

Using Media to Address Adolescent Sexual Health: Lessons Learned at Home

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Overview

- Less data on U.S. interventions
 - Private media market limits educational programming
 - New approaches tried
- Some evidence that media can be effective at changing adolescent sexual health

Types of Interventions

- Public service announcements
- Entertainment education
- Social marketing
- Media advocacy
- New technology

PSA Campaign: Two-City Safer Sex Campaign

- Lexington, KY with Knoxville, TN as a control city
- 10 TV PSAs, based on 40 focus groups
- Goal:
 - increase safe sex behavior among youth with high levels of sensation-seeking and impulsive decision-making.
- └ Audience segmented by sensation-seeking level

Two-City Safer Sex: Results

- Method:
 - Monthly random samples of 100 were surveyed in each city for 21 months
- Exposure:
 - 85-96% reported seeing one or more of the PSAs
- Significant 5-month increase in:
 - condom-use self-efficacy
 - behavioral intentions
 - condom use
- Overall 13% increase in safer sex acts

It's Your Sex Life

Now called "Think MTV" by KFF & MTV

Media:

Special MTV programming

PSAs

sexual health website for youth

(www.think.mtv.com)



Tell your story
Upload your media
Inspire **CHANGE**

It's Your Sex Life: Results



- Method:
 - 2003 survey of MTV viewers (ages 16 to 24)
- Results:
 - After seeing campaign ads, participants said they were more likely to:
 - use condoms (73 percent),
 - wait to have sex (60 percent),
 - talk with a partner about safe sex (49 percent),
 - talk with a parent about sexual risks (28 percent)

Talk to Your Kids About Sex

- 32 counties in North Carolina for 9 mos.
- Media:
 - Radio PSAs
 - TV PSAs
 - billboards
- Goal:
 - promote parent-child communication.

Talk to Your Kids About Sex: Results

- Method:
 - Post-exposure telephone survey of 1,132 parents of adolescents
- Results:
 - A positive association found between campaign exposure and self-reported frequency of talking to children about:
 - STDs
 - teen pregnancy
 - Contraception
 - Exposure to each media component associated with parents recently having talked intentions to talk in the next month

Entertainment-Education

- The Media Project
 - By Advocates for Youth
 - Collaborates with popular TV shows:
 - *ER,*
 - *Girlfriends,*
 - *Grey's Anatomy,*
 - *The George Lopez Show,*
 - *Judging Amy,*
 - *Law & Order*
 - *The Bold & The Beautiful*

The Media Project



- *ER*:
 - Storyline about a girl who was date raped and treated with emergency contraception.
- Method:
 - 1997-2000, 10 national random-sample telephone surveys of more than 3,500 regular *ER* viewers aged 18+
- Results:
 - Viewers' knowledge of EC increased 17% immediately after viewing
 - Awareness of pill rose from 50% to 67%
 - Among those who had heard of EC, 20% said they had learned about it on *ER*

Media Advocacy

- Example from tobacco:
 - Content analysis of news coverage of tobacco conducted with adolescent survey (n = 98,747) showed coverage increased perceived risk and lowered self-reported recent smoking behavior

Media Advocacy

- Sexual health:
 - **KFF & NBC News**
 - Linked health messages on *ER* with 90-second news segments broadcast after episodes in local newscasts.
 - **The Media Project & 60 Minutes—**
produced *The Pledge* — May 22, 2005—CBS
 - Episode examined virginity pledges and federally funded abstinence-only-until-marriage programs

New Technology: Stand-alone software

■ AIDS Interactive

- Computer program using stories, role models and demonstrations on HIV info
- Method:
 - Tested with 152 college students, experimental design
- Results:
 - Significantly higher HIV knowledge and intentions to practice safe sex with current partners

■ Reducing the Risk

- Results:
 - Participants outperformed controls on knowledge, condom self-efficacy, attitudes toward waiting to have sex, and perceived susceptibility to HIV

New Tech: Combined Interventions

- PowerPoint & web links
 - Clinic-based approach used power point presentations with links to trusted sexual health web sites on waiting room computers
- Results:
 - Teens who viewed presentation were more likely to use two methods of contraception and/or a condom every time they had sex (Howard, 2009).

New Tech: Social Networking Sites

- **Evolve Campaign**

- By Trojan Condoms

- Goal:

- increase the so-cial acceptability of condoms

- Trojan placed "Evolve" advertisements on YouTube and attracted 100,000 viewings, with another 400,000 viewing the ads on www.trojanevolve.com

- Ads were also aired on TV

- <http://www.youtube.com/watch?v=U6krr40mdHM>



Interactive Websites

Stay Teen

PSA contest by the
National Campaign &
MySpace

In one month,
contest attracted
100,000 page views
and 8,000 friends.

www.stayteen.org



New Tech: Cell Phones

- **SexInfo**
 - By Internet Information & Sexuality Services (ISIS) in SF
 - Sexual health text messaging service
 - Text-in questions:
 - "A1 if ur condom broke"
 - "C3 to find out about STIs"
 - "B1 if u think ur pregnant"



ISIS-Inc.



New Tech: Challenges

- Youth ambivalence
- Lack of evaluation data
- Misinformation
- Predators
- Misuse

Youth Ambivalence

- Young people may not like having adults use social networking sites to promote family planning and STD clinics because they see it as “Their Space.”
 - While 60% of high-risk teenagers in SF (n=994) said they wanted clinics to have websites, only 40% thought clinics should have a MySpace page (Ralph, 2009).

Lack of Data

- Promising new interventions still need to be stringently evaluated, and more broadly disseminated once success is established.
- Clinic waiting rooms offer one avenue for evaluating new technology interventions with randomized controlled trials, and may include the possibility of using *behavioral markers* for documenting effects among patients.

Misinformation

- Misinformation
 - Sexual content posted *by* teens may prompt the perception among teens viewers that sex is normal, even glamorous, and risk-free (Moreno, et al., 2009a).
 - Teens who have poor health literacy, (also more at risk for STDs) are more likely to search for information using slang terms, which may lead to less credible sites (Cecchino & Morgan, 2009).

"Sexting"

- Predators
 - Teens who created provocative avatars more likely to receive sexual solicitations from strangers (Noll, 2009).
- Misuse
 - Teens who present themselves as very sexual through provocative pictures may:
 - Objectify themselves
 - Find themselves labeled a "slut"
 - Be more likely to encounter sexual solicitations

Lessons Learned

- Use theoretical design
- Involve audiences in campaign design
- Focus on high-risk audiences
- Promote new behaviors
- Achieve high levels of exposure
- Use new technologies & media advocacy
- Use sound evaluation methods
- Plan for sustainability