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

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

USA
97m
$58b

INDIA
281m
$21b

CHINA
255m
$31b

BRASIL
76m
$19b

JAPAN
$21b

SOURCE MOBILEYOUTH DATA 2010 AGES 5-29

THE MOBILEYOUTH® REPORT 2010

www.ISIS-INC.ORG
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
SexInfoSF.org

a new text message service for youth

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

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.

HipCricket Terms & Conditions

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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
std rates apply
www.teensource.org

Text clinic + ur zipcode to 61827

hookup
weekly sex info & life advice

www.teensource.org

www.ISIS-INC.ORG
SMS Tips/Referrals: Hookup

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

*Penis2vag* sex can lead to pregnancy. Get Plan B after unprotected sex to avoid pregnancy. 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 or 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
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.

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.

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 cuidate. www.inspot.org

Tu mensaje va aquí.

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

RIGHT PEOPLE. RIGHT MESSAGE. RIGHT CHANNEL.  www.ISIS-INC.ORG
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
You need a ticket to ride this ride!

Sexual Communication is KEY b4 u get naked.

Talk it out. Stay safe. Have fun.

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RIGHT PEOPLE. RIGHT MESSAGE. RIGHT CHANNEL.  www.ISIS-INC.ORG
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

Views Across the Internet
158,454

Visitor Views
117,425

Member Views
206,295

Votes
61,315

Reviews
49,712

Entries
505
In Brief Highlights

THE REAL REASON THE DINOSAURS WENT EXTINCT!

No I don't have a condom... I don't even have pockets!

No condoms, no sex!

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

CALL FOR ABSTRACTS
SUBMISSIONS DUE BY NOVEMBER 15TH 2010

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