

Using Technology, New Media & Mobile for Sexual & Reproductive Health

Cara Silva de Cobell, MPH, Program Manager
ISIS, Inc.

State of the Art in Adolescent Sexual Reproductive Health
Guatemala City, Guatemala
September 10, 2010

Objectives

- Who is ISIS?
- Youth and technology today
- ISIS projects targeting youth
- Involvement

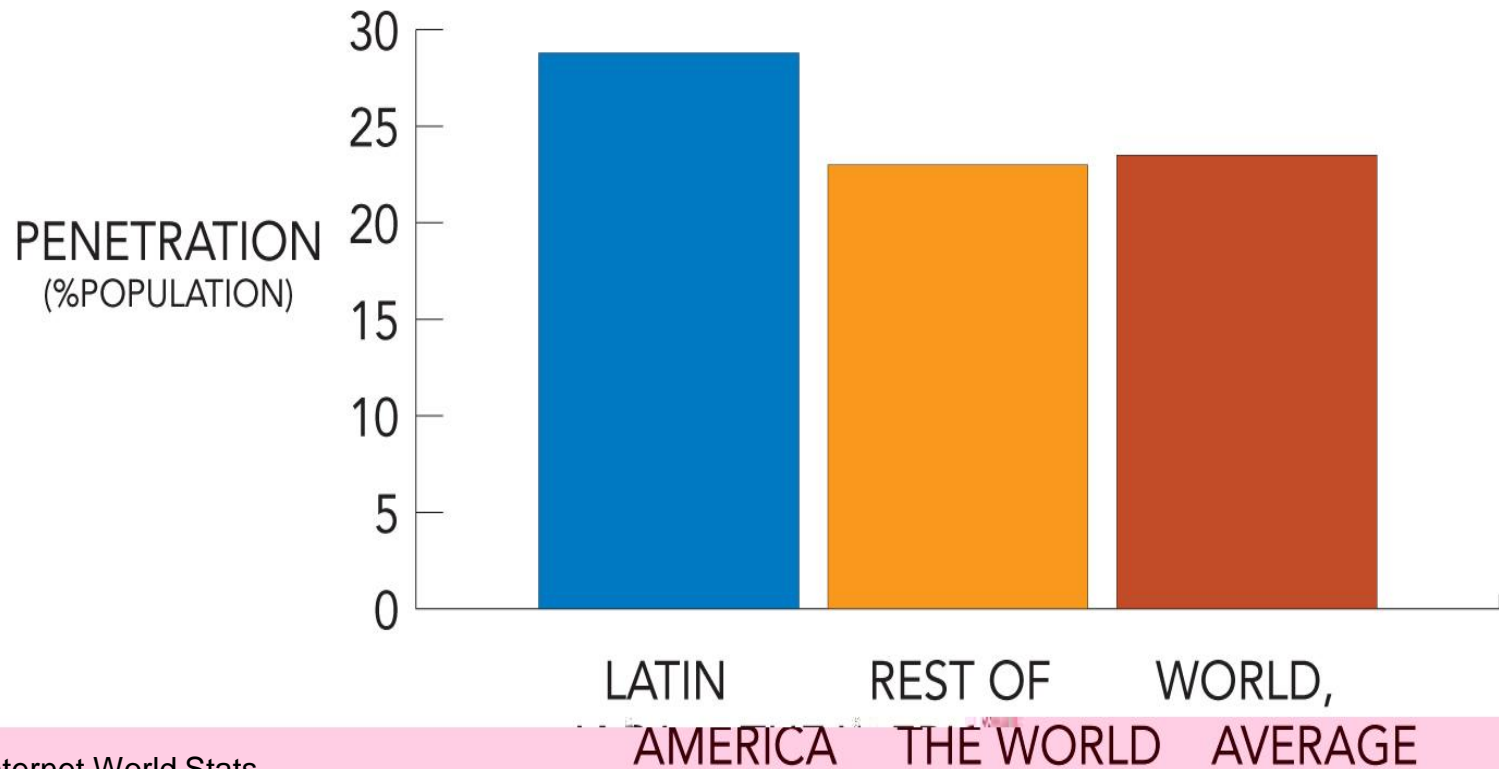
ISIS, Inc.

- Non-profit organization founded in 2001
- Creating new & effective tools to reach people with critical sexual health information
- Providing innovation, leadership, and education for the field

U.S. Youth Online

- 93% of teenagers are on the Internet (Pew)
- U.S. youth aged 8-18 average 44.5 hours per week in front of a screen (KFF).
- 70% of 12-14 year olds have their own phones

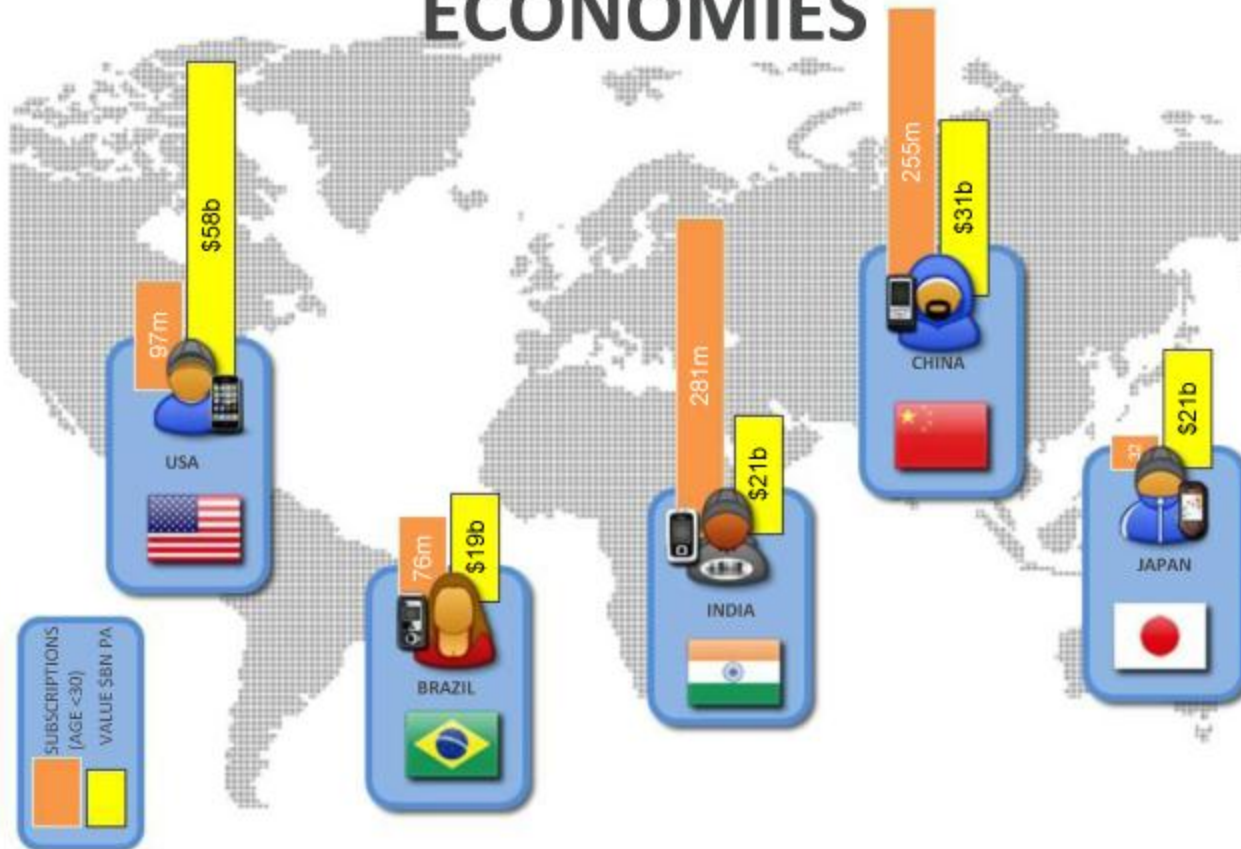
Latin America Internet Penetration, 2008



Source: Internet World Stats
2008 © Miniwatts Marketing Group

THE BIG 5 MOBILE YOUTH ECONOMIES

THE MOBILEYOUTH® REPORT 2010



SOURCE MOBILEYOUTH DATA 2010 AGES 5-29

Latin American Youth Mobile Use

- 32 million teens, 14-18, have a mobile account
- 60.1 million 19-24 year old students have a mobile account

Technology Today

- Today's youth grew up with technology
- Today's youth are multi-taskers, in a constant state of “partial attention”
- Today's youth do not see the Internet or mobile phones as tools; Technology is an indispensable part of their lives.

ISIS Projects for Youth

- SexINFO and HookUP: SMS text messaging
- inSPOT.org: STD ecard notifications
- inbrief: youth contest
- Sex::Tech 2011: conference, April 1-2
www.sextech.org

a new text message service for youth



Home

Advisory Board

Campaigns

Contact Us



Txt "3" if s/he's cheating on u

- If u think s/he's cheating on u, get a checkup 2day STDs can go backforth most times there's no symptoms drop-in City Clinic 356 7th St 415-387-5500

> Plan B:

If you just had sex & are worried you might be pregnant, [click here](#).

> About You...

If you are 12-17 and your sex partners are male, female and/or transgendered, [Click Here](#) to find out about lifestyle choices & STDs that could concern you.

Text "sexinfo" to 61827

*Standard text messaging charges will apply

Supported carriers: AT&T, T-Mobile, Verizon Wireless, Sprint, Nextel, Boost, Alltel, and Virgin Mobile

[HipCricket Terms & Conditions](#)

Designed by health educators at **I.S.I.S., Inc.** with funding from the San Francisco Department of Public Health, **STD Prevention and Control**, and programmed by **Hip Cricket**.



SexINFO Stats

- Developed with Advisory Board of youth workers, clergy members, adolescent medicine professionals, & young people
- 4500 unique inquiries in the first 25 weeks
- Top 3 Inquiries
 1. What 2 do if condom broke
 2. 2 find out about STDs
 3. What 2 do if u think ur pregnant

text hookup to 61827



hookup
weekly sex info & life advice sent to you

we'll send you text alerts with
new info and advice every week
stndrd rates apply
www.teensource.org

text clinic
+ ur zipcode to 61827



www.teensource.org
hookup
weekly sex info & life advice

SMS Tips/Referrals: Hookup

Weekly educational tips. User texts Keyword to begin. Can Stop at anytime.

Penis2vag sex can lead 2 prgncy. Get Plan B after unprotected sex 2 avoid prgncy. CCHD Teen Clinic 2625 King St Tu/Th 2-5 or call M-F 8-5 9286797222

Sxo d pne a vag pde rsltr n mbrzo. Tma Plan B dsps d sxo dsprotgido p evtrlo. CCHD Teen Clinic 2625 King St Ma/Ju 2-5 o yma Lu-Vi 8-5 9286797222



- Online STD partner notification system
 - Peer-to-peer
 - Ecards
- First of its kind
- Modeled after Evites



inSPOT.org

Tell Them & Get Checked

Tell Them → eCard

Get Checked → maps, testing sites

¿Quién? ¿Qué? ¿Cuándo? ¿Dónde?

No importa. Yo recibí una ETS. Quizá tú la tienes también.
Por favor examínate. www.inspot.org

Tu mensaje va aquí.

Esto es de un amigo en **inSPOT** el [ETS] Servicio de Internet para Notificación de Parejas.



It's not what you brought to the party, it's what you left with.

I left with an STD. You might have, too. Get checked out soon. www.inspot.org

Your message goes here.

Esto es de un amigo en **inSPOT** the [STD] Internet Notification Service for Partners Or Tricks.

I got screwed while screwing,
you might have too.



Get checked for STDs if you haven't recently.
www.inspot.org

Your message goes here.



This is from a friend at **inSPOT** the [STD] Internet Notification Service for Partners Or Tricks.

Mucho ojo...



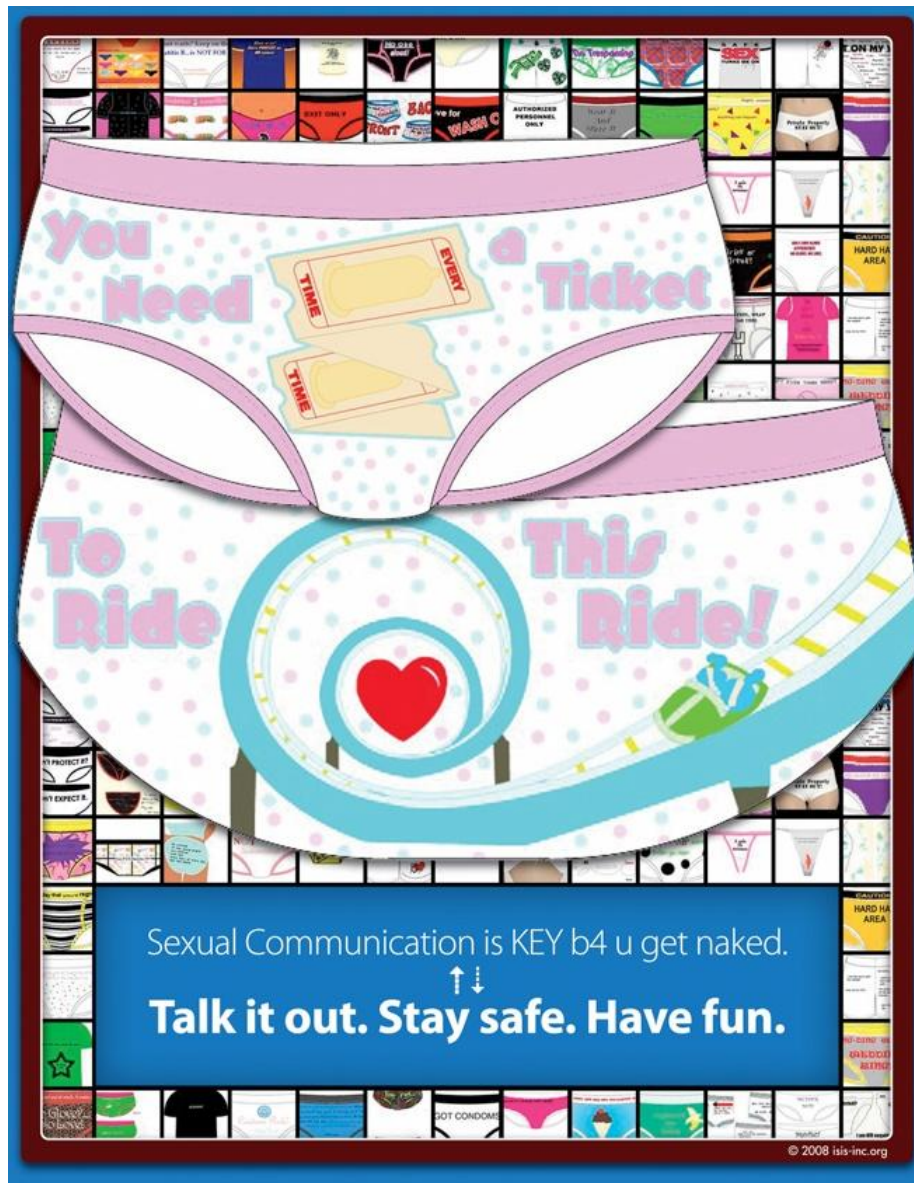
Contagié una ETS desde que jugamos, y tú la puedes tener también. Por favor cuídate. www.inspot.org

Tu mensaje va aquí.

Esto es de un amigo en **inSPOT** el [ETS] Servicio de Internet para Notificación de Parejas.

inSPOT.org Statistics

- 750 people visit the site everyday
- 200 people send cards per month
- Visitors notify an average of 2.5 partners
- 500 e-cards are sent per month
- 80% of cards are sent anonymously
- 80% of cards include a personal message
- 51% of people receiving cards click-through for more info about testing and treatment

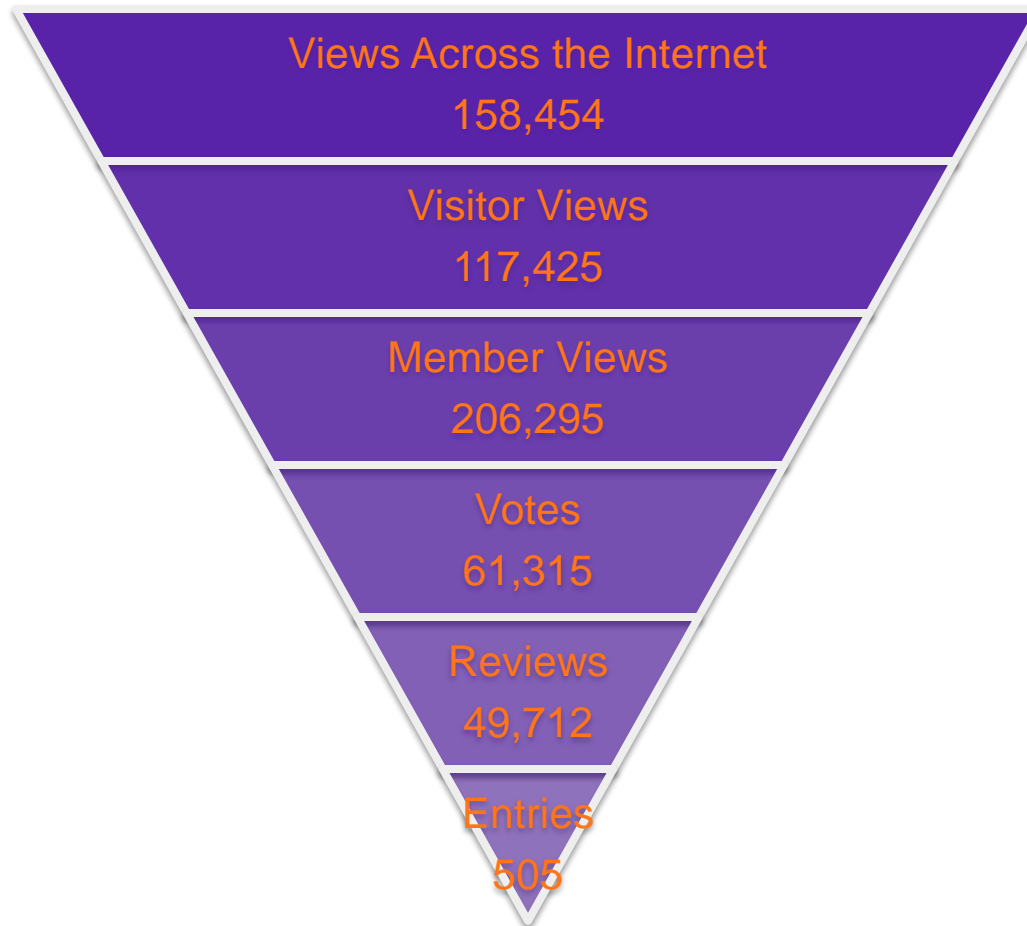


in Brief Contest

What if ur undies had the last word?

- Contest launched with corporate partner: BrickFish
- Design artwork and slogan to put on underwear (“undies”) to promote sexual communication before you get naked
- 500+ entries; over 650,000 engagements

inBrief Contest Statistics: Total Engagement



In Brief Highlights



THE 4TH ANNUAL
CONFERENCE ON
NEW MEDIA
YOUTH
& SEXUAL
HEALTH

CALL FOR
ABSTRACTS
SUBMISSIONS DUE BY
NOVEMBER 15TH 2010

sex::tech[®]
presented by isis
2011
ISIS-INC.ORG

APRIL 1-2, 2011
SAN FRANCISCO



Acknowledgements

- Deb Levine, *Executive Director*, ISIS
- Josh Bettenhausen, *Creative Director*, ISIS
- Vivian Levy, MD, *STD Controller*, San Mateo County Health Department



409 13th Street, 14th Floor
Oakland, CA 94612
510-835-9400
510-835-9402 fax
info@isis-inc.org
www.isis-inc.org



RIGHT PEOPLE. RIGHT MESSAGE. RIGHT CHANNEL.

WWW.ISIS-INC.ORG