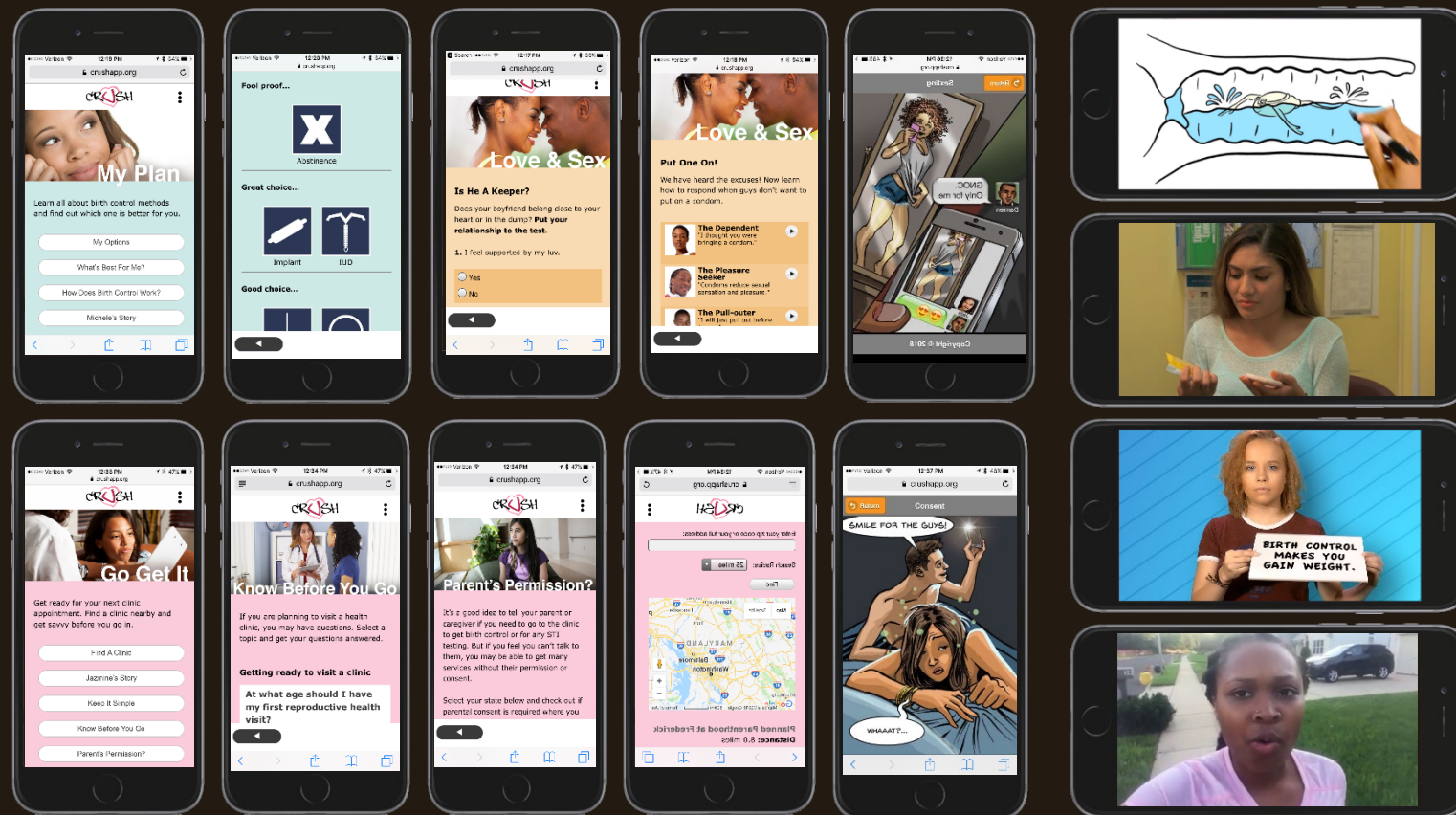
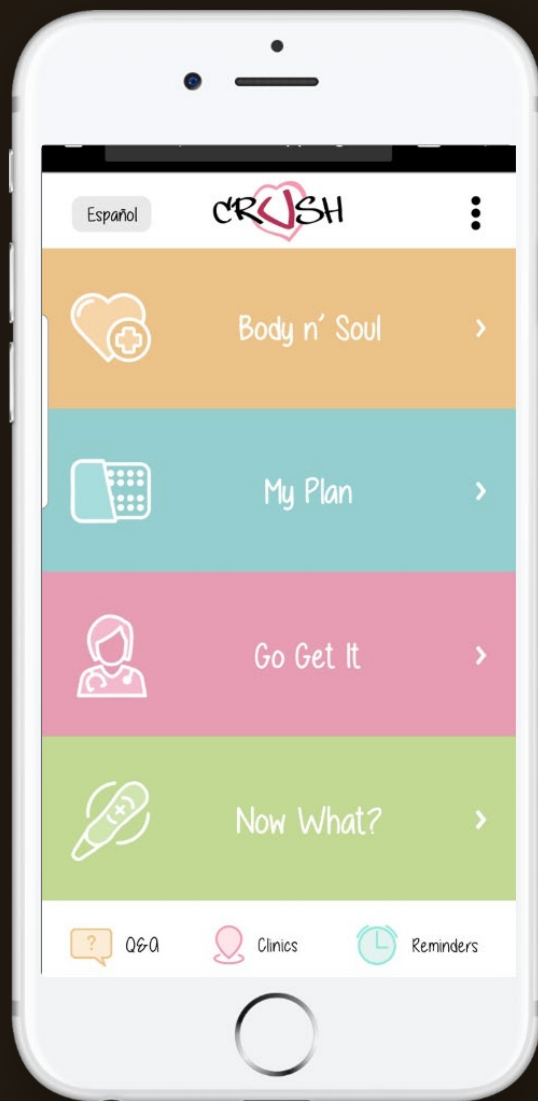


**On how health  
behavior theories  
are important, but  
not the whole story  
in developing  
effective digital  
content.**

Genevieve Martínez-García, PhD  
Director, Innovation & Research



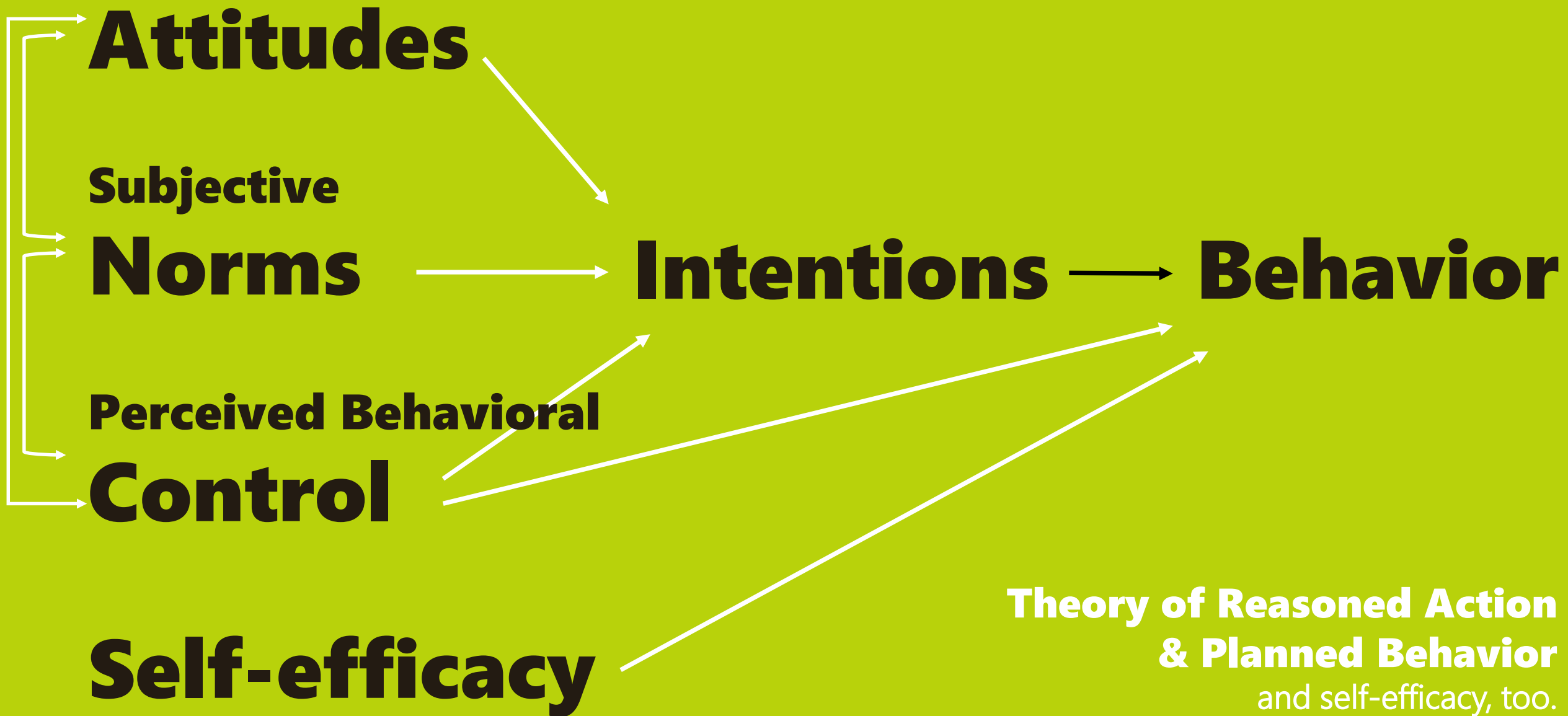
Healthy Teen Network



# MyCrush.org

# Theory of Reasoned Action & Planned Behavior

And a bit of  
Self-Efficacy & Social  
Cognitive Theory too.



Name: **Put One On!**

Delivery Method: Audio  
Topic: Condom use

**Description/Purpose:**

Show negotiation tactics to improve condom use among couples.

**Constructs Addressed:**

- Knowledge, attitudes, perceived behavioral control and self-efficacy on condom use.

### Male Excuses

Profile Name	Excuse	Comeback
The Show Stopper	"Stopping to put on a condom ruins the moment."	Not if I do it. I know a special way to put it on that you will love.
The Pleasure Seeker	"Condoms reduce sexual sensation and pleasure."	Being protected turns me on! We can try a thin condom to keep up sensation. Beside if you don't use one, you won't feel a thing because I won't have sex.



Name: **Know Before You Go**

Delivery Method: Text  
Type: Clinic Visitation Advice

**Description/Purpose:** Provide information about what young women can expect when visiting a clinic including timing, privacy, confidentiality, service and testing related to clinical services.

**Constructs Addressed:**

- Self-efficacy on visiting a clinic.
- Knowledge on what to expect when visiting a health clinic.

**Introductory Text:** If you are planning to visit a health clinic, you may have questions. Select a topic and get your questions answered.

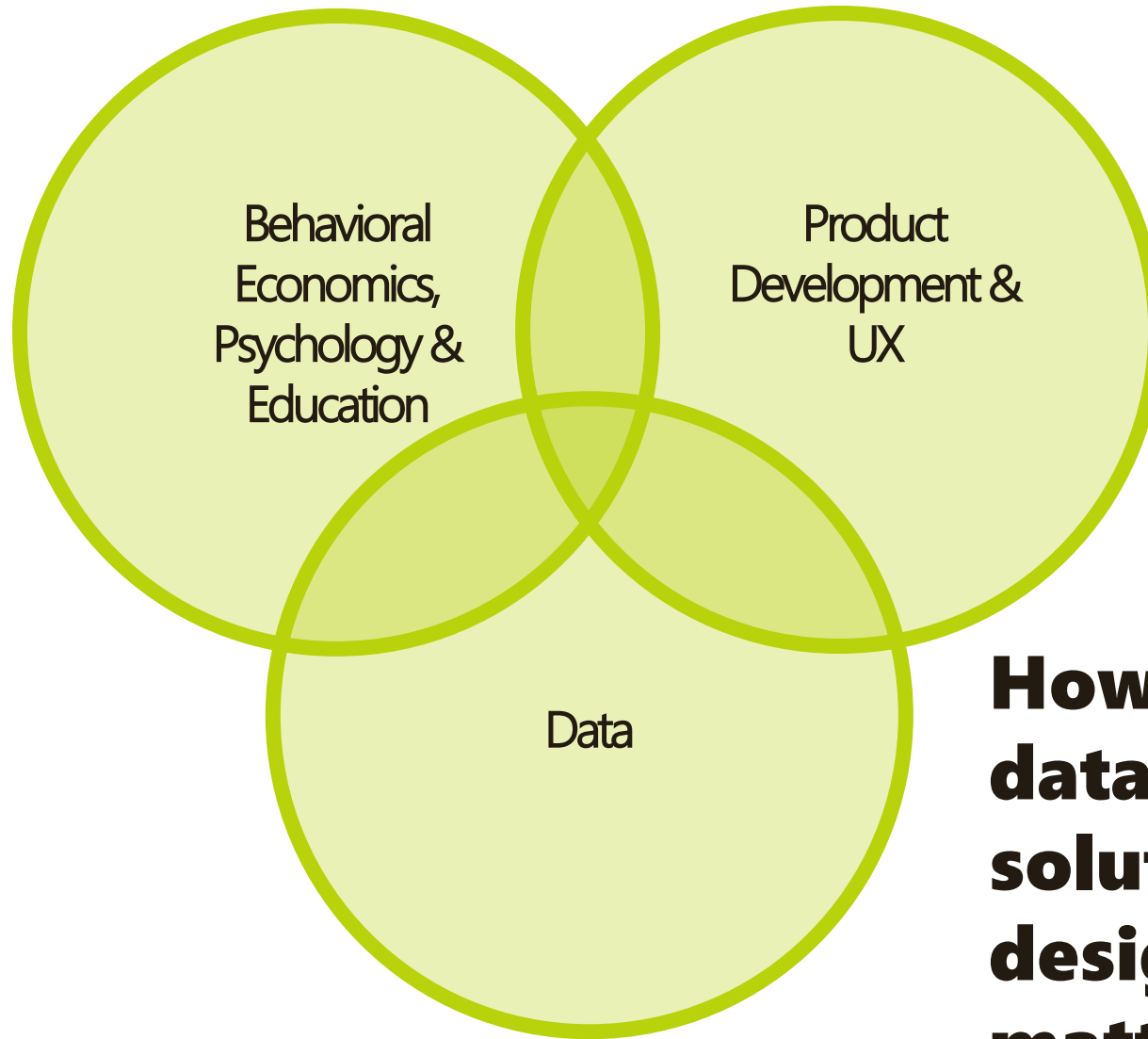
Questions	Answers
<b>Getting ready to visit a clinic.</b>	
At what age should I have my first reproductive health visit?	You should have your first reproductive health visit when you are 13-15 years old. If you are sexually active, your doctor will want to screen you for sexually transmitted infections (STI) and discuss birth control options with you. You may not need to have a pelvic exam.

**Behavior change  
theories rock!**

**...but!**

**On how health  
behavior theories  
are important, but  
not the whole story  
in developing  
effective digital  
content.**

**Ignore user's  
nature in  
interacting with  
technology and  
digital products.**



**How you gather data, identify the solution, and design your UX matters.**

**What will  
make them  
use our  
product?**



**Triggers**

**What will  
make them  
come back?**



**Stickiness**

**What will  
persuade  
them to  
change?**



**Persuasion**

**Don't pick a lens...**



Theory



Value proposition



UX/UI

**Use them all!**



## **Genevieve Martínez-García, PhD**



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Healthy Teen Network