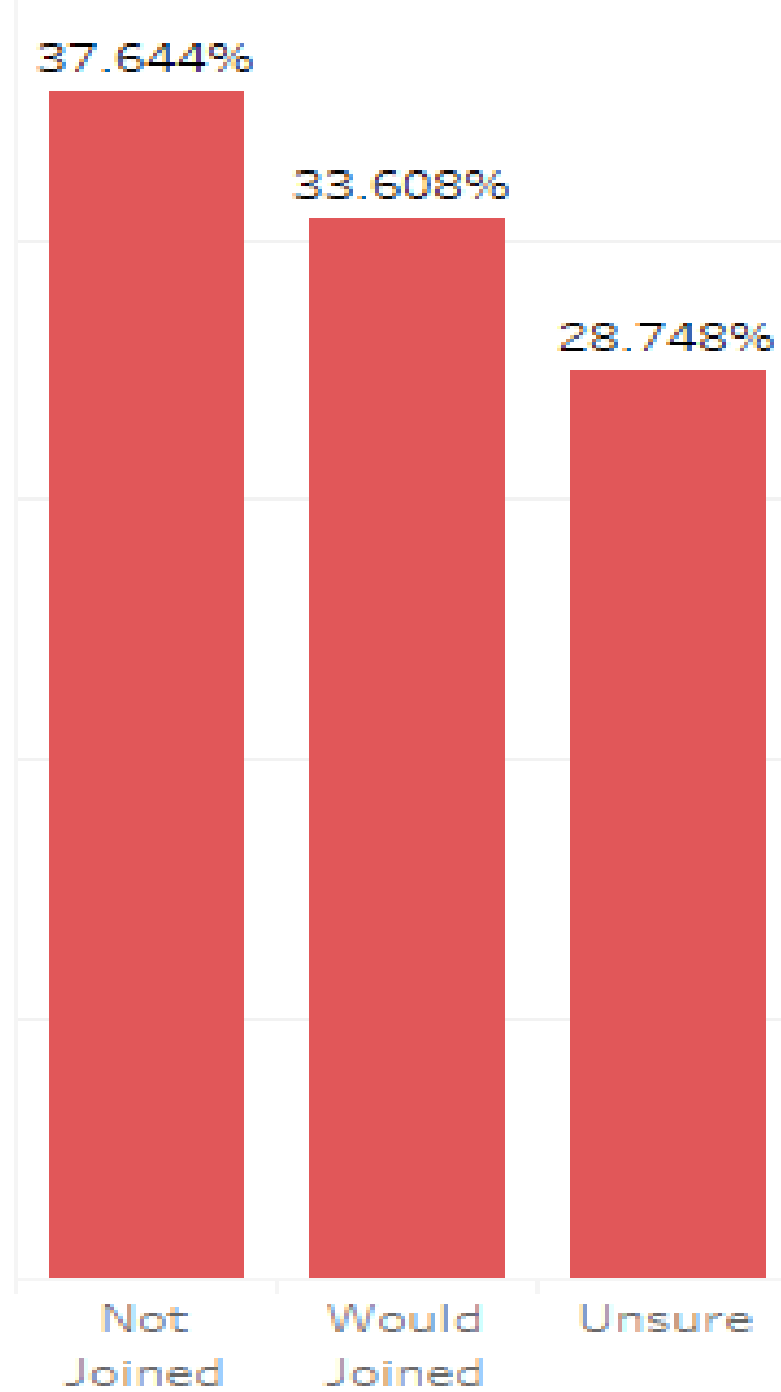
I understand that my information will be kept private. \*  
 Yes  No

I understand that there are no direct benefits to me. \*  
 Yes  No

My participation is voluntary and I can stop at any time \*  
 Yes  No

I agree to be part of the study.

# PARENTAL L CONSENT

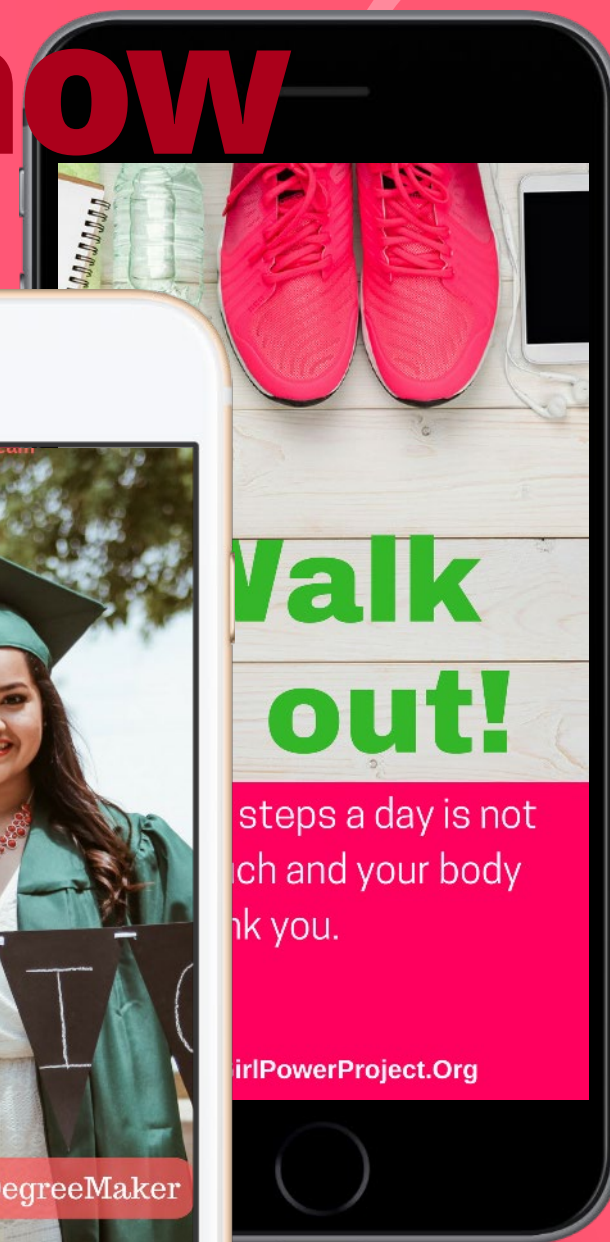
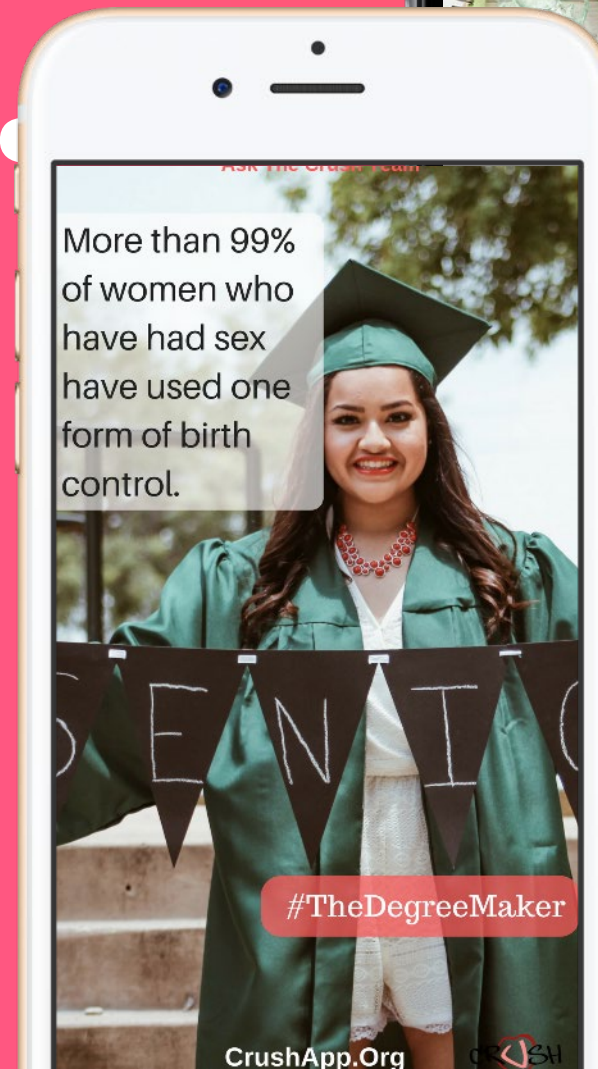


# Lessons learned



- ✓ Test different concepts & social media channels
- ✓ Use data to guide decisions
- ✓ Segment your target audience
- ✓ Use data to guide decisions
- ✓ Use current events/seasons
- ✓ Monitor social media presence
- ✓ Use questions to validate understanding of consent

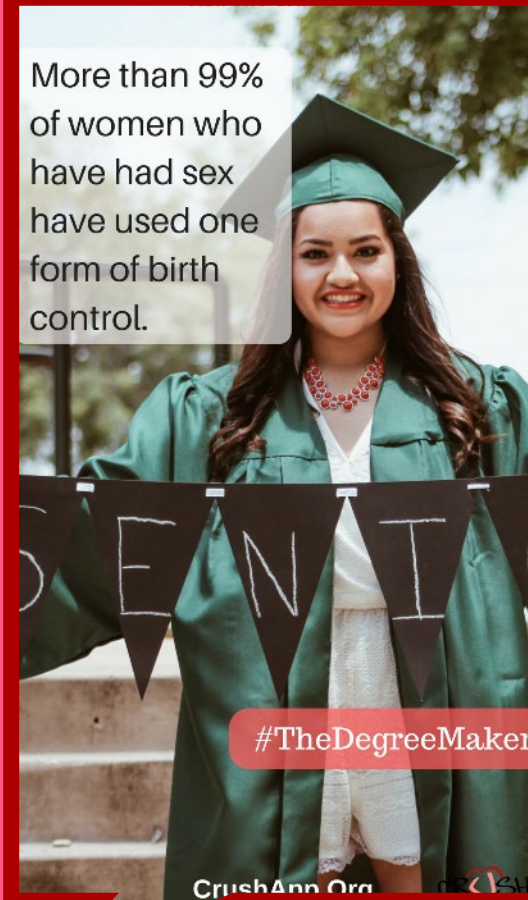
# You got them, but now you keep them.



# SMS vs MMS

More than 99% of women who have had sex have used one form of birth control.

More than 99% of women who have had sex have used one form of birth control.




#TheDegreeMaker

CrushApp Org CRUSH

# Intervention Group

**Be Free!**  
from pregnancy scares




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

#SearchIsOver

CrushApp.Org


It's a trap!



CrushApp.Org

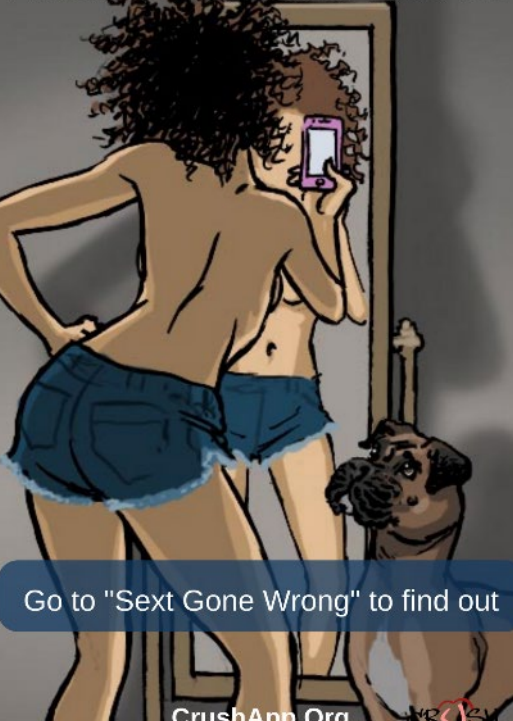
If you had to choose a birth control today, which one would you get?

**Question?**  
Text us back your answer



CrushApp.Org

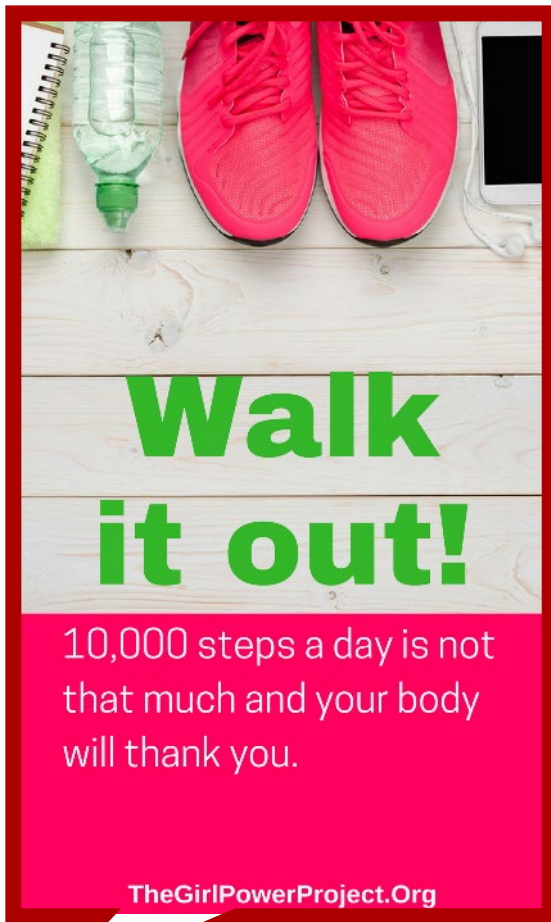
**To send or not to send...**



Go to "Sext Gone Wrong" to find out

CrushApp.Org

# Control Group



A poster with a white wooden plank background. At the top, there is a row of items: a green water bottle, a pair of pink sneakers, and a white smartphone. Below this, the text "Walk it out!" is written in large green letters. At the bottom, a pink banner contains the text "10,000 steps a day is not that much and your body will thank you." and the website "TheGirlPowerProject.Org".

**Walk it out!**

10,000 steps a day is not that much and your body will thank you.

TheGirlPowerProject.Org

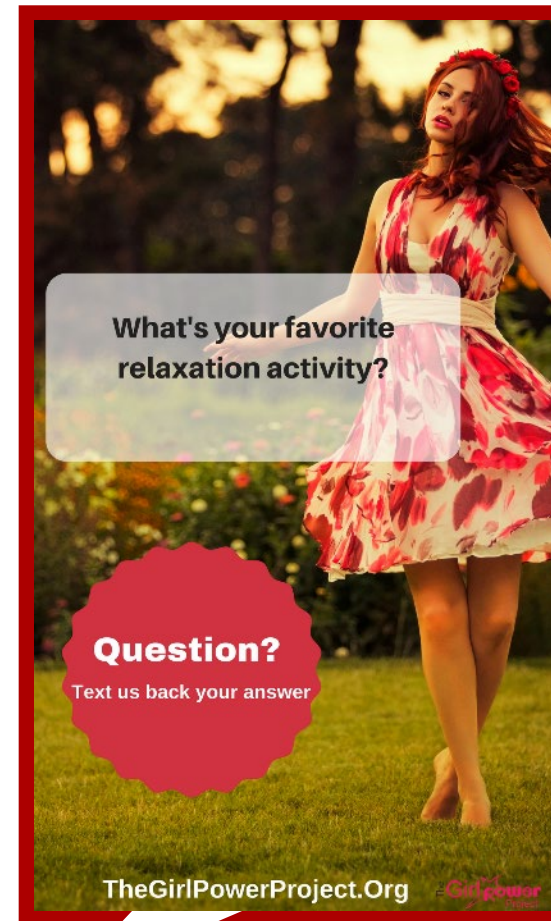


A poster with a background of a large wave crashing against a rocky shore. The text "To be successful... never make a ripple." is at the top in blue. "Make a splash!" is written in large white letters at the bottom. The website "TheGirlPowerProject.Org" is at the bottom.

To be successful...  
never make a ripple.

**Make a splash!**

TheGirlPowerProject.Org

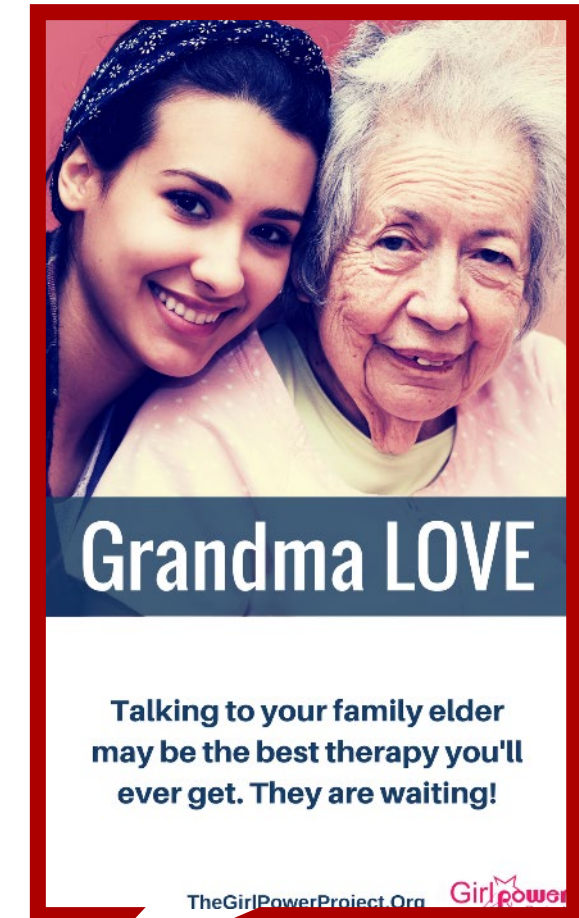


A poster featuring a woman in a floral dress standing in a field. A white speech bubble contains the text "What's your favorite relaxation activity?". A red scalloped circle contains the text "Question? Text us back your answer". The website "TheGirlPowerProject.Org" is at the bottom.

What's your favorite relaxation activity?

**Question?**  
Text us back your answer

TheGirlPowerProject.Org



A poster with a photo of a young woman hugging an elderly woman. The text "Grandma LOVE" is in a dark blue banner. Below it, the text "Talking to your family elder may be the best therapy you'll ever get. They are waiting!" is in blue. The website "TheGirlPowerProject.Org" and the "Girlpower" logo are at the bottom.

**Grandma LOVE**

Talking to your family elder may be the best therapy you'll ever get. They are waiting!

TheGirlPowerProject.Org Girlpower

# Retention & Engagement

*Thanks for being our*  
**Science super hero!**  
*Science needs more participants like you.*



By participating in **The Girl Power Project**, you are contributing to science. With your help, we are figuring out if our project is effective for women like you. Reading an app and MMS may be fun, but it's serious science for us.

**We need facts now more than ever!**


*Summer is here...*  
**make it count!**



**Girlpower**




*Text us back what you think of*  
**MyCrush.Org**



Thanks for being part of **The Girl Power Project Study!**  
We tested **Crush**, a sex ed mobile app. Some of you got a different app. **Crush** is now available for all to enjoy.

*Share with your friends!*



**MyCrush.Org**


# Administrative



Survey is coming!!

You'll get a text with a link to the survey. We'll send a \$10 gift card when you complete it.


Crush.Org 



DON'T GET LEFT BEHIND!


Tap the link below to take our survey and claim your \$10 gift card before it's too late!

Already took the survey? Don't worry, your \$10 gift card is on its way!


The Girl Power Project Org. 

You voted & we heard you!


These are the top three gift cards you suggested.




Text us back 1 choice only. We will select the #1 choice.



Thanks for being an awesome participant!

The Girl Power Project Org. 





Almost There!

Thanks for enrolling! You need to complete the first survey and re-login to access the app, get health tips, & get your \$10. Follow the link below and we'll send the incentive immediately.

The survey is short and your answers are completely confidential.

We won't share them with anyone!

Go to:  
<http://crushapp.org/uuts/survey-baseline/>

enjoy!  The Girl Power 

# FINAL SAMPLE



# Message "Drip"

Message 1

Send This Message After  Day(s)

Minute(s)

Subject (Optional)



Choose Different File...

1591 Remaining Characters

Message 2

Send This Message After  Day(s)  At

Subject (Optional)



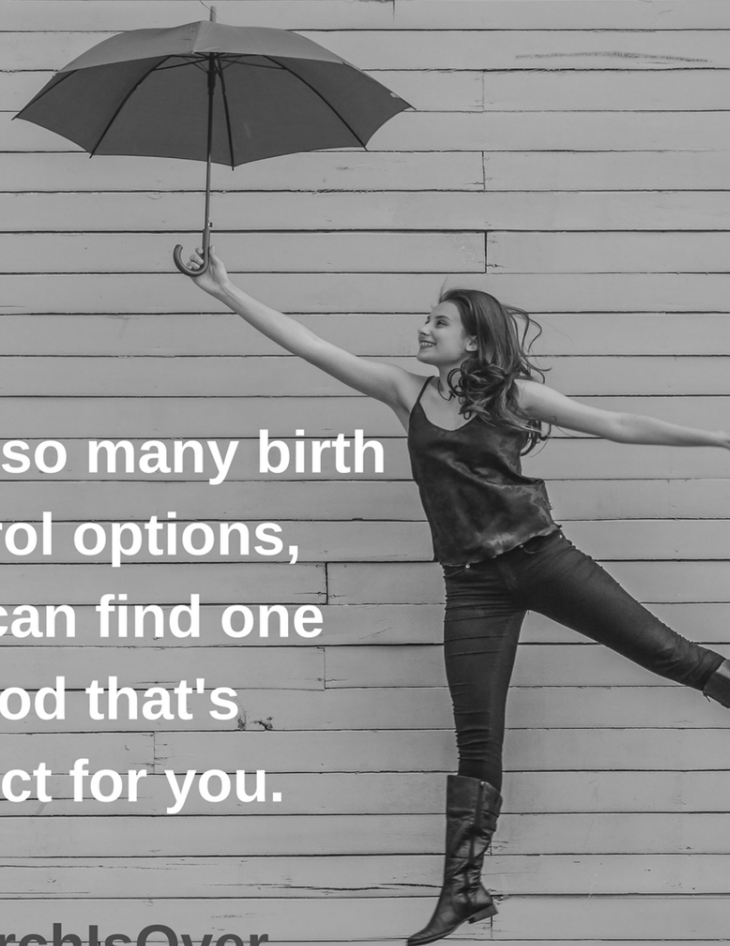
## Lessons learned

# Be Free!

from pregnancy scares

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

#SearchIsOver



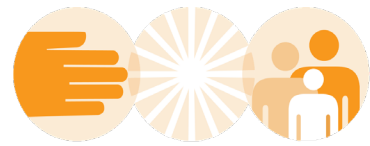
- ✓ Test SMS and MMS
- ✓ Graphics representing your audience and hotlinks
- ✓ Monitor incoming ad outgoing messages
- ✓ Marketing department doesn't talk to programming department.
- ✓ Confirm reporting requirements with vendor
- ✓ SMS companies are for marketing not research, reliability may not be their strength.

Content experts

Researchers

Youth

Health educators



Healthy Teen Network

Instructional designers

Media producers

Programmers

Web designers



# Lessons learned



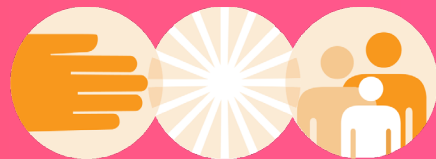
- ✓ Need a broad skill set
- ✓ Set common language
- ✓ Assume nothing
- ✓ Storyboard everything

CONTACT US!

# Thanks


Genevieve Martinez-Garcia

Genevieve@HealthyTeenNetwork.Org



Healthy Teen Network





# **Pulse:** Evaluating a pregnancy prevention mobile app for older adolescents nationwide

Elizabeth Cook, MSPH

Jennifer Manlove, Ph.D.

Makedah Johnson, B.S.

*Child Trends*



# Overview



**Evaluation study context**



**Enrolling participants**



**Addressing scammers**



**Our sample and next steps**

# What is Pulse App?

A self-led, web-based mobile sexual and reproductive health app intervention for young Black and Latina women developed by Healthy Teen Network and Meta Media.

## Goals

To increase...

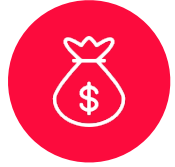
- the use of highly effective contraceptives and
- visits to sexual and reproductive health clinics

... among young women in the United States.



# Context of Evaluation Study

# Pulse Evaluation



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



**Two-arm randomized controlled trial**



**Pilot tested in 2016**



**Mirrored apps for treatment and control groups**



**6-week intervention:**

- access to app
- unidirectional MMS text messages



# Pulse Evaluation



## Social media recruitment

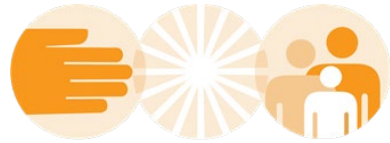


## Data collection

- baseline survey (online)
- immediate post-intervention survey (online)
- in-depth phone interviews
- app usage
- text messages



# Partners



Healthy Teen Network

App development and advertising



Evaluation



App development and hosting



Data collection and retention



Text messaging



# Recruitment



**Eligibility Criteria**



**N =1,304**



**Goal: at least 70% Black and/or Latina**



**Recruited participants November 2016 to October 2017**



# Eligibility Criteria



**Female**



**Aged 18-20**



**Living in U.S. or territories**



**Not pregnant or trying to become pregnant at baseline**

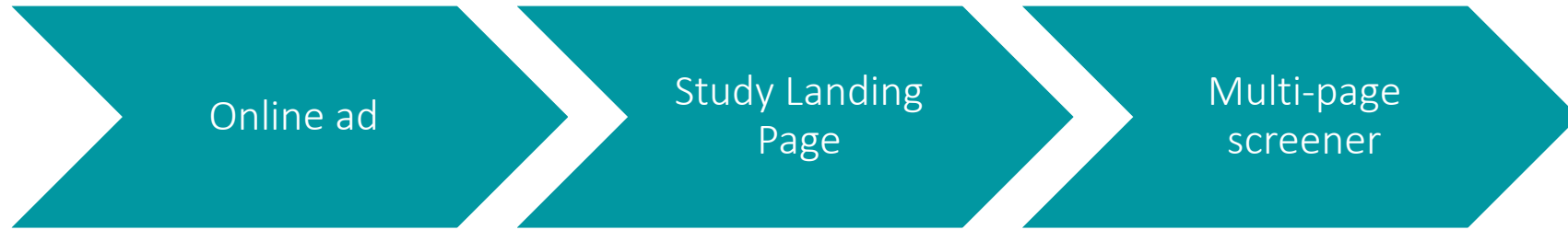


**Daily access to smartphone**



# Enrolling Participants

# Pilot enrollment process



Hi, welcome to The GirlPower Study! Find out if you are eligible to participate in our paid study! The goal of this study is to test a mobile-friendly website related to women's health. If you are eligible, you can earn \$20 now for taking our survey and another \$20 in a month!

To start with: How old are you?

**Let's Go!**

Are you Hispanic/Latino(a)?

Yes

No

**Prev** **Next**

What is your race? (Check all that apply)

American Indian or Alaska Native

Asian

Black or African American

Native Hawaiian or Other Pacific Islander

White

Other

Don't know

Refused

**Prev** **Next**





This study was made possible by Grant Number TP2AH000038 from the U.S. Department of Health and Human Services' Office of Adolescent Health.

The study is being conducted by the following organizations:

[Healthy Teen Network](#), based in Baltimore, Maryland, is a non-profit organization that promotes better outcomes for adolescents and young adults by advancing social change, cultivating innovation, and strengthening youth-supporting professionals and organizations. [Healthy Teen Network](#) and [Meta Media Training International](#) are the owners and developers of the two health mobile apps being tested in this study.



[Healthy Teen Network](#)

[Child Trends](#), based in Bethesda, Maryland, is a non-profit organization that is dedicated to conducting research and evaluating programs that improve the health and well-being of children and adolescents. [Child Trends](#) is leading the evaluation research efforts with data collection support from [Ewald & Wasserman Research \(E&W\)](#).



This project was made possible by Grant Number TP2AH000038 from the Office of Adolescent Health.

## Early Enrollment process



# Final version of screener

Are you Hispanic/Latino(a)?


Yes

No

---



Welcome to the Pulse Study

 [home](#) [about the pulse study](#) [faq's](#)

Get \$25 now and \$45 later when you test our new health app [\(learn more\)](#).

**Check if you qualify!**

All fields are required

What State do you live in?

State

Do you have daily access to a smartphone that can receive text messages and access the Internet?

Yes

No

What is your biological sex?

Male

Female

What is your date of birth?

Month  Day  Year

Are you Hispanic/Latino?

Yes

No

What is your race?

SELECT ALL THAT APPLY

American Indian or Alaska Native

Asian

Black or African-American

Native Hawaiian or Other Pacific Islander

White

Other

Don't know

Refused

Are you pregnant now or trying to get pregnant?

Yes

No

Where do you get most of your information about health?

Online

Friends

Family

School

Health care provider



# Final enrollment process



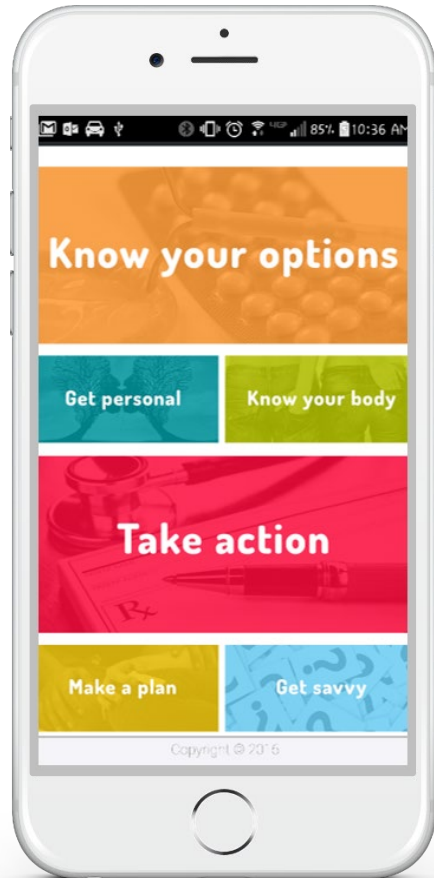
## Tracking enrollment using Google Analytics

1. Screener S_Q2	224 (4.33%)
2. Screener S_Q3	223 (4.31%)
3. Screener S_Q6	221 (4.27%)
4. Screener S_Q1	220 (4.25%)
5. Screener S_Q5	219 (4.23%)
6. Screener S_Q7	218 (4.21%)
7. Screener S_Q4	217 (4.19%)
8. Screener S_Q8	217 (4.19%)
9. Consent From	150 (2.90%)
10. Enrollment E_Q1	110 (2.12%)
11. Enrollment E_Q2_Q3	98 (1.89%)
12. Enrollment E_Q4_Q5	90 (1.74%)
53. Survey B_Group_Control	29 (0.56%)
54. Survey B_Group_Treatment	27 (0.52%)

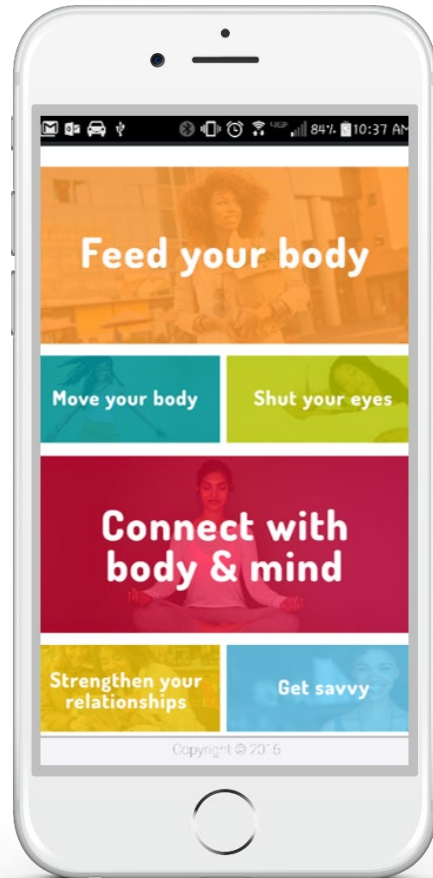


# Treatment vs. Control Experience

## Treatment



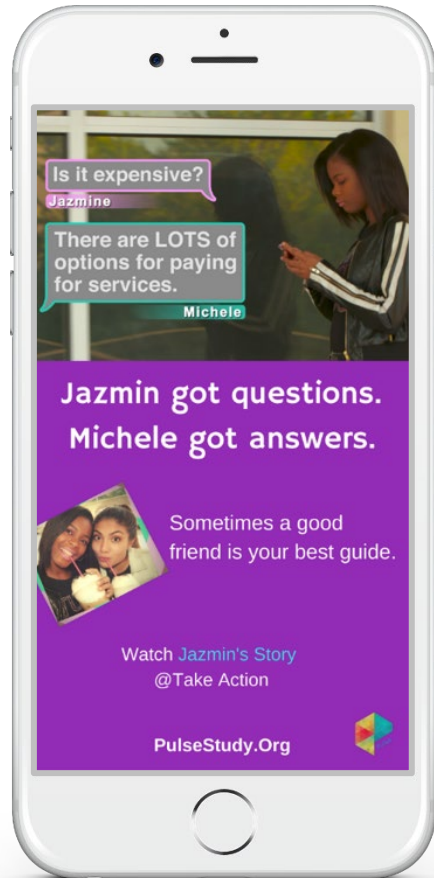
## Control



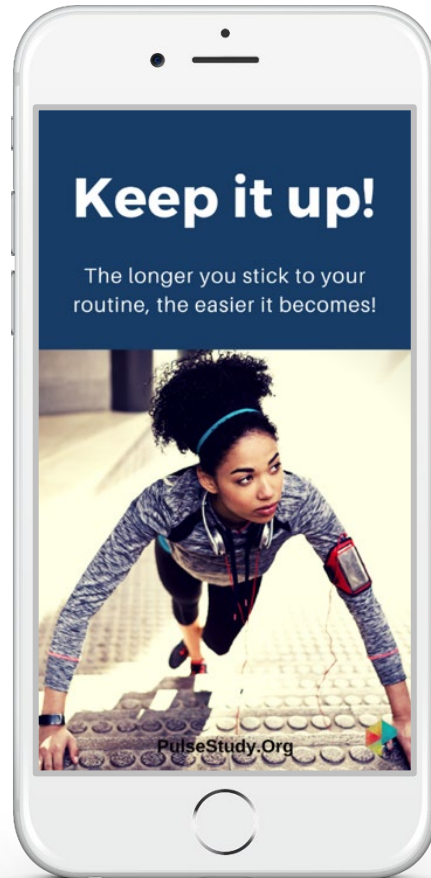
Similarly designed apps



## Treatment



## Control



MMS prompts

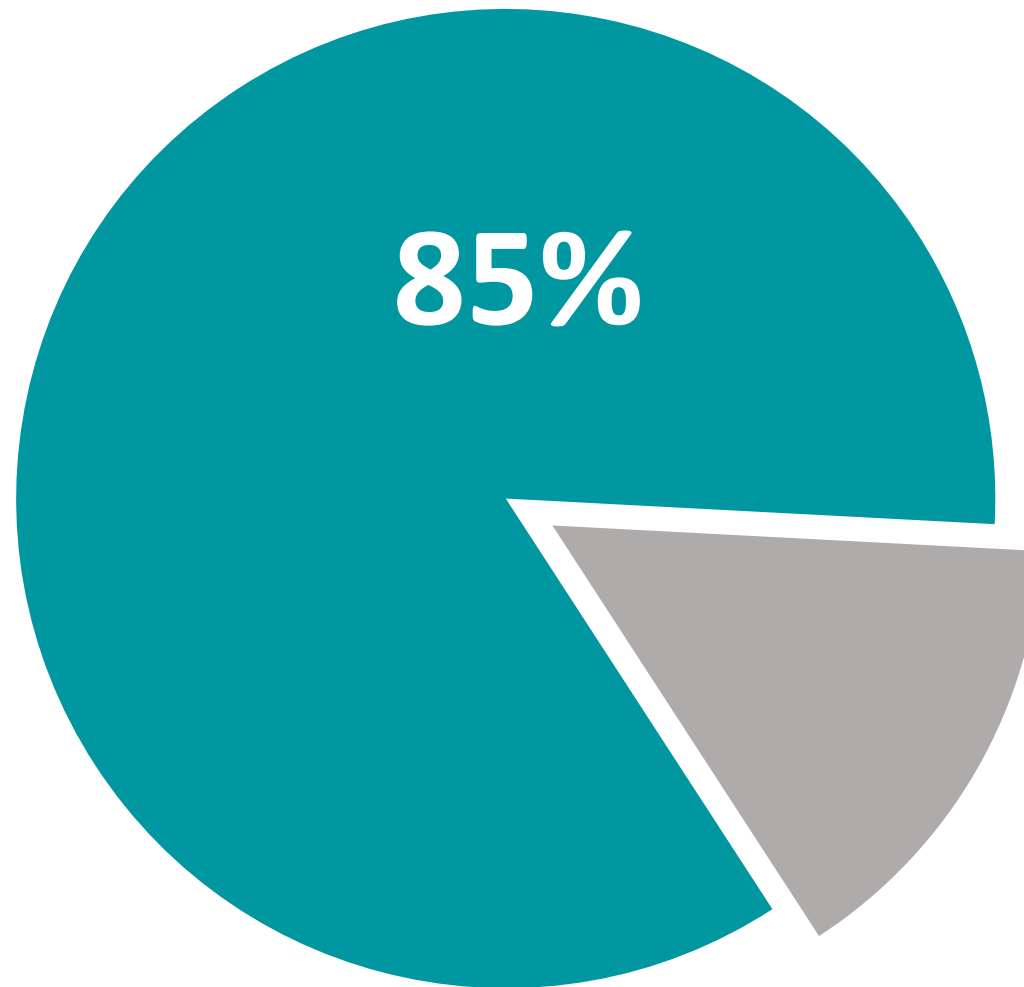




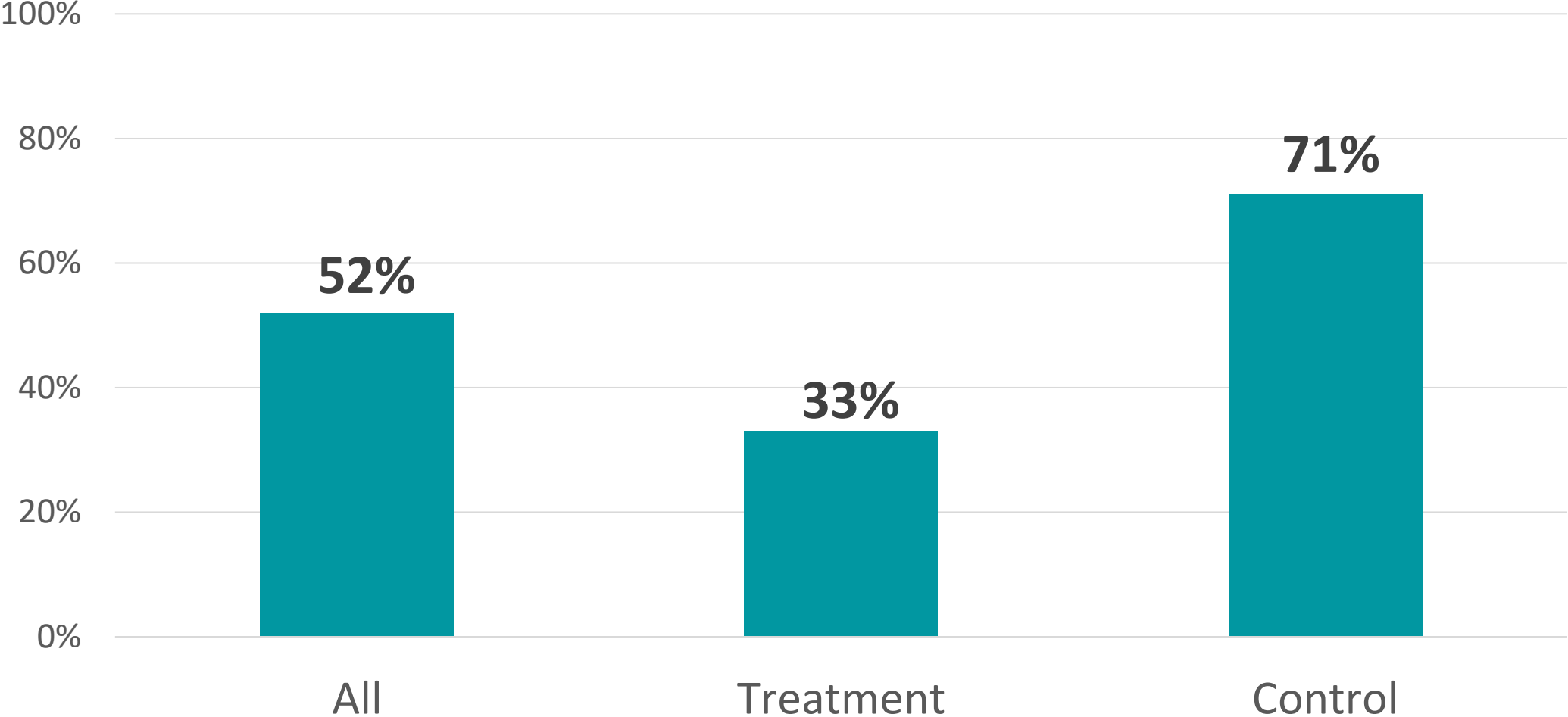
Incentive timing



Received first incentive  
(N=1,304)



# Received first incentive “early” (among participants who received first incentive)



# Scammers & Duplicates

**Scammer** – does not meet our eligibility criteria on first screener attempt but tries to pass the screener again

**Duplicate** – meets our eligibility criteria on first screener attempt but tries to pass the screener again

IP address

Name

Telephone number

Birth date

Address for incentive



# Scenario #1: Obvious Scammer

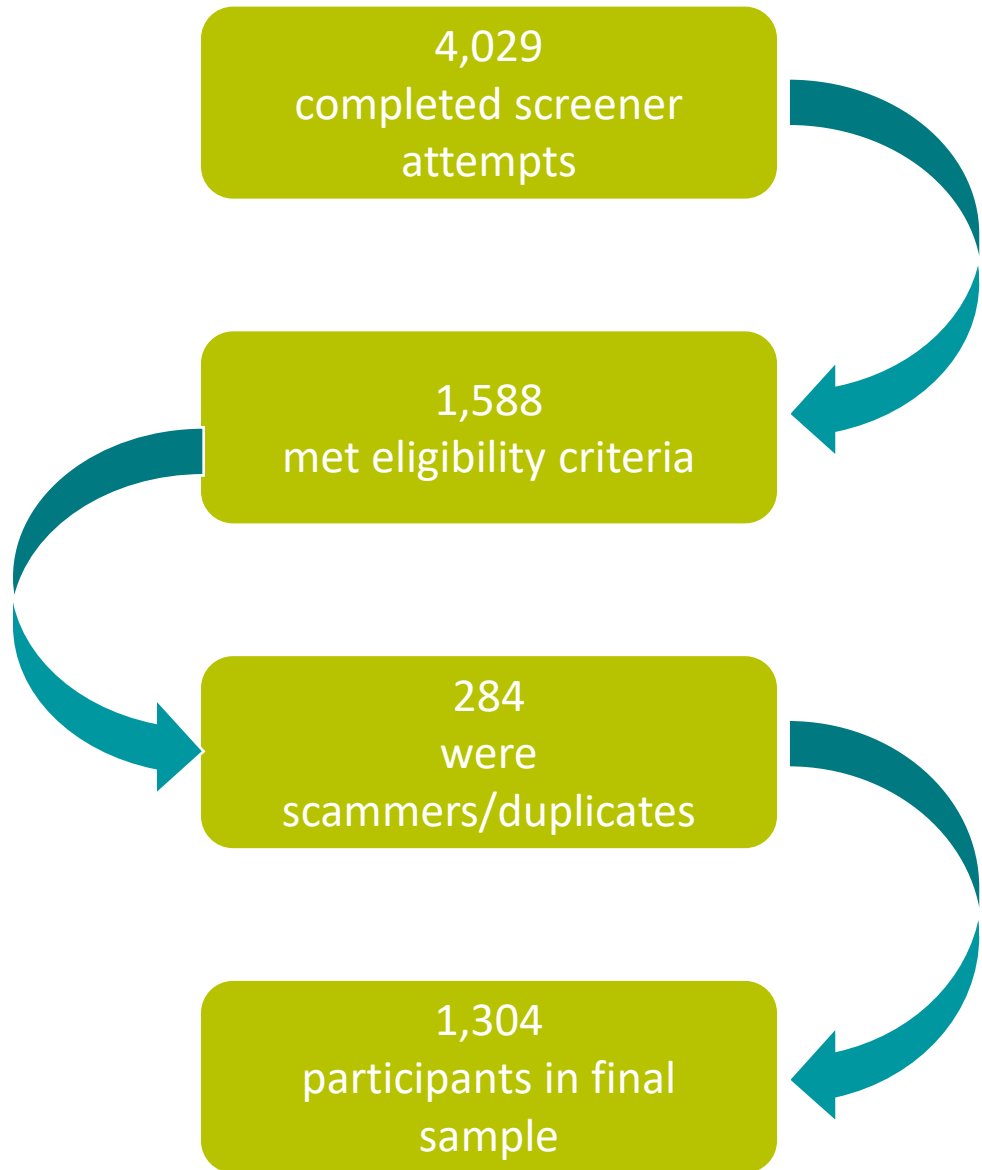
ID	IP	Timestamp	Age	Group	State	Month of Birth	Date of Birth	Year of Birth
10	11.22.333.444	10/26/2017 11:01	35	ineligible	NY	10	1	1982
11	55.32.511.414	10/26/2017 11:10	20	control	MD	9	1	1997
12	11.22.333.444	10/26/2017 11:15	15	ineligible	NY	10	1	2002
13	11.22.333.444	10/26/2017 11:27	19	treatment	NY	10	1	1998



## Scenario #2: Obvious duplicate

ID	IP	Timestamp	Age	Group	State	Month of Birth	Date of Birth	Year of Birth	First Name	Last Name	Email
20	12.34.567.891 0	9/1/2017 10:02	19	treatment	VA	6	26	1998	Naomi	Brown	<a href="mailto:naomib@abc.com">naomib@abc.com</a>
21	55.55.777.777	9/1/2017 20:28	22	ineligible	NC	12	13	1994			
22	12.34.567.891 0	9/3/2017 22:15	19	treatment	VA	6	26	1998	Naomi	Brown	<a href="mailto:naomib@abc.com">naomib@abc.com</a>
23	12.34.567.891 0	9/4/2017 12:54	19	control	VA	6	26	1998	Naomi	Brown	<a href="mailto:naomib@cde.com">naomib@cde.com</a>



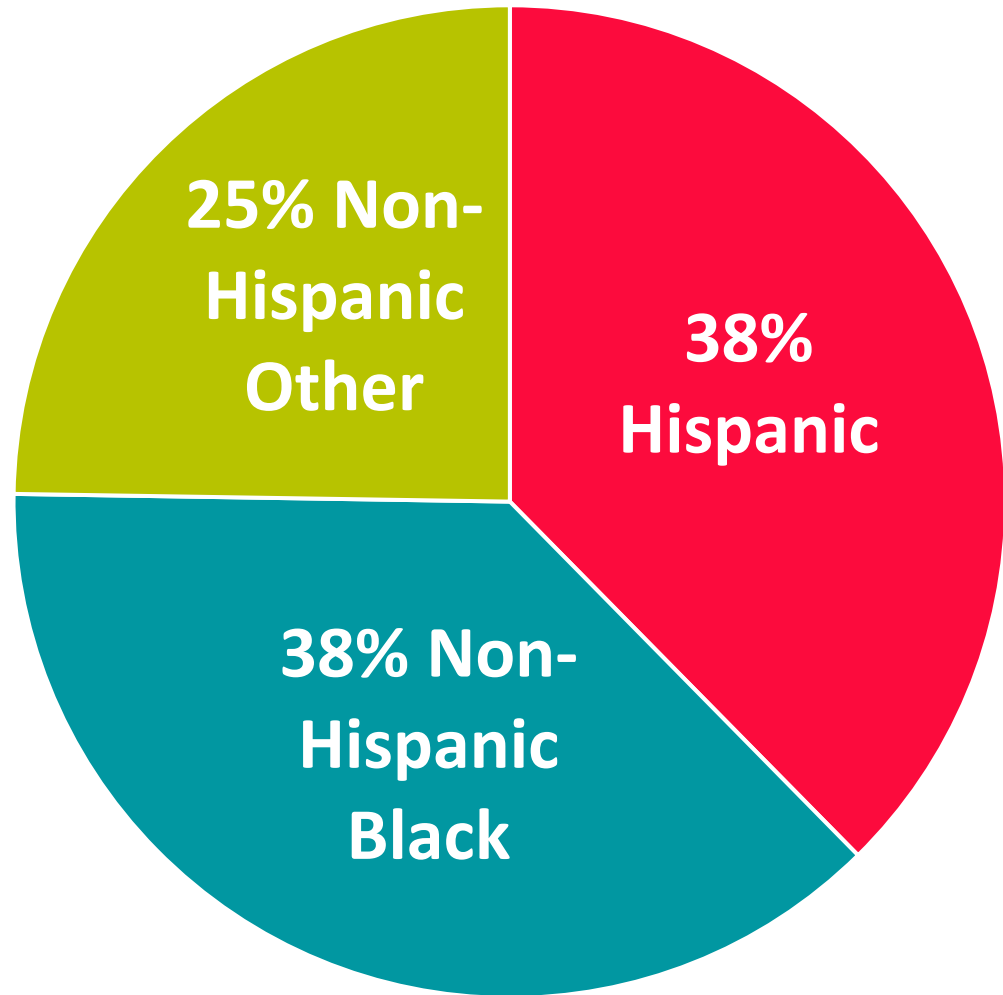


Scammers and duplicates



# Our Sample

## Race & Hispanic Ethnicity



# Highest educational attainment

**Participant**

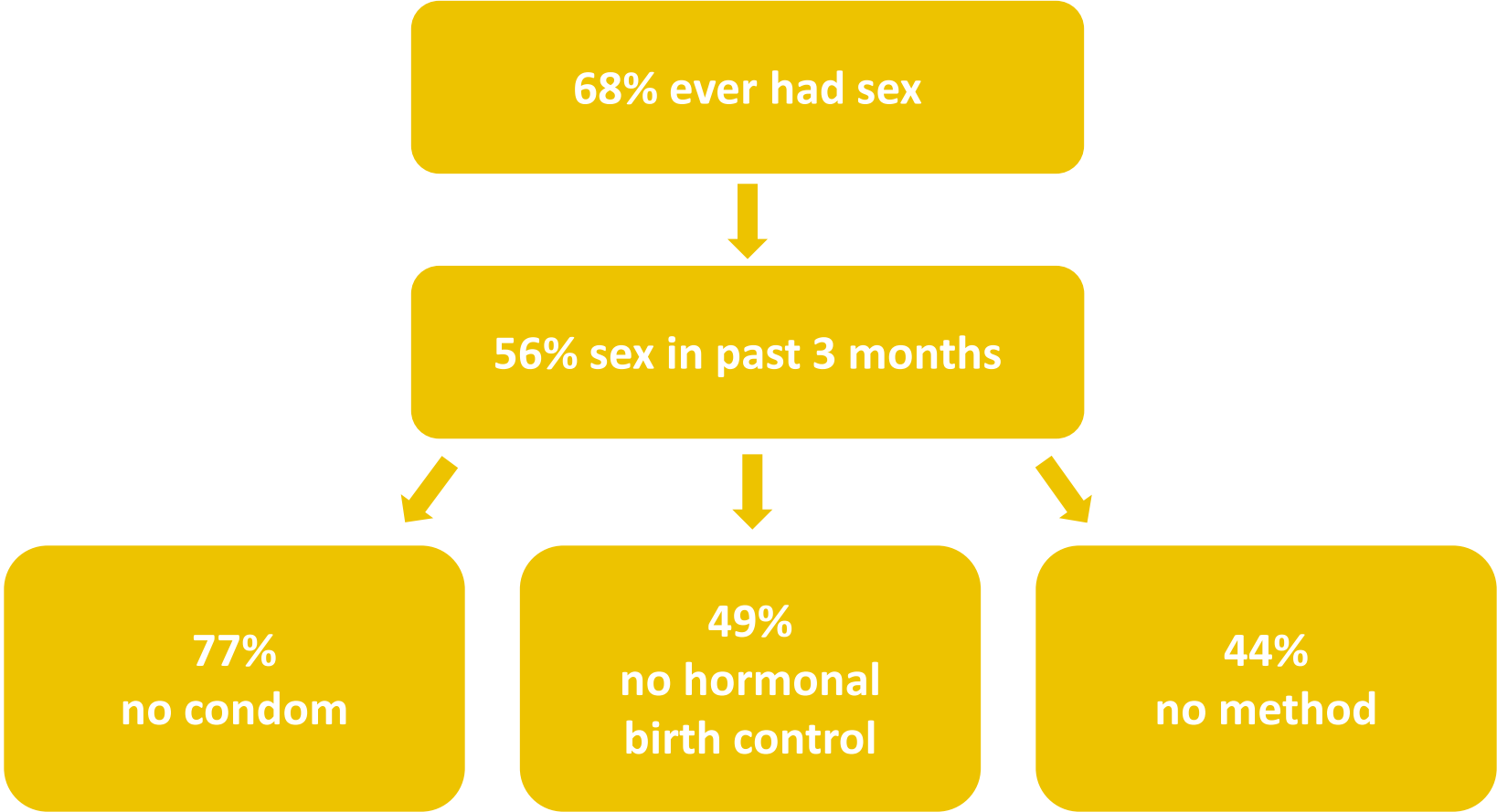
**66% in college  
or technical school**

**Parent**

**59% some college  
or more**



# Baseline sexual experience



**Next Steps**

# Next Steps



**Beginning to conduct impact analyses using our 6-week follow-up data.**



**Pursuing funding opportunities to:**

- evaluate the Spanish-language Pulse, and
- further analyze our English-language survey data and app usage data.



## Contact Us

**Elizabeth Cook**

[ecook@childtrends.org](mailto:ecook@childtrends.org)

**Jennifer Manlove**

[jmanlove@childtrends.org](mailto:jmanlove@childtrends.org)





# Calling tech support: Using digital technology to complement traditional modes of data collection in the evaluation of *SpeakOut*

Reiley Reed, MPH  
Program in Woman-Centered Contraception  
Department of Family & Community Medicine  
University of California, San Francisco





# Roadmap

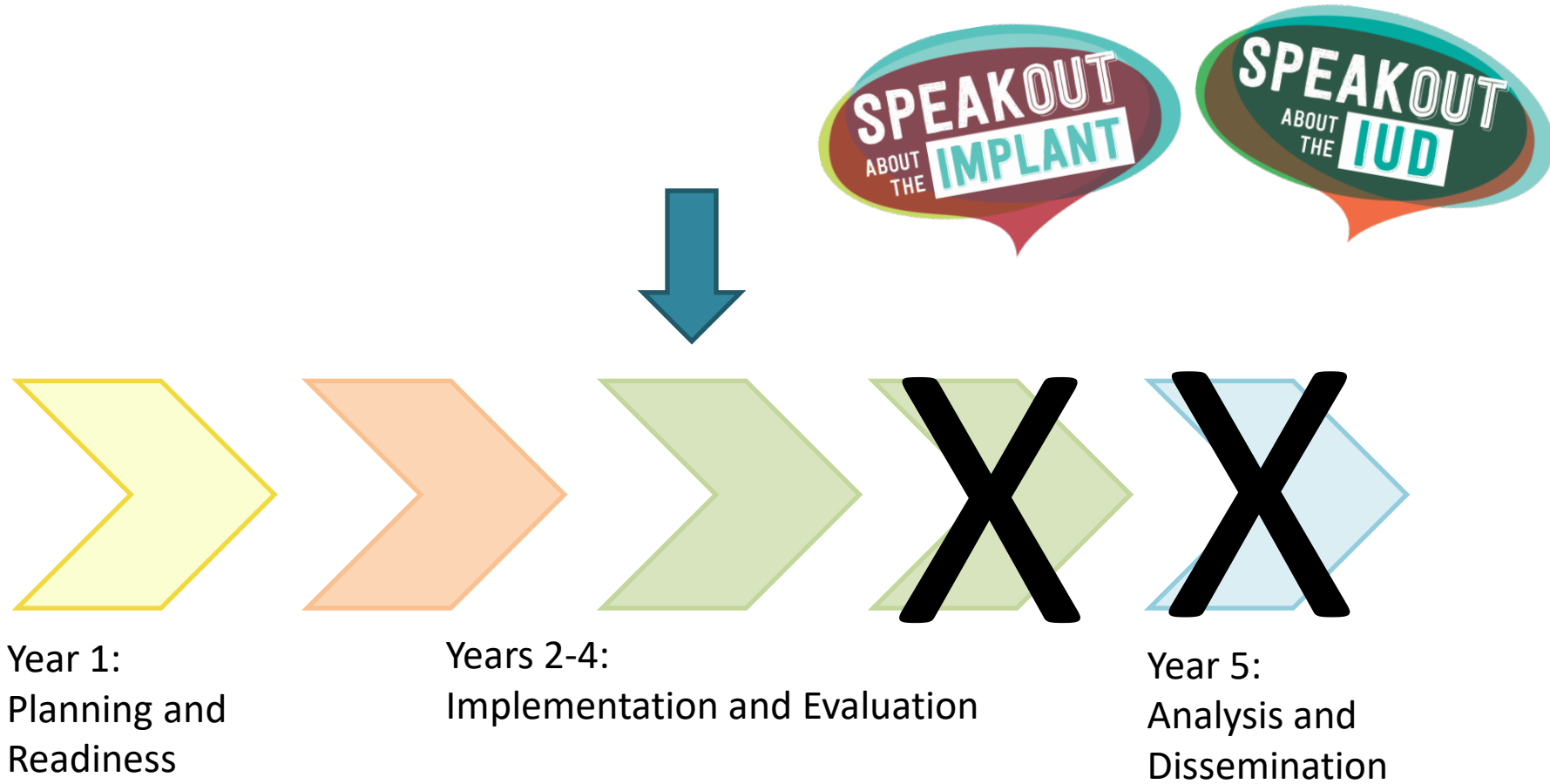
- Project background
- Content of Intervention & Control
- Evaluation design
- Technology used for evaluation
  - REDCap
  - Qualtrics
  - GoogleVoice

## Context

- Social communication plays a big role in women and adolescents' preferences for contraception
- Friends and family are a trusted source of contraceptive information for youth
- IUD's and Implants (LARC) are highly effective
- Incorrect information is prevalent about LARC methods in social communication



# Timeline



# SpeakOut

- *SpeakOut* pamphlets and website
- Weekly text messages for 8 weeks
- Designed to be delivered to current implant and IUD users during clinic appointments
- Encourages users to share their stories and provides info on these methods



# Pamphlets

**SHARE YOUR STORY!**

Your friends might wonder, what is it like to have an implant? You can help them find out! If you tell friends about your implant, they can decide if they want one, too.

**HOW TO BRING IT UP...**

You can talk to a friend about the implant when...

- » Their phone alarm goes off to take their pill.
- » They say they have heavy or painful periods.
- » They say they don't want to get pregnant.
- » You're talking about birth control anyway!

**TALK ABOUT...**

**Why you chose the implant.**

- » Different people choose different birth control methods for their own reasons. What made you like the implant?

**How it felt to get it inserted.**

- » Did it feel how you thought it would?

**Where the clinic is...**

- » ...and share the phone number or website you used to make an appointment.

**How it's going for you.**

- » Now that you have it, how do you like it?

**How they can get the IUD for free...**

- » ...and nobody has to know about it! Young people can get free birth control confidentially in California. Clinic staff can sign them up for a program called FamilyPACT so they can get it!

**THEY MIGHT WANT TO KNOW...**

- » The implant prevents pregnancy better than the pill or the shot.
- » You don't have to remember to take your method every day. The implant works by itself for 3 years. If you want, you can get the implant taken out at any time.

For most people, the implant is invisible.

The implant can make your period lighter or go away completely. It may also cause irregular periods or spotting.

» Everyone is different, and their side effects might not be like yours.

Get more information and hear real stories from implant users at [SPEAKOUTIMPLANT.ORG](http://SPEAKOUTIMPLANT.ORG)

## HOW TO BRING IT UP...

You can talk to a friend about the implant when...

- » Their phone alarm goes off to take their pill.
- » They say they have heavy or painful periods.
- » They say they don't want to get pregnant.
- » You're talking about birth control anyway!

## YOU MIGHT BE WONDERING...

### IS THE IUD SAFE?

Yes. IUDs have been used safely by millions of people in the U.S. Getting an IUD does not cause infections.

### DOES IT HURT TO GET INSERTED?

Everyone is different, but a lot of people say it didn't hurt as much to get an IUD inserted as they thought it would.

It's important to learn about your birth control options and find the right method for you! Ever thought about using an IUD? [Get to know more about it here.](#)

**WHAT'S AN IUD?**

The IUD is a tiny, flexible, T-shaped piece of plastic. It has either hormones in it or copper, wrapped around it, which make it hard for a sperm to meet an egg and cause a pregnancy. It can be left in for up to 10-12 years depending on the type you choose.

**WHERE WOULD IT BE IN MY BODY?**

The IUD sits in your uterus. Your healthcare provider at the clinic will insert the IUD into the vagina and through the cervix. Once it's in, your cervix keeps it in place and you can't feel it. Your provider can easily take it out by pulling on the IUD's strings.

**YOU MIGHT BE WONDERING...**

**IS THE IUD SAFE?** Yes, IUDs have been used safely by millions of people in the U.S. Getting an IUD does not cause infections.

**DOES IT HURT TO GET INSERTED?** Everyone is different, but a lot of people say it didn't hurt as much to get an IUD inserted as they thought it would.

**CAN I GET AN IUD EVEN IF I'VE NEVER HAD A BABY?** Yes! You can get pregnant any time after removing it. The IUD will not make it harder to get pregnant in the future.

**CAN I GET AN IUD EVEN IF I'VE NEVER HAD A BABY?** Yes! IUDs are totally safe for people who haven't had a baby.

**CAN IT MOVE AROUND THE BODY OR FALL OUT?** Once the IUD is inserted, it doesn't move. It's very unlikely that it will fall out.

**WHAT ABOUT THE IUD AND STIS?** IUDs do not protect you from sexually transmitted infections. Use condoms to prevent STIs.

**MANY PEOPLE LIKE THAT IT IS...**

- **EFFECTIVE** - It's over 99% effective, so it's better at preventing pregnancy than other methods like the pill or the shot.
- **CONVENIENT** - The IUD works by itself! You don't have to remember to do anything.
- **LONG-TERM** - The hormonal IUD lasts 3-5 years, and the copper IUD lasts up to 10 years!
- **REVERSIBLE** - You can have it taken out at a healthcare center any time you want.
- **ESTROGEN-FREE** - The hormonal IUD only has the hormone Progesterin, and has fewer hormones than methods like the pill or the shot. The copper IUD is hormone-free.
- **PRIVATE** - No one can see that you have an IUD, but if you have sex, your partner might feel the strings.

**AND YOU CAN GET ONE FOR FREE!**

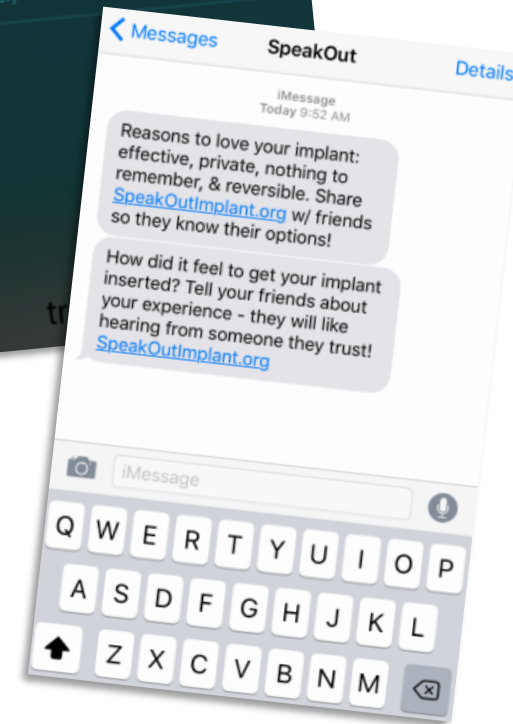
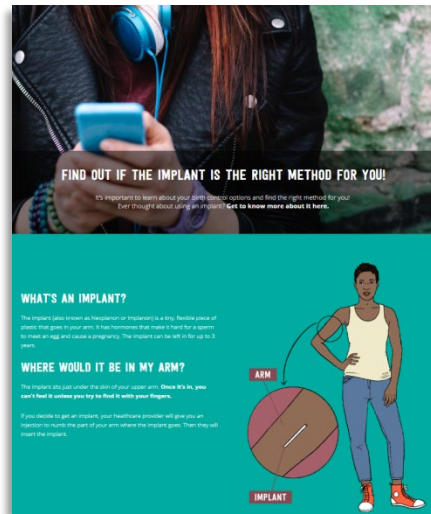
- Young people in California can get birth control for free, and no one else has to know about it!
- Ask clinic staff about how to sign up for a confidential program called FamilyPACT.

**WHAT ABOUT SIDE EFFECTS?**

Side effects are different for everybody. Some people say their hormonal IUD causes less cramping and lighter periods. Some people will stop having a period completely. This is totally safe.

Some people say their copper IUD causes heavier periods and more cramping. After 6 months, many people's periods and cramping will go back to normal.

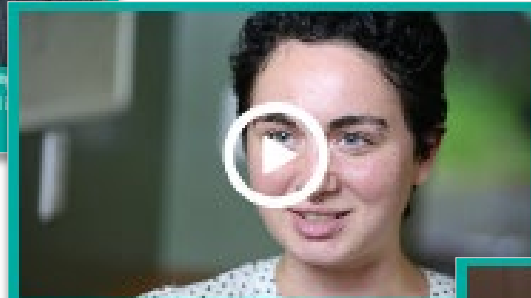
# Website



# Real Stories



Andrea chose the implant (known as Nexplanon or Implanon) because it's great at preventing pregnancy. She loved it so much she got another when her first ones time was up!



Audrey wanted a long-term method that she didn't have to think about. Her periods are more irregular now, but she thinks it's worth it because they are lighter and less crampy.



Abigail decided to get the implant because she wouldn't have to think about it every day. She says the implant makes it possible to prevent pregnancy until she finishes school and is ready.

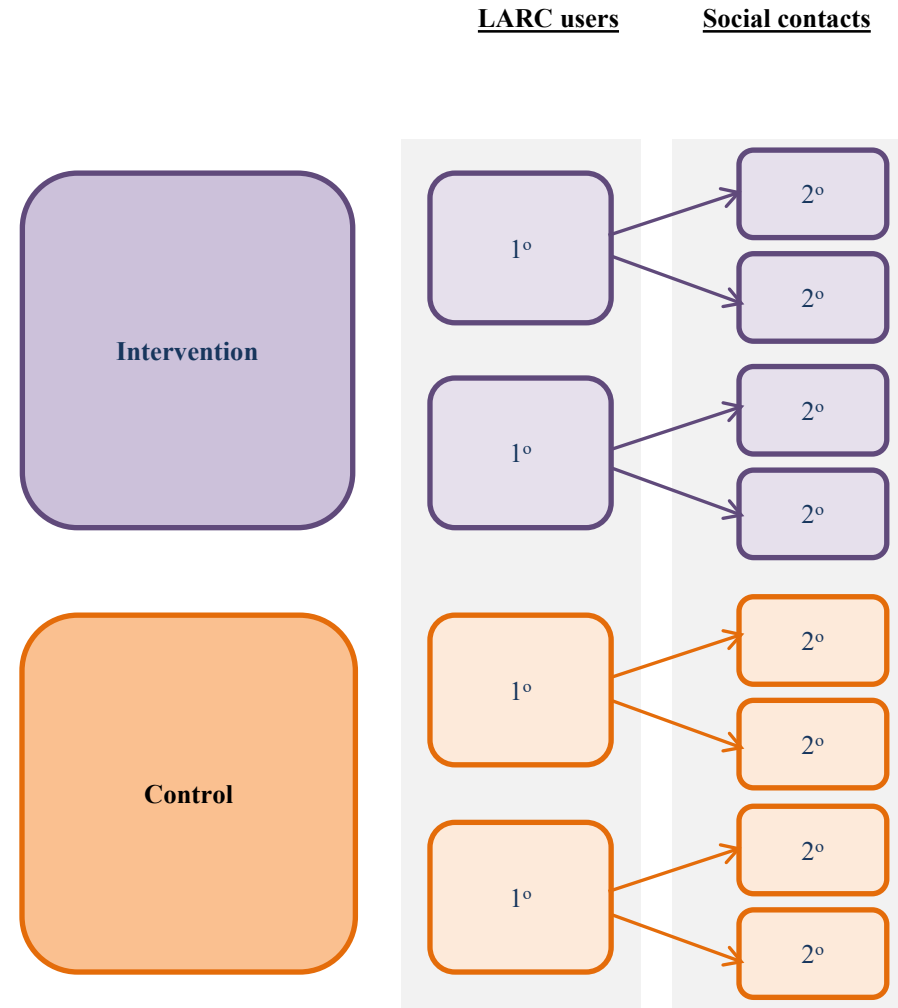
# PartyWise – control Intervention

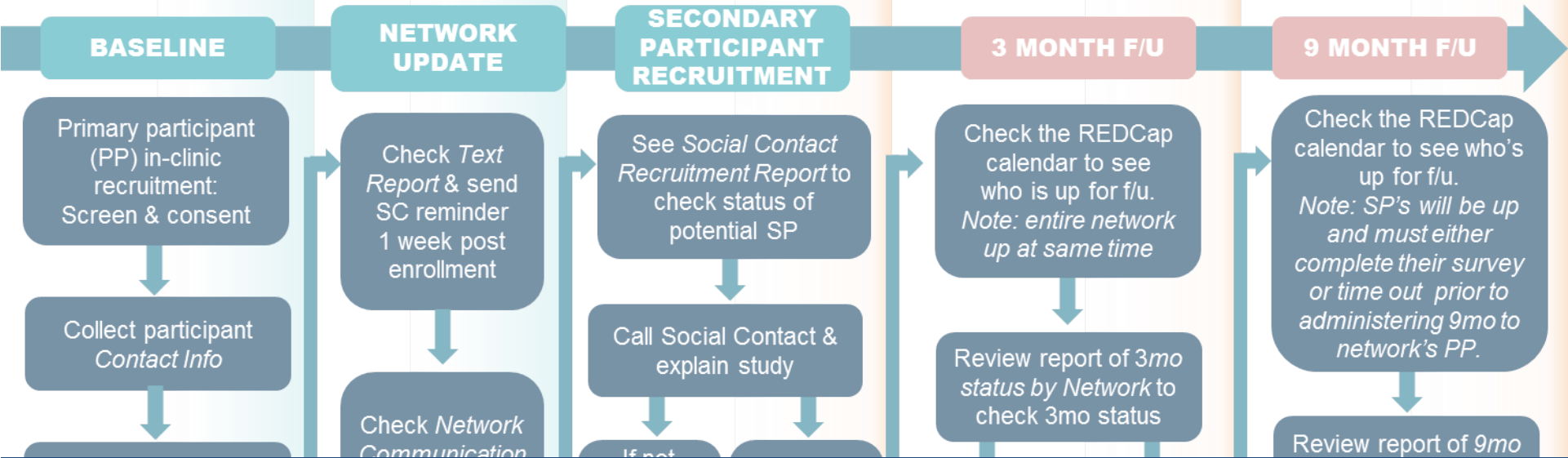
- PartyWise handout and website
- Weekly text messages for 8 weeks
- Designed to be delivered during clinic appointments
- Encourages participants to think about the choices in their lives related to alcohol

The collage consists of three overlapping images. The top image is a handout titled "PARTY WISE Alcohol and staying safe" with the website "www.partywise.org". It includes sections on "How alcohol affects men and women", "How much drinking is a 'binge'?", and "What is 'one drink'?". The middle image is a website sign-up page for "PARTY WISE Alcohol and Staying Safe" with a "Sign up for Party Wise texts" button and a text input field for a cell phone number. The bottom image is a website page titled "PARTY WISE Alcohol and Staying Safe" with a section "What is 'one drink'?" and "What's more than a 'standard drink'?" featuring images of various alcoholic beverages. The UCSF and UC Davis logos are visible in the bottom right corner of the collage.

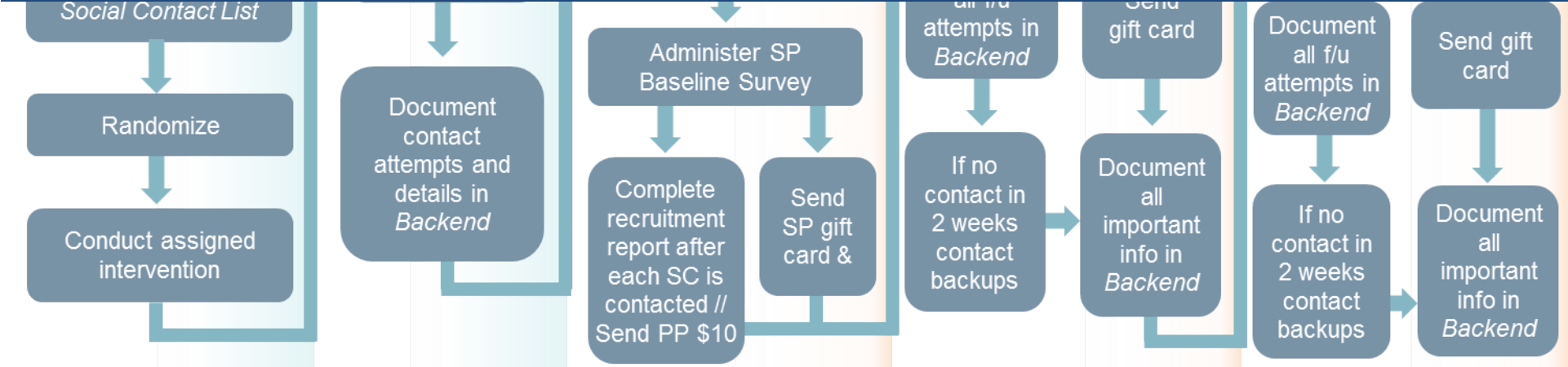
# Evaluation Design

- Primary participants recruited from 8 clinics to receive *SpeakOut* or control intervention, *PartyWise*
- Secondary participants (peers) recruited through network sampling process
- Surveys administered at baseline and 3-months post intervention delivery





So many steps!



# Research Electronic Data Capture



- HIPAA compliant, web-based survey system
- Scheduling support
- Easy to customize
- Randomization tool
- Ability to track & limit user activity

Study ID **test**  
Arm 1: English

Data Collection Instrument	Baseline	SP 3 month follow-up	SP 3 month f/u alt contacts	PP 3 month follow-up	PP 3 month f/u alt contacts
PRIMARY Backend	<input checked="" type="checkbox"/>				
PRIMARY Contact Information (survey)	<input checked="" type="checkbox"/>				
PRIMARY Baseline (survey)	<input checked="" type="checkbox"/>				
Social Contacts List (survey)	<input checked="" type="checkbox"/>				
Quality And Fidelity (survey)	<input checked="" type="checkbox"/>				
Network Recruitment Update	<input type="checkbox"/>				
Social Contact Eligibility Screening	<input type="checkbox"/>				
SECONDARY Backend	<input type="checkbox"/>				
SECONDARY Arm Assignment (survey)	<input type="checkbox"/>				
SECONDARY Baseline (survey)	<input type="checkbox"/>				
SECONDARY 3mo follow-up (survey)		<input type="checkbox"/>			
PRIMARY 3mo Followup (survey)		<input type="checkbox"/>			
Intervention Engagement Followup (survey)	<input type="checkbox"/>				
Delete all data on event:	<input checked="" type="checkbox"/>				

# E-consenting in Qualtrics

**UCSF**  
University of California  
San Francisco

Primary Participant Informed Consent  
September 2017

IRB NUMBER: 16-18206  
IRB APPROVAL DATE: 08/19/2017  
IRB EXPIRATION DATE: 05/19/2018

Study ID (enter number only)

---

**UNIVERSITY OF CALIFORNIA, SAN FRANCISCO  
CONSENT TO PARTICIPATE IN A RESEARCH STUDY**

**Study Title: UCSF Share Health Study**  
This is a study on health programs about birth control and alcohol for young people. The study researchers, Christine Dehlendorf, MD, MAS and her research team from the UCSF Department of Family and Community Medicine will explain this study to you.

Research studies include only people who choose to participate, so please take your time to make your decision. If you have any questions, you may ask the researchers.

You are being asked to take part in this study because you:

- Are between 15 and 19 years old
- Are comfortable asking your close friends and family to join a health study

**Why is this study being done?**  
The purpose of this study is to provide information about health programs for young people, and how young people talk to their friends about their health.

**How many people will take part in this study?**  
About 2,250 people will take part in this study.

>>

**CONSENT**

PARTICIPATION IN RESEARCH IS VOLUNTARY. You have the right to say that you don't want to be in this study, or to withdraw from it at any point without penalty or loss of benefits.

Do you wish to participate in this study? We will give you a copy of this form to keep.

Yes No

---

The next sentence refers to the use of medical claims data as discussed above. Please read the sentence below and think about your choice. After reading the sentence, check "Yes" or "No." If you have any questions, you may ask the researcher.

No matter what you decide to do, it will not affect your care.

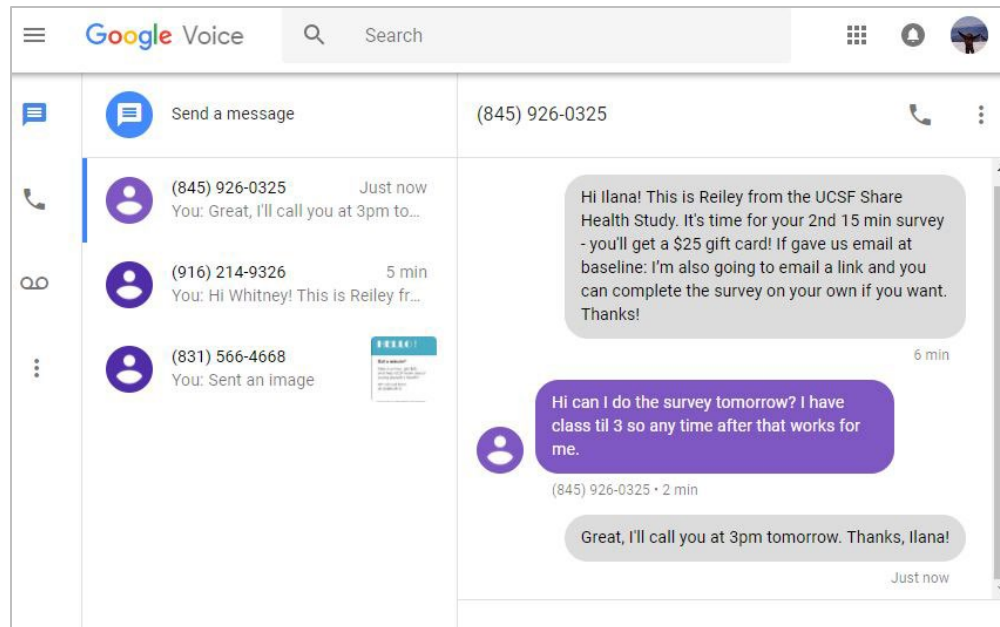
*My FamilyPact or Medi-Cal data may be used to help learn about health programs for young people.*

Yes No

<< >>

# GoogleVoice

- Ability to forward to 5 phones
- Call and text history easily tracked and deleted



# Primary Participant Baseline Processes

- Primary Participants recruited in-clinic & consented
- Baseline survey administered via on an iPad
- List of peers who may be interested in study participation entered in on an iPad
- Paper and digital study info cards given to support recruitment of peers
- Randomization

Two screenshots of the REDCap interface are shown. The top screenshot is titled "Social Contacts List" and displays a table with four rows for "Name 1" through "Name 4". The "Name 3" row is highlighted in green and contains the name "Ilena". The bottom screenshot is titled "Share Health Study Survey" and shows a survey form with several questions. The first question is "What is the reason for your clinic visit today?" with radio button options: "I am getting an IUD today", "I am getting a contraceptive implant (Nexplanon) today", "I have a follow-up appointment for my IUD or contraceptive implant (Nexplanon)", and "Other". The second question is "Do you have to pay money for any part of your clinic visit today?" with radio button options: "Yes", "No", and "Don't Know". The third question is "What language or languages do you usually speak when you are at home or with your family?" with checkbox options: "English", "Spanish", "Chinese language such as Mandarin or Cantonese", and "Other language". The fourth question is "What is your date of birth?" with a date picker set to "Today" and a "Submit" button at the bottom.

# Social Network Recruitment



- Network update text sent 1-week post-intervention
- Phone call to Primary Participant 2-weeks post-intervention
- Social Contacts interested in participating are screened and consented by phone, using a screening instrument
- Once consented, a separate record is created for Secondary Participants

**Social Contact #1**

1. Did you ask Christine if they are OK with us contacting them about the study?  Yes  No

What did Christine say?  OK to be contacted by the study  Does not want to be contacted by the study

Would Christine prefer to be called in English or Spanish?  English  Spanish

What is Christine's phone number?

Can we text them about the study?  Yes  No

Email:

If we ever have trouble getting in touch with you about the study, can we contact Christine to help get in touch with you?  Yes  No

**Social Contact #2**

2. Did you ask Edith if they are OK with us contacting them about the study?  Yes  No

Why didn't you ask Edith if they were OK with the study contacting them?  I wasn't able to get in touch with her  I forgot to ask her  I didn't feel comfortable asking her

**Social Contact #3**

3. Did you ask Paula if they are OK with us contacting them about the study?  Yes  No

**Backup Contact and Network Update Documentation**

Is the back up contact (carroll) this participant listed at baseline the same as any of the social contacts they approved as back up contacts above?  Yes  No

What is this participant's network update status?  Complete  In process, participant still needs to tell social contacts about the study  Incomplete, unable to reach the participant  Timed out without completing the Network Update

NorCal/UCSF Network Communication Status										
Study ID record_id	Event Name redcap_event_name	Has the participant been sent a text a reminder text for their network follow-up call? p_networktext	Can we text you at this number? We will identify as a [baseline_a ... _usc_ucs] study when we text. p_ppttextok	When did the participant enroll in the study? p_enrollment	When does their Social Network update time start? *schedule 2 weeks from intervention delivery* socnetworkdate	By what date should we have reached the participant's social contact ... e* *4 weeks post-Intervention* sc_rct_due	What is this participant's network update status? networkstatus	Network Update Notes (ex. sent gift cards for Social Contacts, how ... as the participant contacted?) p_networknotes	First and last name: p_pptname	Phone number (with area code): p_pptphone
test	Baseline (Arm 1: English)	Yes (1)	No (0)	10-19-2017	11-02-2017	11-16-2017	In process, participant still needs to tell social contacts about the study (2)	10-26-17 IAS - network update reminder text sent. ppt responded to call her at 3pm. Ppt had info re 1 SC.	Reiley	(415) 206-8699



# Participant Communication Reminders

- Network update and social contact recruitment calls scheduled with reports
- All follow-up surveys scheduled in calendar



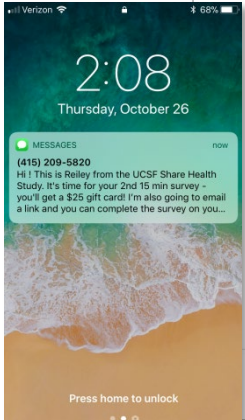
NorCal/UCSF SC Recruitment Report							
Study ID record_id	Name scb3	What is [scb3]'s phone number? scb3_pn	What did [scb3] say? scb3_opt_in	What is [scb3]'s contact status? scb3_contactstatus	Notes regarding SC recruitment contact: scb3_contactnotes	What is this person's Study ID? Their primary's study ID is [record_id]. sc3_studyid	Has their primary's gift card been arranged? sc3_ppgiftcard
<a href="#">test</a>	Paula	323-374-5575	OK to be contacted by the study (1)	Contact complete; social contact has been given information about the study (1)	10-25-17 rr: tc to ppt, screened and consented. gc sent to PP.	test_a	Yes (1)

October 2017						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2 P339 - f/u attempt - times out p343a - f/u attempt p404a - f/u attempt p614b - f/u attempt P341 - f/u attempt p207a - f/u attempt	3 P339 - check survey response p614b - f/u attempt P341 - f/u attempt	4 p614b - f/u attempt P341 - f/u attempt - TO tomorrow P219 (Baseline)	5 P341 - f/u attempt - TO p614b - f/u attempt	6 p614b (SP 3 month f/u alt contacts) P206 (PP 3 month follow-up) P207 (PP 3 month follow-up)	7
8	9 p614b - f/u attempt and alternate P206 - f/u attempt P348 (Baseline) P12 (PP 3 month follow-up) P342 (PP 3 month follow-up)	10 P342 - f/u attempt P12 - f/u attempt p614b - f/u attempt P612 (PP 3 month follow-up) P613 (PP 3 month follow-up) P208 (PP 3 month follow-up)	11 P12 - f/u attempt at 3:45 p614b - f/u attempt P612 - f/u attempt at 1pm P613 - f/u attempt P343 (PP 3 month follow-up)	12 p614b - f/u attempt P613 - f/u attempt at 12pm P343 - f/u attempt	13 p614b - f/u attempt P613 - call before 4:15 P343 - f/u attempt P614 (PP 3 month follow-up) P220 (Baseline) <a href="#">-2 more</a>	14
15	16 P613 - f/u attempt (call before 3pm) P614 - f/u attempt P406a - f/u attempt p614b - f/u attempt	17 P201 - f/u with alternate contacts P101 - PP 9 mo f/u alternate contacts p510a (SP 3 month follow-up)	18 p510a - f/u attempt P614 - f/u attempt p614b - f/u attempt P209 (PP 3 month follow-up) P210 (PP 3 month follow-up)	19 p510a - f/u attempt P614 - f/u attempt p614b - f/u attempt P211 (PP 3 month follow-up)	20 p614b - f/u attempt - time out P614 - f/u attempt p408b (SP 3 month follow-up) p408a (SP 3 month follow-up)	21
22	23 p614b - check survey response p408a - f/u attempt p408b - f/u attempt p408b - f/u attempt	24 p408a - f/u attempt P614 - f/u attempt P410 (Baseline) P208 (PP 3 month f/u alt contacts)	25 p408a - f/u attempt P614 - f/u attempt P614 - f/u attempt P343 (PP 3 month f/u alt contacts)	26 P614 - f/u attempt - no phone! p408a - f/u attempt	27 P614 - f/u attempt p408a - f/u attempt P614 (PP 3 month f/u alt contacts) P406a (SP 3 month f/u alt contacts) P406b (SP 3 month f/u alt contacts)	28
29	30	31 p510a (SP 3 month f/u alt contacts)				

# Survey Administration



- Surveys are administered in person, by phone with a RA or independently via emailed survey link
- Follow-up reminders made via phone call and text using Google Voice and email through REDCap, based on participant preferences



Verizon 68%  
2:08  
Thursday, October 26  
MESSAGES  
(415) 209-5920  
Hi! This is Reiley from the UCSF Share Health Study. It's time for your 2nd 15 min survey - you'll get a \$25 gift card! I'm also going to email a link and you can complete the survey on you...

Share Health Study Survey

Thank you for participating in this study. When you are finished with the survey, we will send you a \$25 gift card.

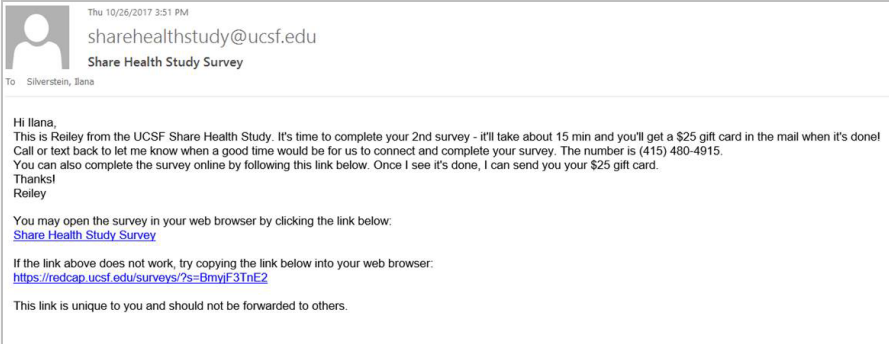
This survey has questions about your health, including experiences with birth control, sexual activity, alcohol, tobacco, and other drugs. Please fill out this survey as completely and honestly as you can. Your answers will be kept private and will only be used for research purposes. Your name will never be kept with your answers. Please let the research staff know if you need help or are uncomfortable answering any questions.

What birth control method(s) are you currently using to prevent pregnancy?

Check all that apply:  
\* must provide value

- Pill (Birth control pill)
- Patch (Birth control patch)
- Ring ("Nuvaring")
- Shot ("Depo")
- Hormonal IUD (Mirena, Liletta, or Skyla)
- Non-hormonal IUD (Paragard or "copper T")
- Implant (Nexplanon or Implanon, rod under skin of arm)
- Condoms
- Withdrawal/pulling out
- Other
- I am not currently using a method to prevent pregnancy

Next Page >>



Thu 10/26/2017 3:51 PM  
sharehealthstudy@ucsf.edu  
Share Health Study Survey

To: Silverstein, Ilana

Hi Ilana,  
This is Reiley from the UCSF Share Health Study. It's time to complete your 2nd survey - it'll take about 15 min and you'll get a \$25 gift card in the mail when it's done!  
Call or text back to let me know when a good time would be for us to connect and complete your survey. The number is (415) 480-4915.  
You can also complete the survey online by following this link below. Once I see it's done, I can send you your \$25 gift card.  
Thanks!  
Reiley

You may open the survey in your web browser by clicking the link below:  
[Share Health Study Survey](#)

If the link above does not work, try copying the link below into your web browser:  
<https://redcap.ucsf.edu/surveys/?s=BmyF3TnE2>

This link is unique to you and should not be forwarded to others.

# Recruitment & follow-up numbers so far...

## Enrollment

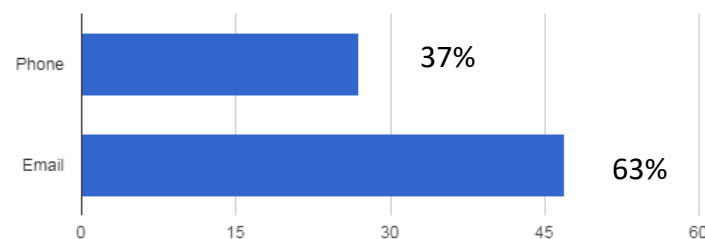
Primary Participants: 111  
Secondary Participants: 83



## Primary Participants

Follow-up rate: 85%

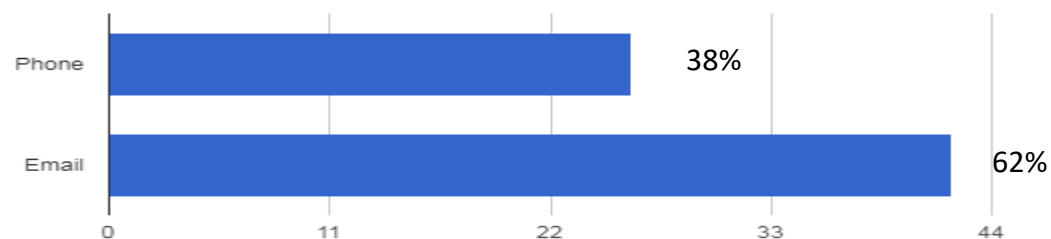
*Survey Completion Method*



## Secondary Participants

Follow-up rate: 93%

*Survey Completion Method*



## Next Steps

- Continue recruitment through the end of 2017 and in to early 2018
- Conduct analysis on available data in 2018
- Currently pursuing other funding opportunities to complete rigorous evaluation of *SpeakOut*





# Thank you!

Reiley Reed  
reiley.reed@ucsf.edu

