

Day 1 – Tuesday January 22nd

Breakfast and Keynote – JW Marriott

8:30AM - 10:00AM

Gilbert Herdt, National Sexuality Resource Center Executive Director
Dev Levine, Internet Sexuality Information Services
Special Internet Cowboy Award Ceremony
Winners and finalists from the Fresh Focus Sex Ed Digital Video Contest
Moderated by Nikol Hasler from the Midwest Teen Sex Show

Sessions - Institute for Next Generation Internet

Session 1

Session 1: Option 1

11:00AM – 12:30PM

Room 626-627

Panel - Youth Technology and Sexual Health: Patterns, Mindsets, Data and Progress

Patterns of Internet Use among Diverse Youth

Sheana Bull

University of Colorado at Denver and Health Sciences Center

Bio

Sheana Bull works on technology-based HIV and STD prevention programs for young adults. She now works with ISIS on a project to promote healthy sexuality using MySpace, and with MEE Productions to develop a text messaging HIV prevention program for Black urban youth in Philadelphia. sheana.bull@uchsc.edu.

Abstract

There has been a proliferation of HIV prevention interventions using the Internet. Although targeting different audiences, many of these interventions utilize similar approaches such as chat room intervention, algorithmically-based risk reduction messages, and video and audio features to motivate action. While interventions have been highly innovative, they have not always been informed by data on Internet use patterns among different groups at risk for HIV. Using data from an online survey of 18-24 year olds, we have identified patterns of Internet use, including location of using the Internet,

frequency of use, and sites and features used online. We will discuss how these patterns differ by gender, age, race and ethnicity, and HIV related risk. The target audience for this talk is STI and HIV prevention providers who engage in technology-based interventions and are interested in discussing the most appropriate types of interventions to use for different groups at elevated risk for STI.

Four Mindsets about Promoting Youth Sexual Health Online

Dan Wohlfeiler,
CA DHS STD Branch

Bio

Dan Wohlfeiler is the chief of the Office of Policy and Communications in California's STD Control Branch. Former education director at the STOP AIDS Project, he recently trained health departments around the country in how to better work with the owners of websites and commercial sex venues. His primary interests are in non-behavioral and network level interventions.

Abstract

This presentation will describe four common mindsets and how and why to challenge them. (1) *We have something youth prioritize.* We often look at youth as clients and hope they find our information compelling, even though our education sites attract a fraction of the traffic on a social or dating site. (2) *We can apply offline strategies online.* We often propose to do outreach online since it is a way to answer questions and link to resources. Any Internet site can do all that for us. (3) *Youth are individuals and are only linked through some vague notion of community.* Youth risk is a result of individual behaviors, beliefs, and community norms, as well as with whom they take risks (for example, age of their partners) and the structure of their social and sexual networks. The Internet, itself a network, lends itself well to reaching youth networks and helping them make wise, informed choices about their partners. (4) *The problem is the lack of the service we are offering.* Most of us tend to define the problem as the lack of our counseling or education, and it is hard for us to think what we can do beyond providing those. But many of the same skills we develop as counselors can also be used to leverage others' assets – e.g., partnering with an Internet company to develop better profile screens.

Youth and Technology: A Review of Current Data Sets and Overview of Popular Technologies

Rachel Kachur and Mary McFarlane
Division of STD Prevention, Centers for Disease Control and Prevention

Bio

Rachel Kachur is a researcher in the Division of STD Prevention at the Centers for Disease Control and Prevention (CDC). She has been working on Internet-based STD

prevention efforts since 2001 and regularly provides technical assistance to health departments interested in using the Internet for prevention efforts.

Mary McFarlane is a researcher in the Division of STD Prevention at the Centers for Disease Control and Prevention (CDC). Since 1998, she has been studying the Internet as a venue for initiating sexual behavior that may place people at risk for STD/HIV. In addition, her work focuses on efforts to prevent transmission of STD/HIV by helping public health officials understand novel technologies.

Abstract

This presentation will provide an overview of how adolescents are using technology such as the Internet, mobile phones, and videos and how these technologies influence their decision making about sexual behavior and health. Recently released data from various fields (public health, marketing, technology, etc.) will be reviewed. Additionally, popular and emerging social networking sites, websites, applications, and online games will be showcased. Ways in which to incorporate these popular and emerging technologies into STD/HIV prevention efforts will be discussed.

The Internet and STD Center of Excellence (ISCOE): A Progress Report

Cornelis Rietmeijer

Denver Public Health Department and CDC

Bio

Kees Rietmeijer is the director of the Denver Public Health STD Control Program and the principal investigator on the Internet and STD Center of Excellence. He received M.D. and Ph.D. degrees at the University of Amsterdam and a masters of science in public health at the University of Colorado, Denver.

Abstract

Background: Prevention efforts using new media technologies, including the Internet and communications over cellular networks, may be well suited to reach populations at risk for sexually transmitted infections (STI), such as HIV. In addition, STI/HIV prevention providers and researchers are using these technologies to enhance their knowledge and to communicate with colleagues and patients/clients. Project: The Internet and STD Center of Excellence (ISCOE) was funded by the CDC in the fall of 2006 to explore and evaluate promising STI/HIV prevention interventions/tools using new media technologies. ISCOE has two targets: populations at risk for STI/HIV (including clients of STI clinics) and providers/researchers of STI/HIV care and prevention. Progress: At the patient/client level: 1) implementation of a survey among STI clinic clients to assess use of online resources and acceptability of text messaging as a means of communication with the clinic; 2) evaluation of the InSpot online partner notification service; 3) evaluation of a text messaging service to increase the proportion of STI clinic patients

obtaining their test results and returning for rescreening after an STI diagnosis; 4) development of a generic web-based “results engine” that allows STI clinic patients to access their test results online; 5) evaluation of an online testing option (in collaboration with the www.iwantthekit.org project). At the provider level: 1) development of an inventory/typology of online prevention resources; 2) creation of an interactive, online resource for STI/HIV prevention program and research (www.stdpreventiononline.org). Conclusions: In its first year, ISCOE has addressed a number of potentially useful new media innovations for STI/HIV prevention.

Session 1: Option 2
11:00AM – 12:30PM
Room 675-676

Panel - Pop Culture and the Power of Social Media to Influence Sex Education

Social Media and the Power of Peer Sex Education

Audacia Ray

Author of “Naked on the Internet”

Bio

Audacia Ray is a blogger (WakingVixen.com), video podcast host (LiveGirlReview.com), author (*Naked on the Internet*), magazine editor (*\$pread*), and erotic art curator (*Arena Studios*). She is based in New York. dacia@wakingvixen.com.

Abstract

Social media is the buzz phrase on everyone’s lips these days, and youth are some of the earliest adopters of this way of experiencing the web. On the Internet, sex education is done in informal and formal ways in online spaces where peers interact with one another. Websites that encourage interaction among teenage users around the topic of sex include *Scarleteen* and *Planned Parenthood’s Teenwire*. Teens get sexuality information in myriad other informal ways on sites that do not focus on sex education. This presentation is an analysis of the ways that sexuality information is exchanged among peers, monitored by authorities on the subject (sex educators, forum administrators), and engaged with through mediums that are viewed as social and entertainment rather than as education and are often not intended for those under 18. Topics discussed will include approaches to monitoring sexual health information received by teens on sites designed for this purpose (including post approval, decisions around who authors advice pieces, and moderation of user interactions), casual exchange of sexuality information among teens in communities on websites not devoted to sexual health, and teen interactions with, and exploration of, adult material that is intended as entertainment (including porn sites, quizzes, and adult humor sites).

Relationships and Sex Online: How it All Works

Regina Lynn

Bio

Regina Lynn is the award-winning Sex Drive columnist at Wired.com and the author of *The Sexual Revolution 2.0* (Ulysses Press) and *Sexier Sex: Lessons from the Brave New Sexual Frontier* (Seal Press, April 2008). She specializes in the intersection of sex and technology. reginalynn.com.

Abstract

This presentation will examine how a typical Internet romance happens. I will show where and how people meet, the intricacies of how the relationship develops, and the inevitable dramatic event that determines how things end or not. I will highlight the crucial points where youth are particularly at risk, emotionally and physically, as well as key places where we can work with them to provide education in ways they respect and understand. In some ways cybersex is the safest sex one can have; in other ways, it can lead to unsafe sexual behaviors. The target audience for the presentation is professionals who work with young people and who know that youth have these experiences but are not quite sure how it all works or what the experience is like from the inside. All too often people who have experienced love or sex online feel marginalized by others because if you have not done it, you cannot understand its power and that it is not all about lying, faking, personas or delusion. Such preconceptions can make the person involved online defensive and less receptive to help or input from others out of fear that one's emotions or activities will be dismissed as "less than."

Crossing Generational Lines: Embracing Technology to Reach Youth

Pastor Karl White

eFFectual Fervent Ministries

Bio

Karl White, M.Div., is a powerful speaker, teacher, writer, lecturer, and poet and program manager for Transforming Lives, a mentor program that instructs youth in life skills such as communication and literacy, decision-making, occupational requirements, problem-solving, time management and planning. www.eFministries.org.

Abstract

This talk will present honesty as a tool for combating teenage pregnancy and the high rate of HIV/AIDS and for overcoming sexual ignorance by gaining wisdom through relationships with trusted adults. The goal is to use the tools of technology to break the silence and communicate the truth of sexuality. We will address hard and complicated issues that are not easily solved by slogans (like "just say no"). Participants will receive handouts describing ways to: (1) embrace the new technology of digital resources (websites, Blogs, MySpace) and (2) build effective, cross-generational relationships for honest and open sharing of wisdom in experience. I will provide definitions for critically engaging language that has shaped sexuality, such as the difference between being

fruitful and multiplication and will introduce an analysis of the emotional and psychological aspects of sexual activity and irresponsible love.

The Place of Sexual Pleasure in Online Content for Youth

Cory Silverberg

Come As You Are/CAYA Co-operative Ltd.

Bio

Cory Silverberg, M.Ed., is an American Association of Sexuality Educators, Counselor and Therapist (AASECT) certified sexuality educator, trainer, author, and founding member of Come As You Are, a co-operatively run, education based sex store in Toronto. He is the co-author of the Ultimate Guide to Sex and Disability and writes about sexuality for About.com.

Abstract

Sexual health educators and service providers, as well as adults who design interactive content for youth about sexuality, often forget about the important place of sexual pleasure in popular discussions about sex. Aside from being a primary motivation for having sex, talking about sexual pleasure offers us a way of engaging youth (and ourselves) in our work with greater relevancy and meaning. This presentation will explore the current online landscape of sexuality content for youth that addresses sexual pleasure and will give participants a chance to think creatively about how they might integrate the concept of sexual pleasure more into their work.

Session 1: Option 3

11:00AM – 12:30PM

Room 673-674

Panel - First Hand Experiences Using Online Outreach for Behavior Change

Online Peer Education for Young MSM and Transwomen of Color

William Graham

Different Avenues

Abstract

Different Avenues provides comprehensive services and peer-led programs so that youth and young adults under the age of 30 can have healthy lives and equal rights. In 2005 Different Avenues received an award from NPOWER for its innovative use of online technology to serve clients in its target populations. The online outreach project began as a seed project funded by the DC Concerned Providers Coalition in 2005 to reach young men who have sex with men of color and young transwomen of color. Youth in focus groups identified the Internet as a significant resource to access HIV and other health

information. The online environment allows us to reach young people who may not be connecting to services and information in other ways. Online outreach workers are able to have much more in-depth interactions with youth online because of the Internet's speed and the ease of passing information from the outreach workers' fingertips to the client. The anonymity also allows youth to contact outreach workers with questions that a young person might otherwise be embarrassed to ask. As a portal of information, once a young person contacts our team, Different Avenues is able to provide her or him with referrals to HIV or STD testing, free condoms, or other needed services.

The New Cruising: Male Students and the Online Hook Up

Debbie Bazarsky and Matt Carcella

Princeton University

Bio

Debbie Bazarsky is director of the LGBT Center at Princeton University and serves on the executive board of the Consortium of Higher Education LGBT Resource Professionals. She is currently working toward her doctorate in human sexuality at Widener University with a focus on lesbian sex and sexuality. bazarsky@princeton.edu.

Matt Carcella is an assistant at the LGBT Center at Princeton University and is a member of the Consortium of Higher Education LGBT Resource Professionals. He is currently working toward his M.A. in liberal studies with a concentration in women and gender studies at Rutgers University. carcella@princeton.edu.

Abstract

Looking for creative ways to outreach to young men who have sex with men with a focus on safety, identity development, support, and STI prevention? This presentation will offer strategies for reaching closeted students, students engaging in unsafe sexual practices, and those putting themselves in vulnerable dating situations. We have spent the past six years reaching out to students online through cruising and dating websites, LGBT websites, Craigslist, Second Life, Facebook, and other online tools. Innovative initiatives that some colleges and universities are utilizing to reach these students will be shared. In addition, ethical challenges with doing this type of online work will be explored. This session is designed for both practitioners conducting similar outreach and those interested in new ways to provide education and STI prevention online.

The Street Nurse Outreach Program for MSM, Online Sex Workers, and Youth.

Elaine Jonas and Derek Kline

British Columbia Centers for Disease Control

Bio

Elaine Jones is a registered nurse and has worked with the British Columbia Centre for Disease Control Outreach Nursing Program since 2000. She works with street youth and does online sexual health education on several sites. elaine.jones@bccdc.ca.

Derek Kline is a registered nurse with the British Columbia Centre for Disease Control Outreach Nursing Program. He has worked in the area of sexual health for the past eight years in the United Kingdom and Canada. derek.kline@bccdc.ca.

Abstract

The Street Nurse Program at the BC Centre for Disease Control targets hard to access populations at high risk for STI/HIV. Nurses have established a presence on three online communities to reach these populations: (1) www.Squirt.org, a cruising site for MSM since April 2004; (2) www.PERB.ca (Pacific Escort Review Board), an advertising and review site for sex workers and their clients since January 2006; and (3) www.Nexopia.com, a social networking site for youth since May 2007. Nurses communicate via personal message, instant messaging and bulletin boards. A service evaluation was carried out on PERB and Squirt. On PERB 115 people completed the evaluation. 34% changed their thinking about safer sex practices after using the service, and 30% stated they have changed their behavior around condom use/safer sex practices. On Squirt 29 people completed the evaluation. 85% stated they found the service useful or very useful and 93% reported feeling as comfortable or more comfortable discussing STI/HIV issues online compared to speaking face-to-face with a health care professional. These data demonstrate that BCCDC outreach nurses have successfully accessed hard to reach, at-risk populations on established online communities. Evaluations show that these services offer many clients anonymous access to sexual health information and referrals. Clients who used the services have reported a change in behavior and thinking towards safer sexual health practices.

Social Support, Dating and Networking for People with STDs

Michael Hummel

PositiveFriends.com

Bio

Michael Hummel is a seasoned entrepreneur with over thirteen years executive management experience. After college he founded eCamp Messaging Services, which later sold for \$1.2 million. Hummel then became CEO of Kentro Media, an interactive marketing firm with a focus on social networking services. Kentro Media's client list included YAHOO!, AFI, PBS, US Army, Cystic Fibrosis Foundation, and Harley Davidson.

Abstract

Positive Friends is a free social support website for those affected by STDs. Our community is built around our members' needs, and we offer them the ability to engage without giving up their anonymity. Our focus is not only on building relationships, but also promoting STD awareness through education and social marketing campaigns such as Think Positive. Positive Friends supports the STD positive individual, as well as their friends and family. By using social mediums such as Facebook, Positive Friends is expanding the reach of STD awareness to where kids, teens, and adults are hanging out.

Facebook applications allow us to reach a much broader audience, promoting STD awareness and discussions, both with professionals and within their own core groups. Utilizing mobile technologies, Positive Friends offers multiple SMS content, including “Safe Sex Tip of the Day”, “Ask Dr. Rachel”, and “STD News.”

Session 2A

Session 2A: Option 1

1:30PM – 2:15PM

Room 626-627

Marguerita Lightfoot, UCLA

Evaluation Results of Interactive Computerized HIV-Prevention Interventions

Bio

Dr. Marguerita Lightfoot’s research specialization is in the areas of adolescents, intervention, and prevention. She is interested in developing cost-effective interventions that are easily translatable in community settings and that utilize new technologies to engage disenfranchised individuals in health promotion activities. mal@ucla.edu.

Abstract

Adolescents’ contact with the criminal justice system is associated with a number of long-term negative adult outcomes: unemployment, substance abuse, and incarceration. Delinquent youth have multiple sexual partners, frequent unprotected sexual risk acts, high rates of sexually transmitted diseases, and substance use, as well as gang involvement. HIV prevention is highly efficacious with adolescents; however, a successful program has not been developed for these youth. We will report on a project that examined changes in sexual behavior of high-risk adolescents who received one of three interventions: 1) a computerized intervention; 2) a small-group intervention; and 3) control group. We tested the hypothesis that a computerized intervention would be as efficacious as an in-person, small-group intervention in reducing sexual risk behaviors. Results indicated that adolescents in the computerized intervention were significantly less likely to engage in sexual activity and reported significantly fewer sexual partners. This presentation will discuss the development of the computerized intervention and the implications of these findings.

Leslie Synder, University of Connecticut and Frank Biocca, Michigan State University

A Video Game Promoting Safer Sex to Urban Emerging Adults

Bio

Leslie Snyder, Ph.D. (Stanford University, 1986) is a professor of communication sciences and the director of the Center for Health Communication and Marketing, a CDC Center of Excellence, at the University of Connecticut. Her current projects include creating a safer-sex video game for young urban adults, monitoring advertising and PSAs, and conducting meta-analyses of tailored interventions and family planning campaigns.

Abstract

We are creating and testing an interactive PC-based video game to promote safer sex for urban 18-26 year olds. The motivation for the game is that this generation has been exposed to prevention messages since their youth; they know that they should practice safe sex but still engage in risky behaviors and have very high rates of HIV and other sexually transmitted diseases. Given that past strategies have not worked as well as needed with this group, it is important to try new approaches. Formative research confirm a strong interest in learning more about sex and interest in a game format. Furthermore, many young people, especially minority males, tend to play video games daily. The game features 3-D characters and visuals. Players do “missions,” playing themselves and different characters in romantic or sexual interpersonal encounters, including with established partners, transactional partners (for goods or services), familiar but infrequent partners, and strangers. The game is tailored by the sexual experience of the player, and different versions will be created for men and women and for different cultural groups. After testing the video game will ultimately be distributed via the web and through community organizations. The workshop will review the theoretical underpinnings of the game, formative research, plans for evaluation, research challenges and how they have been overcome thus far, contract issues with the game designer, and design strategies. The project is funded by the Centers for Disease Control as part of a Center of Excellence award.

Session 2A: Option 2 1:30PM – 2:15PM Room 675-676

Cadelba Lomeli-Loibl, Chris Moreno, and Rory Fewer

Connecting to Protect: Challenges and Successes of Youth Led Research on San Francisco High Schoolers and Sexuality

Bio

Cadelba Lomelí-Loibl is a Bay Area project manager at Youth in Focus, an organization that facilitates youth led action research projects. She has assisted the youth in the Connect to Protect (C2P) project in its second stage and believes immensely in the potential of their work.

Chris Moreno is a junior at Waldorf High School in San Francisco. Although he works at Muay Thai studio and at Bay Area Young Positives, he still finds time to practice his

favorite hobby, working on his Ducati motorcycle. Chris found out about this project and the Queer Youth Training Collaborative internship through a friend's recommendation.

Rory Fewer attends George Washington High School in San Francisco. He is passionate about dance and piano and hopes to work in the medical field as a nurse. He joined the C2P survey group because he felt the need to give back to the community and do his part to help those around him.

Abstract

Connect to Protect (C2P) is an organization focused on protecting youth from contracting HIV/AIDS. The workshop presenters are two high school youth and one adult from a youth led action research team supported by Connect to Protect. Recently, C2P has partnered with the Lavender Youth Recreation and Information Center (LYRIC) to start a youth led focus group that has worked for the past few months on developing a survey to see what public high school students in San Francisco know about their sexual health and what methods of protection they have access to. We will present our research process and the challenges that arose for us and facilitate an interactive activity assessing youth specific sexual health resources and services. Our learning objectives are to 1) educate people about the challenges of doing research with high schoolers on sexuality; and 2) present our research process and inspire other youth and adults to conduct youth led research.

Session 2A: Option 3 1:30PM – 2:15PM Room 673-674

Daniel Morier and Kelly Nolan, The Society of Obstetricians and Gynaecologists of Canada

Wired for Sex: Connecting People in the 2.0

Bio

Daniel Morier leads social awareness initiatives promoting sexual health and contraception awareness for the Society of Obstetricians and Gynaecologists of Canada. Project manager for the award-winning sexualityandu.ca and hpvinfo.ca programs, he has innovatively applied his marketing savvy to effectively use the Internet to engage today's youth on sexual health. dmorier@sogc.com.

Kelly Nolan is a communications and social marketing executive with the Society of Obstetricians and Gynaecologists of Canada. She has more than ten years experience in directing, developing, and executing bold and innovative public education, marketing, and communications strategies. Today, she leads cutting-edge health promotion and education campaigns on topics from pregnancy to sexual health. knolan@sogc.com.

Abstract

How do you successfully teach evidence-based sexual health information that resonates with youth, parents, and teachers? How about engaging youth to be champions or

learning how to make genital wart prevention compelling? Sexualityandu.ca and hpvinfo.ca, innovative websites of the Society of Obstetricians and Gynaecologists of Canada, have become the ultimate Canadian sites committed to providing accurate and up-to-date information for the general public, educators, and health professionals. Attracting over a quarter million visitors each month, sexualityandu.ca is a recognized world leader and has received numerous awards, including the “top five e-health projects in the world” designation at the UN’s 2005 World Summit Awards. Both projects have used innovative approaches to promote healthy sexuality in Canada and beyond. Learn about the free interactive new media tools featured on the websites and how you can use them with counseling or teaching students about their sexuality. Flash driven applications, such as the Sex-Fu Challenge, an entertaining kung-fu themed quiz game that dispels myths about sexuality, a condom application demo, and Choosing Wisely, a contraception selection tool, have become popular in education initiatives targeting youths across North America. The seminar will also touch on how sexualityandu.ca and hpvinfo.ca have used viral marketing—such as Facebook and YouTube—to spread their messages to worldwide audiences.

Session 2A: Option 4
1:30PM – 2:15PM
Room 612-613

Michele Perlman and Teen Peer Educators

Somethin’ To Think About: Developing Effective Educational Videos By Youth For Youth

Abstract

Community Healthcare Network’s Teens P.A.C.T. (Positive Actions and Choices for Teens) combined best practices in sexuality education and youth development to create its highly acclaimed educational video series, Somethin’ To Think About. Young people participated in every aspect of production, including the selecting of topics, character and scene development, acting, and creating an original soundtrack. Somethin’ To Think About is comprised of four half-hour videos designed to: 1) raise awareness about the availability of emergency contraception; 2) reflect the challenges teens face while communicating with partners about safer sex practices; 3) address the consequences of casual sex and offer accurate information about STD and pregnancy prevention; 4) assist youth in recognizing abusive relationships and provide resources to build healthy relationships. Youth participants in the project report positive impacts on knowledge, self-esteem, self-efficacy, and behavior. Cofacilitated by youth, this workshop will describe youth development in action by detailing the video-making process through interactive activities, PowerPoint, and video. Participants in this workshop will learn the process for developing and distributing a culturally sensitive and age appropriate social marketing tool with limited resources as well as the benefits of a youth development approach to both participants and a wider audience.

Session 2B

Session 2B: Option 1

2:15PM – 3:00PM

Room 626-627

Marty Klein, sexed.org

Sex Panic: How New Technologies Focus Public Fears about Sex

Bio

Dr. Marty Klein is a licensed psychotherapist, certified sex therapist, and public policy analyst. His fifth book is *America's War on Sex: The Attack on Law, Lust, & Liberty*, featuring an enthusiastic foreword by Nadine Strossen, president of the ACLU. Marty's Sexual Intelligence blog is www.MartyKlein.org; Klein@SexEd.org.

Abstract

The Internet. Television. Radio. The car. Electricity. The printing press. Two things are true about technological advances: They are eventually adapted for sexual purposes, and they always trigger popular anxiety about sexual danger. "*Would you want your servants reading this?*" was a common nineteenth century call for suppression of the new cheap novels that suddenly became available to Victorian workingmen and women. But today something new and sinister is distorting this historical trend. A *sexual disaster industry* is committed to terrifying Americans, driving a sexual narrative focusing on danger, violence, and irrationality. An alliance of government, religious, media, "decency," and neo-feminist organizations have successfully created the latest sex panic, focusing on the Internet and new media. With tremendous power and funding, this coalition has also targeted other technological developments, such as emergency contraception; the HPV vaccine; comprehensive sex education; adult entertainment; and mobile phones. The institutionalization of faith-based government funding is a profound political change that guarantees a huge supply of tax money to keep this sex panic going for years and years to come. After an introduction to *technology sex panics*, this talk will focus on the contemporary sex panic that has targeted the Internet and new media, creating a potent new weapon in the War On Sex.

Session 2 B: Option 2

2:15PM – 3:00PM

Room 675-676

Eric Buhi, Ellen Daley, Hollie Jo Fuhrman, and Sarah Smith, University of South Florida, College of Public Health

Understanding How Young People Search for Sexual Health Online

Bio

Eric R. Buhi is an assistant professor and director of the Collaborative for Research in Sexual Health at the University of South Florida's College of Public Health. His research investigates the influence of the Internet and other technologies on the sexual health of young people and educational programs designed to reduce adolescents' HIV/STI risk.

Ellen Daley is an assistant professor at the University of South Florida's College of Public Health. Her research and teaching interests are in women's health, reproductive issues, and sexual health. She has directed two large federally-funded studies on HPV and cervical cancer and several smaller studies on women's health issues such as chronic disease and access to health resources.

Hollie J. Fuhrmann is a doctoral student in applied anthropology, a master's student in community and family health, and a research assistant for the Collaborative for Research in Sexual Health at the University of South Florida's College of Public Health. Her research interests are women's sexual and reproductive health.

Sarah A. Smith is a master's student in applied anthropology and public health at the University of South Florida. She is a graduate assistant for the Collaborative for Research in Sexual Health at the College of Public Health. Her interests are sexual and reproductive health education.

Abstract

Adolescents use the Internet to find health information more than to play games or download music. Sexual health information is now the most common health topic on which adolescents search the Internet. As online sexual health information sources proliferate, concern exists about the quality of this information and the difficulties young people have in finding answers to their questions. The purpose of this workshop is to share our experiences using Camtasia Studio, an innovative software package we employed in a multiphase observational research study examining how young people search for online sexual health information. Using Camtasia Studio to record screen shots and audio of first-semester, first-year college students, we examined 1) online search strategies; 2) whether accurate answers to sexual health questions were located; and 3) characteristics of sexual health related websites on which answers were found. Study findings reveal the length of time for students to locate answers, the number of "clicks" made by students (i.e., a measure of how much work a web search involves), and, based on recorded student narratives, the rationale for visiting certain websites and using search engines and particular search terms to find information. Based on our experiences, Camtasia Studio is an extremely useful tool in understanding adolescents' web search behaviors. The use of such technology may aid in the subsequent creation of resources for parents and educators and in helping adolescents retrieve reliable online sexual health information.

Session 2 B: Option 3
2:15PM – 3:00PM
Room 673-674

Sharon Rachel and Mitchell Tepper, Morehouse School of Medicine

How To: Build a MySpace (and Facebook) Page, Create a Podcast, Send Ims and Text Messages

Bio

Sharon Rachel is the program coordinator at the Center of Excellence for Sexual Health and a certified health education specialist. Ms. Rachel has appeared as a sexuality expert on Emory University's Loveline television show and is a frequent user of IM, text messaging, and social networking technology. srachel@msm.edu.

Dr. Mitchell Tepper is the assistant project director at the Center of Excellence for Sexual Health at Morehouse School of Medicine. Dr. Tepper was an early adopter of the Internet for the promotion of sexual health information and education with the launch of his website sexualhealth.com, in May 1996. mtepper@msm.edu.

Abstract

This "How To" workshop will focus on four methods of technology that can educate youth in sexual health: social networking (i.e. MySpace), podcasting, instant messaging, and cell phone messaging (text/picture/video). The workshop will guide participants step-by-step to build a MySpace or Facebook page, create and publish a podcast, set up and use an instant messenger service, and create and send text, picture and video messages. It will involve all technology associated with each medium: computers with Internet access, cell phones, recording devices, and iPods. The strengths and weaknesses of each method will be discussed. This hands-on workshop will be presented within the context of how youth are presently using these technologies, what they are using, what they are looking for and why. Participants will also discuss strategies to help empower youth to be critical and proactive consumers of sexual health information. The target audience for this workshop is anyone who works with youth: teachers, counselors, practitioners, and parents. The importance of finding, evaluating, and disseminating accurate sexual health information will underscore this workshop.

Session 3

Session 3: Option 1

3:30PM – 5:00PM

Room 626-627

Panel - OMG!STDs : The New Frontier of Text Messaging for Sexual Health

A Randomized Controlled Trial of the Impact of Email and Text (SMS) Messages on the Sexual Health of Young People

Megan Lim

Burnet Institute

Bio

Megan Lim is a Ph.D. student based at the Burnet Institute and Monash University in Melbourne. Her research includes work on assessing and promoting the sexual health of young people in Australia.

Abstract

Objective: To trial a novel method of sexual health promotion - sending email and mobile phone text messages (SMS) about sexual health to promote condom use, STI knowledge, and testing. Methods: Young people (aged 16-29) completed a questionnaire at a music festival in Melbourne and were randomized to either the intervention arm of the study (to receive messages) or a control group. SMS were sent every 3-4 weeks for a 12 month period and included catchy STI prevention slogans. Emails were sent monthly and contained detailed information about STI topics and links to related websites. Participants completed follow-up questionnaires online after 3, 6, and 12 months. Clustered weighted estimating equations were used to compare outcomes of the two groups. Results: 994 people completed at least one questionnaire (507 intervention, 487 control). At 12 months, STI knowledge was higher among the intervention group (OR 2.72, 95%CI 1.68, 4.41). Females in the intervention group were also more likely to have discussed sexual health with a clinician (OR 2.92, 95%CI 1.66, 5.15) and to have had an STI test (OR 2.51, 95%CI 1.11, 5.69). There were no significant differences in condom use between the groups. Respondents' opinions of the messages were positive. Conclusions: This simple SMS and email intervention can improve STI knowledge and health seeking behaviour in young women. SMS and email are low cost, popular, and convenient, and have considerable potential for sexual health promotion.

SexINFO: Impact of Marketing a Local Sexual Health Text Messaging Service

Damen Herrera and Saba Abai

San Francisco Department of Public Health, STD Program and Control Services/YUTHE Program

Bio

Damen C. Herrera is a peer educator with the San Francisco Department of Public Health Youth United through Health Education (YUTHE) program. He provides community-based HIV/STD outreach and prevention information to youth ages 12-24 and technical assistance to other agencies. His future goal is to pursue a career in the recording arts industry, producing and writing music. Damen.Herrera@sfdph.org.

Saba Abai is a peer educator with the San Francisco Department of Public Health Youth United through Health Education (YUTHE) program. She provides HIV/STD outreach and prevention information to youth ages 12-24 in the community. She currently attends City College of San Francisco and will transfer to a four year college to obtain a nursing degree.

Abstract

This session focuses on “SexINFO,” the first sexual health text messaging service in the United States. Teens can text a six digit number and the word “sexinfo,” choose a question, and receive an answer and referrals texted directly to their cell phone in less than two minutes. SexINFO is designed to reach youth and young adults 12-24 years of age in San Francisco. Youth may choose questions such as, “what do you do if you think you’re pregnant,” “what do you do if your condom broke,” “what to do if you’re concerned about STDs,” and “where to go to get tested and more.” SexINFO text messaging service is the most effective and private way to get information about sex and other related issues to youth and young adults. We will cover how we marketed the service and how others can spread the word about a new service on a small budget.

Proximity Marketing: Using New Technologies in an Urban Context, One Cell Phone at a Time

Michelle Hamilton-Page

Toronto Public Health

Bio

Michelle Hamilton-Page is a sexual health educator with Toronto Public Health. She has worked for fifteen years in sexual health promotion and HIV prevention/education and has experience in private sector communications and social marketing. Michelle leads Toronto’s InSPOT and SexINFO (text messaging) projects and will speak with Urban DNA on this work in new media and proximity marketing.

Abstract

This presentation and demonstration will examine how Toronto Public Health’s sexual health social marketing initiatives are using short range mobile technologies to communicate campaign messaging. Proximity marketing allows us to market directly to the cell phones of our target audience, quickly and for free, with music by text messaging

short numbers, images, and animation files. We will highlight the successes, challenges, and evaluations from this campaign and identify the key elements of best practice in sexual health promotion. We will also provide a Proximity, or Bluetooth, technology 101 including a practical demonstration of its use in the context of TPH's sexual health promotion campaigns. We will examine the effectiveness of proximity marketing with our target audience, and discuss how location, call to action, and messaging play key roles in this innovative marketing strategy. We will also facilitate a discussion amongst participants about the relevance of our work to the work they are doing or planning in their own

Session 3: Option 2

3:30PM – 5:00PM

ROOM 675-676

Panel - Get Ready, Get Set, Go: Integrating Technology into Sexual Health Programs

Putting the Resources of CDC NPIN to Work for Your Organization

Patrick Daly

CDC NPIN

Bio

Patrick Daly is the Deputy Project Director for CDC's National Prevention Information Network (NPIN), through Danya International, Inc. Since 1992, he has worked at local and state health departments, serving as a Ryan White Title I Project Officer and as the HIV/AIDS Care and Treatment Program Manager for Georgia's Division of Public Health. pdaly@cdcnpin.org or 404-679-7900.

Abstract

The National Prevention Information Network (NPIN) is a project of the CDC's National Center for HIV, Viral Hepatitis, STD and TB Prevention. NPIN facilitates communication among prevention partners and their constituencies and accumulates and disseminates prevention knowledge and resources. This demonstration will focus on two of NPIN's websites, www.cdcnpin.org and www.hivtest.org, which contain a wide array of prevention information, one for prevention professionals and the other for consumers. The website is intended for persons working in the fields of HIV, STD, TB or viral hepatitis prevention and includes five databases searchable via the website. The databases provide valuable resources to prevention partners seeking funding and conference opportunities; services from the organizations database with over 15,000 organizations providing prevention and social services; and the latest news or educational materials on HIV, STD, TB or viral hepatitis. The NPIN website also features a livechat option (in both English and Spanish) for those needing assistance locating resources from our collection. The www.hivtest.org website targets the individual consumer who is seeking an HIV testing location and pulls from the subset of 6,000 records in the NPIN organizations database. Both sites will be demonstrated, with a focus on showing the

attendees how to go beyond the surface of what is there to the real depths of what is available from the site. As an attendee at this workshop, you will also learn about opportunities for partnering with NPIN and how NPIN's wealth of resources can be used on your organizations website in an efficient and streamlined way.

The Internet as a Portal for Healthy Change

Oscar Lopez

Connected Health Solutions

Bio

Oscar Raúl López has worked in public health for nineteen years as a service provider, manager and technical assistance provider for organizations like National Minority AIDS Council (NMAC), Office of Minority Health, and EngenderHealth. He is the director of development for Connected Health Solutions, a capacity building provider specialized in the development of Internet-based disease prevention programs.

Abstract

The Internet is an important venue for civic organizing, social networking, and meeting potential sex partners. The Internet as a Portal for Healthy Change targets health and youth organizations wanting to reach young people with sexual health information, disease prevention education, and community mobilization efforts. Connected Health Solutions, the nation's foremost authority in developing, launching, and evaluating Internet-based disease prevention interventions, have provided technical assistance on the subject for federal agencies and national AIDS organizations since 1999. Lessons learned from current projects in Washington, D.C. (targeting young trans women with sexual health information), Texas (providing HIV/STD testing on both sides of the US/Mexico border) and New York City (implementing Popular Opinion Leader intervention that trains, and enlists the help of key opinion leaders to change risky sexual norms and behaviors in the gay community) will be highlighted. The workshop encourages those who have not considered exploring the Internet as a potential venue for health promotion to do so, by explaining how to assess their organizational capacity, tailor one of our six models and seven approaches to meet the needs of their target population, provide the service responsibly and effectively, and evaluate their impact. Special considerations for developing effective interventions for young people will be examined to ensure that youth cultures are respected and that agencies are fully aware of laws that could impact their efforts. Organizations will learn how to harness the use of websites, banner ads, chat rooms, classified ads and blogs to positively impact young people's lives.

Tracking Referrals in an Online Environment

Daniel Melton

Nonprofit Technologies

Bio

Dan Melton is an Internet strategist and principal consultant of NonProfit Technologies. For the past eight years, he has worked with HIV/AIDS organizations to translate their offline prevention strategies to workable, effective online programs. His current work includes the national Power On model and the successful Healthy Living Online Outreach program in Kansas City.

Abstract

MySpace page, check. Chatroom messages and profiles, check. Teen Referrals to health clinics, check. Teen went to the clinic, uhmmm, maybe? Okay, so you found them, chatted, and gave a referral. Now what!?! How do you keep track of your referrals and (groan) measure your effectiveness? Stop by this presentation to learn more about the PowerOn project and Chatreach collaboration and make your online outreach more effective. If you want to read on: Power On is a multilayered online outreach program in Seattle, Tacoma, Kansas City, and Peoria. Each of the four cities share a back-end customized content system with over a 1000 pages of content, resources and referrals on mental, physical, and sexual health. Kansas City employs an online outreach worker, who actively engages MSMs (nearly 40% in the youth age range) in counseling, referrals, and follow-up through chat websites like gay.com and social networking websites. Chatreach is a recently launched product from NonProfit Technologies that helps track and evaluate online outreach.

Session 3: Option 3

3:30PM – 5:00PM

ROOM 673-674

Panel - Stories of Success: Long-Standing “By Youth, For Youth” Online Programs

SpiderBytes.ca

Susan Flynn and Shawn Fowler

Planned Parenthood Toronto

Bio

Susan Flynn is the director of Research and Program Development at Planned Parenthood Toronto (PPT). She has worked in the field of youth sexual health and health promotion for the past fourteen years. Susan coordinated the development and implementation of the Spiderbytes.org website and the instant chat service at PPT in 2002.

Shawn Fowler is the coordinator of Teen Programming at Planned Parenthood Toronto (PPT) and has been involved with the agency for over ten years. In this role, he supports teen volunteers in the provision of sexual health information to their peers by phone, email, and instant chat.

Abstract

This presentation will examine how technology is used in innovative peer-to-peer sexual health programming at Planned Parenthood Toronto. The session will be of interest to those working in the area of sexual health with youth, those who use peer education models, and service providers interested in the use of instant chat as an effective way to provide sexual health information to youth. Staff from Planned Parenthood Toronto's Teen Programming will focus on how the agency has responded to growing trends among teens to utilize new technology to access health information, including communication via instant messaging. Teen Programming offers youth 13-16 years old unique ways to get reliable information about sex using instant chat, e-mail, and the website www.spiderbytes.ca. Through the instant chat service, teens can contact trained teen volunteers anonymously and get real-time answers to questions on sexual health related topics including sexually transmitted infections, HIV/AIDS, sexuality, birth control, and relationships. Participants will be provided with a deeper understanding of how youth communicate today, the advantages and challenges of using a peer education model with instant chat, an overview of the types of training youth receive to prepare for this role, and the types of sexual health information youth are requesting on instant chat. Planned Parenthood Toronto is a fully accredited community health center that provides primary and sexual health care services to youth ages 13-29, as well as health promotion programming, education, training, and research to improve the health and well-being of Toronto's diverse communities.

SexEtc.org

Rana Barar and Alex Medina

Answer/Rutgers University

Bio

Rana E. Barar, M.P.H., oversees Answer's national teen-to-teen sexuality education project, which is comprised of the Sex, Etc. magazine and website Sexetc.org. Prior to joining Answer, Rana was senior program officer for the Averting Maternal Death and Disability (AMDD) Program at the Mailman School of Public Health at Columbia University. rbarar@rci.rutgers.edu.

Alex Medina is the web associate for Answer and manages the Sexetc.org website. He also works on staying connected to teens through social networks, YouTube, and other Web 2.0 technologies and follows current trends in popular teen culture. alexdm@rci.rutgers.edu.

Abstract

What teens think is taboo in regards to sexuality will surprise most adults. This session, based on material gathered from Answer's I'M TABOO campaign and its website Sexetc.org, is geared to anyone working with teens. Participants will learn what teens really want to know about sex and sexuality and how to use teen's own voices to open the door to the answers. Answer at Rutgers University publishes the award-winning website, Sexetc.org, as well as the SexEtc. magazine. Both publications target primarily teens aged 13-19 with honest, accurate sexual health information written by teens, for teens.

YouthResource.com and MySistahs.org**Trina Scott and Angel Brown**

Advocates for Youth

Bio

Trina Scott is the program manager for the Young Women of Color Initiatives at Advocates for Youth. She has been actively involved in sexuality education and adolescent sexual health for more than ten years. Trina holds a bachelor's degree from Howard University and has dedicated her life to health issues of youth and young adults.

Angel Brown has been active in the nonprofit social justice and social change arena for the past eleven years. Angel has served in this capacity as a trainer, organizer, educator, artistic director, performer, and advocate in the fight against HIV/AIDS and stigma. She is an alumna of

Americorps-National AIDS Fund and Americorps-VISTA, and a former fellow of The Black AIDS Institute's African American HIV University.

Abstract

Increasing numbers of community-based organizations are developing online HIV interventions to reach populations that are hard to reach, such as gay, lesbian, bisexual, transgender, and questioning/queer (GLBTQ) youth and young women of color. More so now than ever before, young people, particularly GLBTQ youth and young people of color, are utilizing the Internet as a tool for social networking and for collecting information that relates to their sexual and reproductive health and overall well-being. In this session, we will discuss a successful online volunteer peer program, which provides multiple opportunities to serve youth on a variety of levels, from simple administrative tasks to larger site and intervention goals such as changing self image and increasing the knowledge levels of both peer educators and youth soliciting help. Advocates for Youth has learned that consistent and clear communication online and offline with staff and with volunteers keeps peer educators motivated and willing to be involved despite the potential isolation working online entails.

Session 3: Option 4
3:30PM – 5:00PM
Room 612-613

Panel - Tech Metropolis: YMSM Risk Behaviors

Using Technology to Recruit Young MSM and Club-going Young Adults

Erin Siodmak and Christian Grov

Center for HIV Educational Studies and Training (CHEST)

Bio

Erin Siodmak is the director of recruitment at the Center for HIV Educational Studies and Training (CHEST) and a doctoral student in sociology at the Graduate Center of the City University of New York. Her research interests and areas of focus include: social movements and collective action, social theory, film, and literature. When not fighting inequality, Erin can be found hiding in the mountains. esiodmak@chestnyc.org.

Dr. Christian Grov, a sociologist, is a project director at the Center for HIV Educational Studies and Training (CHEST) and a postdoctoral fellow at the National Development and Research Institutes. His research has investigated gay and bisexual men's incorporation of technology, specifically the Internet, into their sexuality. In his free time, Christian is an avid yogi. cgrov@chestnyc.org.

Abstract

For more than a decade, the Center for HIV Educational Studies and Training (CHEST) has been conducting formative research with diverse populations. In that time, the CHEST research team has used various technologies and recruitment techniques to identify, screen, and recruit for its various projects. This presentation will focus on the recruitment efforts of two CHEST studies targeted specifically to young adults (ages 18-29): the PARTY project and the Young Men's Health Project (YMHP). The PARTY Project examined patterns of club drug use and risk taking behavior. The target population for PARTY was club going, drug using young adults in New York City. For this project, time-space sampling and handheld Palm Pilots equipped with a survey program called Handiworx were used to screen potential participants in the field. The YMHP is assessing the effectiveness of a short intervention on the co-occurrence of club drug use and sexual risk taking behaviors. For YMHP, two different Palm-based software programs were used, Handiworx and Entryware. In addition to palm-based screening, the research team at CHEST has been conducting Internet-based recruitment.

Keep It Up! An Internet-based Intervention to Help Young HIV- MSM Stay Negative

Brian Mustanski and Michael Newcomb

University of Illinois, Chicago

Bio

Dr. Brian Mustanski is an assistant professor in the Departments of Psychiatry and Psychology at the University of Illinois at Chicago. He has been the recipient of multiple NIH, NSF, and foundation grants. The majority of his research focuses GLBT youth, including an NIMH-funded study to develop and test an online HIV prevention program for young MSM. bmustanski@psych.uic.edu.

Michael Newcomb is a Ph.D. student in the clinical psychology at the University of Illinois at Chicago. Michael's research focuses on adolescent risk-taking behaviors, specifically sexual risk-taking in LGBT adolescents. Michael is working under the advice of Dr. Brian Mustanski and is involved in several projects, including an NIMH-funded project to develop an online HIV prevention program for young MSM. mnewcomb@psych.uic.edu.

Abstract

Keep It UP! (KIU!) is an online HIV prevention program for ethnically diverse young men who have sex with men (YMSM). The project, funded by the National Institute of Mental Health (NIMH), has a goal to develop and pilot test a highly interactive and tailored online program that provides knowledge, motivation, and skills regarding HIV prevention to ethnically diverse YMSM. The program is currently under development and the principal investigator and research staff member will give an overview of the need for the program and the approach to intervention development. Illustrative qualitative and quantitative data collected during the development of the project will be provided. A specific focus will be on ethnic disparities in HIV contraction and Internet access and how they are being addressed by the multidisciplinary team. The target audiences for this presentation are those interested in the process of developing an online HIV prevention program, the health of YMSM, and/or approaches to evaluating online sexual health promotion projects. Wireframes of preliminary modules will be presented for attendee feedback.

The HIV Risk Behaviors of Young Gay/Bisexual Men Recruited from Online Venues

Greg Rebchook and Alberto Curotto

UCSF/CAPS and H. Fisher Raymond, San Francisco Department of Public Health

Bio

Greg Rebchook, Ph.D., is a research psychologist at the University of California San Francisco's Center for AIDS Prevention Studies. He has been professionally involved in HIV prevention since 1987. His research interests include community level HIV

prevention for young gay/bisexual men, young African American MSM, the Internet, and technology exchange.

Alberto Curotto, PhD, has been a researcher at UCSF's Center for AIDS Prevention Studies since 2001. His research focuses on the Internet's role in the lives of gay/bi men and its potential for sexual health promotion. He has also participated in collaborative research with community-based organizations. His research approach is ethnographic/qualitative.

Abstract

This presentation is designed for anyone interested in learning more about the online activity and HIV risk behavior of San Francisco Bay Area gay and bisexual men, ages 18-24, who visit online venues. HIV prevention professionals, researchers, community providers and members, and public health officials may be interested in the project's results. The presentation will discuss the background, methods, results, and implications of San Francisco's recently completed web-based HIV Behavioral Surveillance project (WHBS). This project was funded by the CDC. Technologies in this project included online banner ads that were used to recruit participants from online venues (e.g., gay.com, manhunt.com, myspace.com), an interactive website that screened potential participants for eligibility, web forms that collected informed consent, and a web-based survey that collected all the data. Data collection occurred in two waves: Wave 1: 3/01/06-4/26/06; Wave 2: 4/16/07-8/06/07. In Wave 1, 131 young men completed the survey, and 313 young men took the survey during Wave 2. In both waves of data collection, over one-third of local participants reported unprotected anal intercourse, potentially putting themselves and others at risk for HIV infection.

Web-based Behavioral Surveillance for Young Men Who Have Sex with Men

Travis Sanchez

Centers for Disease Control and Prevention

Bio

Dr. Travis Sanchez is the associate chief for science of the HIV Behavioral and Clinical Surveillance Branch at CDC. He served as the principal investigator for the web-based HIV Behavioral Surveillance System. tps1@cdc.gov.

Abstract

Online activities for the prevention of HIV and sexually transmitted diseases among men who have sex with men (MSM) have existed for several years but are continually evolving. This requires timely and pertinent information related to how these prevention activities should be delivered and how they may be tailored for specific MSM sub-populations. The Internet attracts a large number of youth and may be especially attractive for young MSM coping with their newly discovered sexuality. Gaining an understanding of the risk behaviors of this sub-population and how they utilize the Internet, especially where these differ from older MSM, will facilitate the development of more appropriate and effective prevention efforts for this group. Methods: We examined

data from a 2007 behavioral survey conducted entirely online in 6 cities. Participants were recruited using banner ads placed on more than a dozen websites with gay or bisexual themes. To be eligible to take the survey, respondents must have been at least 18, residents of the city, and male. The 15-minute online survey included questions about Internet use, sexual and drug use behavior, and exposure to online prevention information and activities. We conducted a descriptive analysis of several behaviors of young MSM (defined here as 18-20 years of age) and then determined whether the behaviors were statistically different ($p < 0.05$ by Chi-square or Wilcoxon Rank Sum tests) from older MSM (21 years or older). For purposes of this analysis, we defined MSM as having had sex with another man in the past year.

Day 2 – Tuesday January 23rd

Breakfast and Keynote – JW Marriott 8:30AM - 10:00AM

Susannah Allison, Program Officer, National Institute of Mental Health, Infants, Children and Adolescents Research Program in the Center for Mental Health Research on AIDS

Anastasia Goodstein, Founder *YPulse.com* and Author, *Totally Wired: What Teens And Tweens Are Really Doing Online*

Derrick Oien, president, cofounder, and COO Intercasting Corp

Moderated by Janet Kornblum, journalist, *USA Today*

Sessions -- Institute for Next Generation Internet

Session 1

**Session 1: Option 1
11:00AM – 12:30PM
ROOM 626-627**

Panel - Coordinating Efforts for Successful Interventions

eSTD Prevention and Control

Jeffrey Klausner

San Francisco Department of Public Health

Bio

Dr. Jeffrey Klausner is the director of Sexually Transmitted Disease Prevention and Control Services for the San Francisco Department of Public Health and associate clinical professor of medicine at the University of California San Francisco, School of Medicine. His leadership is recognized internationally in sexual health promotion and disease prevention.

Abstract

At the forefront of e-sexual health, the SFDPH STD Section makes sexual health promotion, education, testing, and treatment services freely and publicly available through interactive websites, pod and videocasts, text messaging, on and offline integration, and public-private partnerships. This presentation will highlight some of our current and past innovative projects and partnerships, such as InSpot.org (peer-to-peer anonymous or confidential online partner notification along with free online access to prescription treatment), SexINFO (web-based text messaging on sexual health information), HealthyPenis.org (social marketing campaign and syphilis education site), STDtest.org (online syphilis requisition system for free syphilis testing and confidential results), and SFCityClinic.org (an information and education resource including “Ask Dr. K,” online password-protected secure patient test results, e-prescription for emergency contraception, and “Safe in the City” podcasts, as well as STD 101 brief videos through a partnership with TauMed.com). The session will be useful for public health professionals and community organizations interested in integrating online efforts for sexual health promotion and disease prevention.

NYC’s Internet-based Interventions Advisory Group**Kenneth Shults**

Medical and Health Research Association

Bio

Kenneth Shults has worked in the HIV/AIDS and sexual health field for more than twelve years. He has worked with a large number of varying at-risk populations including homeless and runaway youth, IDU youth, and sexual minorities. For the past five years, Mr. Shults has lived and worked in New York City specializing in developing Internet-based HIV/STI prevention and health promotion strategies and building agency capacity to evaluate the effectiveness of their programming.

Abstract

Despite the growing popularity and viability of innovative, Internet-oriented approaches to health promotion and HIV/STD prevention, there remains a scarcity of sound guidance on how these approaches should be budgeted, implemented, staffed, managed, and evaluated. As a result, agencies around the country implementing Internet-based strategies continue to reinvent the wheel. In an effort to address these issues and inform funding policy, we have formed an advisory group of key stakeholders made up of service providers, funders, and community members to advise on these and other areas as

they relate to the provision of online health promotion and prevention services in New York City. Since 2005, Fiscal and Infrastructure Technical Assistance (FITA), a division of Medical and Health Research Association of NYC, Inc. (MHRA) in partnership with the New York City Department of Health and Mental Hygiene, has brought together key stakeholders to create the Internet-based Interventions Advisory Group, or the IIAG. The IIAG primarily focuses on drafting recommendations for protocols and policies aimed at developing of successful Internet-based interventions. It also serves as a forum wherein stakeholders can share strategies and coordinate efforts to avoid significant duplication while attempting to address specific gaps in services and resources that currently exist. Participants in this session will learn the purpose, structure, and accomplishments of the IIAG; understand the fundamentals necessary for the replication of our efforts; and examine the key issues, challenges, and strategies that our advisory group has explored. This session is ideal for funders, policy makers, and service providers.

STD Prevention Online: A Web-based Application for Sharing Prevention Resources

Doug Richardson and Stephen Adelson

Denver Public Health and Adelson Consulting Services, respectively

Bio

Doug Richardson is a research coordinator at Denver Public Health and has worked on a number of CDC-sponsored projects including the Safe in the City STD prevention video, the National HIV Behavioral Surveillance Network, and currently the STD and Internet Center of Excellence.

Stephan Adelson is the previous general manager of Manhunt.net, the current executive director of the nonprofit Internet Intervention Incorporated, and the president of Adelson Consulting Services Incorporated.

Abstract

Background: Websites such as MySpace and Facebook have found great success by enabling users to share information about themselves and develop online social networks. In the area of STD prevention, a similar online application that emphasizes the sharing of programmatic and research experiences, and connects users to others with similar areas of interest, could benefit a wide range of stakeholders, including clinicians, counselors, researchers, educators, and community-based organizations. Objectives: Our aim is to develop a website that will be a gathering place of people, ideas, and methods for anyone interested in STD prevention efforts. Users will be able to find, review, and download relevant prevention resources, as well as upload and share their own materials. Forum and comment areas will encourage discussion and feedback. Users will also be able to create profiles where they will indicate their affiliations, professional interests, and other information. Profiles can then be used to identify others with similar interests to facilitate productive interactions. Users, or even organizations, will be able to create their own web pages on the site which will serve as venues for showcasing their work and capabilities. The site will also feature a jobs directory and will be developed using well known open

source technologies. Conclusion: Adelson Consulting Services, with funding from the Internet and STD Center of Excellence, is developing the site. STDPreventionOnline (<http://www.stdpreventiononline.org>), will be introduced in the fourth quarter of 2007.

Session 1: Option 2
11:00AM – 12:30PM
Room 675-676

Panel - Attracting An Audience: Marketing in the Virtual Void

Using Combination Online and Offline Social Marketing to Promote EC Pharmacy Access for Youth

Ingrid Dries-Daffner

Pharmacy Access Partnership

Bio

Ingrid Dries-Daffner, M.P.H., coordinates community outreach and media cultivation at Pharmacy Access Partnership. She has nearly a decade of experience developing communications strategies to improve reproductive health access and awareness among youth. Ingrid's interests also include international reproductive rights advocacy and she has worked as a women's health consultant throughout Latin America.
iddaffner@phi.org.

Abstract

Over the past decade, access to emergency contraception (EC) has improved incrementally. Yet EC awareness and use remains relatively low, particularly among youth. In 2001, Pharmacy Access Partnership established www.EC-Help.org in English and Spanish to let consumers know which pharmacies provide EC directly to women without an advance prescription. In the last year there have been approximately 57,000 searches on the website. In August 2006, the Food and Drug Administration approved EC for over-the-counter (OTC) sale for consumers ages 18 and older. Women under 18 are still required to have a prescription to get EC. Pharmacy Access Partnership took several steps to address the confusing information about EC access and age restrictions for OTC access. In September 2006, we launched another online information source, www.MySpace.com/PharmacyAccess, to continue promoting direct EC pharmacy access to a youth audience. Since then, the page has received nearly 2,000 visits and has 200 friends in its network. Pharmacy Access Partnership also developed several social marketing tools to promote EC pharmacy access among youth—each informed by research revealing that 1) young women want more information about where and how to access EC; and 2) that they will seek services in pharmacies if they could have a private conversation with a pharmacist in a crowded pharmacy. Our two-part print media campaign is designed to meet youth's information needs and help facilitate a confidential, discreet conversation between pharmacists and clients.

Search Engine Optimization for Non-Techies

Norma Casas and Gregory Markel

California Family Health Council, Inc./TeenSource.org and Infuse Creative, respectively

Bio

Norma Casas has worked for the California Family Health Council, Inc. since 1995. She is currently an area manager and is responsible for contract management and program monitoring for thirteen agencies and fifty-six sites. She is also responsible for overseeing the TeenSource.org website development. casasn@cfhc.org.

Gregory Markel's Infuse Creative is regarded as one of the top search engine marketing companies in the world, serving diverse projects that have included Mazda, Teensource.org, Realty Executives, Pacificare, CSI, 24hrs, Lord of the Rings, New Line Cinema, and Sony.
www.InfuseCreative.com.

Abstract

TeenSource.org is a comprehensive educational website launched in July 2001 for teens and young adults. Sponsored by the California Family Health Council, Inc., the website aims to reduce risk taking by offering accurate health information and vital information on sexual health, relationships, and issues that affect teens today. Each month 200,000 page views are generated by over 50,000 adolescent consumers entering the TeenSource portal to find answers to their questions, hear the straight story from their peers in recorded teen interviews, watch streaming videos including celebrity testimonials, and take virtual clinic tours in an easily absorbed and entertaining format. The site's success is due in part to our collaboration with Infuse Creative, who were contracted to work on search engine marketing, optimization, and site development. Through their efforts, technological and industry updates were introduced that positively impacted the website's efficiency and effectiveness. In one month, 292,794 video views were reported through several video search engines including YouTube, Yahoo, and Google Video; overall there have been 1,484,363 video views. Infuse Creative continues to monitor search engine optimization, tune content, and expand external linking efforts. This resulted in 252%, 159%, and 106% recent visitor growth at Yahoo, Live, and Google respectively, and 130 new external links overall, in September 2007. Additionally, through the Google Grants paid search program for nonprofits, Infuse Creative has tuned 20% additional visitor performance out of an existing budget. This workshop will introduce the TeenSource website and strategies for maximizing the reach of the website.

URhealthstyle.com: A "virtual network" linking teens to health services

Karen Schoneman and Nancy Lyons

The Medical Foundation

Bio

Karen Schoneman holds a master's degree in health communication from Emerson College and is senior communication associate at The Medical Foundation, a nonprofit public health agency in Boston. She has experience in strategic communication planning, qualitative research, creative direction, copywriting, and website development on topics including substance abuse prevention, teen sexual health, osteoporosis prevention, and anti-tobacco advocacy. kschoneman@tmfnet.org.

Nancy Lyons, M.P.H. develops social marketing campaigns and health promotion materials in her role as a senior communication associate at The Medical Foundation in Boston. Her topics of focus include teen sexual health, family planning, and substance abuse prevention, and she has worked in the state government developing and delivering training curricula on HIV/AIDS and the needs of GLBT populations. nlyons@tmfnet.org.

Abstract

Chlamydia and gonorrhea rates are disproportionately high among black and Latino teens in urban areas in Massachusetts. Funded by two state agencies and using a social marketing approach, The Medical Foundation developed a brand of teen friendly health services, including sexual health services and an accompanying website and campaign, URhealthstyle (www.URhealthstyle.com). Audience research showed that young people viewed their health in a holistic way (non-sexual as well as sexual health issues) and may not be as receptive to a health message or service addressing only sexual health. Additionally, many adolescents across the state did not know how to access a variety of health services, particularly those that are confidential and teen friendly. The website's primary feature is a searchable database of a virtual network of health and social service providers offering services to adolescents. The website and brand were marketed via print publications and collateral items distributed through network providers and street marketing teams, and public transit media.

Session 1: Option 3 11:00AM – 12:30PM Room 673-674

Reaching Youth Where They're At: Programs that Work

MyStudentBody: A Study of an Online STD Risk Prevention Tool for College Students

Sarah Lord
Inflexxion

Bio

Sarah Lord, Ph.D., is a clinical developmental psychologist with over nineteen years of experience with adolescents and young adults. Her primary interests are development and dissemination of efficacious technology-based risk prevention and health promotion tools

for young people. She is currently a senior consultant at Inflexxion, Inc in Newton, Massachusetts.

Abstract

Half of the 19 million new cases of sexually transmitted diseases occurred among college-aged youth. This highlights the urgent need for effective and easily disseminated STD prevention programs. The current study describes the development and evaluation of MyStudentBody STD (MSB-STD), a web-based sexual risk prevention program for college students. 316 students were randomized into intervention or control conditions. Outcomes assessed knowledge about STDs and safer sex, risk attitudes and self-efficacy, intentions to practice safer sex, and condom use. At 6 month follow up, MSB participants showed significantly greater increases in knowledge and healthy attitudes, and greater intentions to carry and use condoms relative to controls. MSB participants were also over three times more likely than controls to use condoms with a partner. Outcomes suggest MSB-STD is a promising intervention for reducing the risk of sexually transmitted infections among college students. The discussion will highlight the critical role of formative research with key stakeholders for the development of engaging and effective prevention programming.

Making Sex Ed Trendy: How to Make your Website Youth Friendly

Meheret Melles and Will Neville

Advocates for Youth

Bio

Meheret (Mimi) Melles is the program coordinator for the Youth Activist Network at Advocates for Youth. Mimi sends out the monthly newsletters and action alerts to AFY's online database of 22,000 youth activists. She also works closely with the AFY's Campus and High School Organizer Teams to change domestic and school policies to support comprehensive sex education.

Abstract

This presentation will analyze www.advocatesforyouth.org, the Advocates for Youth website, as a youth-adult partnership tool. Led by Advocates for Youth's main online organizers—Mimi Melles, the program coordinator for the Youth Activist Network and Will Neville, manager for new media and marketing—the workshop will present how Advocates for Youth functions as an adult organization in partnership with youth in order to advocate for policies and programs that promote science-based reproductive and sexual health education and information at the domestic and international levels. Advocates for Youth occupies a unique niche because it brings youth development strategies to the field of adolescent sexual health, and adolescent sexual health strategies to the field of youth development. The organization integrates strategies related to sexually transmitted infections (STIs), HIV/AIDS, and teen pregnancy prevention; uses its domestic and international work for learning about and disseminating lessons across borders; and provides printed and electronic resources, technical assistance, and training to promote research-based best practices in the field of adolescent sexual health. Our

organization tailors several adolescent reproductive and sexual health programs to different audiences through our different websites.

(HOTGIRLS) - From Hip Hop to MySpace: Using Technology to Empower Black Young Women and Girls

Carla Stokes

Helping Our Teen Girls in Real Life Situations, Inc

Bio

Dr. Carla Stokes is a health educator, social scientist, web designer, consultant, and the founding executive director of Helping Our Teen Girls in Real Life Situations, Inc. (HOTGIRLS), a youth led, adult supported nonprofit organization dedicated to improving the health and lives of black young women and girls. Dr. Stokes earned a bachelor of arts in psychology from Spelman College and a Ph.D. and M.P.H. from the University of Michigan in health behavior and health education.

Abstract

Despite widespread criticism of sexualized representations of black women and girls in the media and hip hop songs and music videos, there has been little attention to black young women and girls' sexual self-representations, resistance, and online activism. This presentation will showcase creative strategies used by black young women and girls to resist the sexualization of women and girls by creating their own media, including Internet home pages, rap and RandB songs, and websites. One promising approach for educating young women of color residing in economically challenged communities with limited access to technology and healthcare services is the FIREGRL Project, an innovative health and media education program developed by Helping Our Teen Girls In Real Life Situations, Inc. (HOTGIRLS). Since 2001, HOTGIRLS has provided culturally relevant and youth-friendly sexual health resources to young women and girls of color via the World Wide Web. On World AIDS Day in 2003, the organization launched FIREGRL.com (under construction), a website that educates and informs black teen girls and other youth about health issues. This presentation will highlight how HOTGIRLS uses technology to educate youth about sexuality and to mobilize black young women and girls to engage in activism and critical thinking about sexuality and gender-based violence. The target audience for this presentation is attendees interested in young women of color, hip hop and youth culture, girl's media productions, and teen sexual health websites.

Session 2A

Session 2A: Option 1

1:30PM – 2:15PM

Room 626-627

Nancy Frishberg

Bio

Nancy Frishberg, Ph.D., promotes the customer-user point of view. She enjoys guiding organizations to meet customer needs for products from industries as diverse as information technology, arts, health and healthcare, and education. Her methods range from the spontaneous to the analytic to help define and design usable products and services.

Abstract

InnovationGames® offer a dozen techniques that encourage customers to talk candidly about questions you did not think to ask. For Sex:Tech we will play at least one of those games to wake up our ideas about products for youth, or services for those at risk of (or living with) HIV or other STDs. We will still have time to agree on a goal and surprise ourselves by finding out things we did not know that we know. And we will have fun in the process! We use old fashioned non-digital technologies (paper and pencil, colored pens, stickers and sticky notes) in exercises about ideal products, about trade-offs, and the context for the use of the product. These games encourage listening and watching to understand what problems customers have. Interact with youth, with health workers, with technologists, with policymakers. This session applies creativity and problem solving to the issues that cross the disciplines for public health, youth, and technology.

Session 2A: Option2

1:30PM – 2:15PM

Room 675-676

Advocates for Youth Panel

Let's Break it Down! How E-Organizing Tools Help Campus Activists

Abstract

This workshop will examine the dos and don'ts of campus e-organizing around sexual health advocacy. The workshop will consist of a panel presentation by youth activists who use e-organizing tools on their campus. The campus organizers will highlight their successes and failures in e-organizing, specifically as it relates to reproductive and sexual health advocacy and detail how each e-organizing tool (student websites, mass mailing lists, blogs, and Facebook) requires a different technique to engage the average student.

We will move on to a question and answer session, where workshop participants can get in-depth answers from the panel speakers or share their own experiences. The frame of the discussion will analyze the challenges that campuses commonly have as well as individual challenges, depending on factors such as campus size, student attitudes, and campus media. In conclusion, we will list steps for ensuring that e-organizing tools utilize a more youth friendly, campus interactive strategy. All participants will leave with a packet including the dos and don'ts from the experiences of the campus organizers.

Session 2A: Option 3
1:30PM – 2:15PM
Room 673-674

Mark Schoen

Sexual Health Technology: From Black-n-White Film to YouTube

Bio

Mark Schoen has been producing sexual health media since 1974. As an award-winning filmmaker and human sexuality expert, he has produced more than fifty sexual health films that have been broadcast and used in clinical and educational settings and by the general public. He is author of the award winning children's sexual anatomy book and video, *Bellybuttons Are Navels*.

Abstract

Providing sexual health information has always stirred controversy. In the past the decision makers of content were publishers, film distribution companies, and radio and television networks. The issues were appropriate language, images, and content. Although the world has changed, the issues we confront providing sexual health have not changed at all. Technology has provided opportunities for just about anyone to produce and distribute sexual health messages electronically to a larger audience than ever. With this opportunity there is responsibility. Providing responsible sexual health information utilizing current technology will be one focus of this workshop. This program will outline a history of sexual health content and technology. It will begin in the early 1900s and bring us to the present day. The audience will see examples of the early technology, black and white films with a very limited audience, and highly selected sexual health messages. It will move chronologically to the present day, where we have almost an unlimited audience, as well as the controversy over what is appropriate content. The issues of sexual health content messages and age appropriateness will be addressed. One of the important messages is how technology has provided the ability to disseminate sexual health information to a wide audience at a low cost and how do we assure that we provide accurate sexual health information that is age appropriate?

Session 2B

Session 2B: Option 1

2:15PM – 3:00PM

Room 626-627

Meredith Mishel, Kaiser Family Foundation, Pete Griffin and Amy Brill, MTV, Marvelyn Brown, Marvelous Connections, and Gary Jenkins, National Alliance of State and Territorial AIDS Directors (NASTAD)

The Think HIV Project: A Case Study

Bio

Meredith Mishel is a senior program officer for the Kaiser Family Foundation's Entertainment Media Partnerships department. She develops and implements the creative work for several of the Foundation's public health education initiatives with the media, including campaigns with MTV, MTV International, mtvU, Univision, BET, and a coalition of media companies across the Caribbean.

Pete Griffin is the manager of Think MTV. His department oversees MTV's on-air, off-air, online and on-demand "pro-social" campaigns that empower young people to take action on the issues that are most important to their lives. This includes two-time Emmy Award winning It's Your (sex) Life campaign, which informs young people on issues of sexual health and relationships.

Amy Brill is a writer and producer. Her articles, essays, and short stories have appeared in numerous renowned publications. Amy has been awarded fiction fellowships by the Edward Albee Foundation, the Millay Colony, and Fundación Valparaíso. She has produced online and on-air projects for PBS and MTV, and wrote the Peabody Award-winning *The Social History of HIV* for MTV.

Marvelyn Brown, a twenty-three year-old native Tennessean, has moved both live and television audiences around the United States, Canada, Jamaica and South Africa with her compelling personal story of being diagnosis with HIV at nineteen. As the CEO of New York based consulting firm, *Marvelous Connections*, her message is simple—Be Responsible, Get Educated and Get Tested! Marvelyn is currently working on her autobiography, *A Marvelous Life* (forthcoming, Amistad/Harpercollins).

Gary Jenkins is a senior associate with the National Alliance of State and Territorial AIDS Director's Racial and Ethnic Health Disparities program. Prior to NASTAD, Mr. Jenkins conducted policy research on social service systems, including the evaluation of community-based mental health services for youth and barriers to accessing HIV/AIDS care in a Caribbean community. Mr. Jenkins has a master's degree in social work from Virginia Commonwealth University.

Abstract

Since the first AIDS case was documented in 1981, a generation of young people has grown up never knowing a time without the disease. MTV and the Kaiser Family Foundation, as part of the think: It's Your (Sex) Life campaign and with support from the National Alliance of State and Territorial AIDS Directors (NASTAD), responded through the creation of think HIV, the first ever multiplatform, interactive community for this first generation of Americans who have lived their entire lives during the AIDS epidemic. This Emmy winning initiative, which included an online community at www.thinkhiv.org featuring video blogs from young people across the United States and a documentary composed entirely of user generated content, provided a platform to foster dialogue and active engagement by allowing young people affected and infected by HIV to tell their own stories. Promoted on-air and online, the think HIV project also sought to provide target audiences, high school and college age youth around the country, with access to relevant information and resources about HIV/AIDS also housed at www.thinkhiv.org. This session will demonstrate how the think HIV project was able to successfully take advantage of both traditional media, through MTV's broadcast television outlets, as well as "new media" technologies such as user-generated content, online video, and video blogs to raise awareness about HIV/AIDS and direct young people to local AIDS services. In addition to this case study, Kaiser will also highlight the broader applications of this collaborative model for conference attendees to consider in their own sexual health programs.

Session 2B: Option 2 2:15PM – 3:00PM Room 675-676

Melissa Gira Grant and Stacey Swimme, Desiree Alliance, St. James Infirmary

Bound, Not Gagged: Blogging for Sexual Health and Human Rights

Bio

Melissa Gira Grant is the development coordinator for St. James Infirmary, a peer-based free health clinic for sex workers. She also works with the Desiree Alliance and the Open Society Institute's Sexual Health and Rights Project to create trainings with sex workers using information and communications technology for advocacy.

Stacey Swimme has been a sex worker for nine years. She has worked all over the country as an entertainer, erotic masseuse, and escort. She helped found the Sex Workers Outreach Project and the Desiree Alliance. Miss Swimme also sits on the advisory board for the Woodhull Freedom Foundation.

Abstract

Bound, Not Gagged, a blog run for and by sex workers, is a persuasive and powerful tool for organizing sex workers to respond quickly to how the government and media portray our population and issues and to advocate for our concerns, from health issues to human rights. In this workshop, I will give a brief lecture on the history and goals of Bound, No

Gagged; demonstrate how Bound, Not Gagged works; break participants into groups to brainstorm how we might attract writers and readers (community) to blogs for peer-based advocacy; and facilitate discussion and take questions and answers on how to launch a blog for a campaign or organization. Workshop objectives are to demonstrate or to teach participants how to create a blog, to strategize on how to create an advocacy campaign with a blog, and to discuss how best to cultivate community with the blog.

Session 2B: Option 3
2:15PM – 3:00PM
Room 673-674

Alysia Ransons, Planned Parenthood of Orange and San Bernardino Counties

LOL;) OMG. Instant Messaging: Speaking the Language of Youth

Bio

Alysia A. Ransons graduated from California State University, Fullerton with a master of public health degree in 2007. Alysia has been with the Health Education Department of Planned Parenthood of Orange and San Bernardino Counties for four years. During this time she has made great accomplishments in expanding the Hotline programs. aransons@pposbc.org.

Abstract

Planned Parenthood of Orange and San Bernardino Counties (PPOSBC) launched their first Hotline program in 1999, which now receives over 5,000 calls annually. The success of our telephone Hotline confirmed the need for personalized, easily accessible, and anonymous reproductive health information. With more and more people becoming reliant on the Internet as a credible source of information, specifically health related information, PPOSBC diversified the Hotline to include www.plannedparenthoodchat.com, the portal to the Online Hotline. The Online Hotline is an Internet-based instant messaging (IM) program that allows users to log in and IM live with Planned Parenthood health educators. Our health educators are extensively trained to provide Online Hotline answers to questions pertaining to reproductive and sexual health. In addition, health educators provide needed referrals to participants and can directly schedule clinic appointments for those who express a need for services. The target audience for this session includes all providers of health information who seek innovative ways to reach their target populations. The target population for the Online Hotline is anyone with access to the Internet or text messaging. We will discuss the utilization of Internet and text software packaging for live assistance to participants and review the technology utilized to capture data of each IM.

Session 2B: Option 4
2:15PM – 3:00PM
Room 612-613

Susan Tortolero, Christine Markham, Ross Shegog, and Melissa Peskin, Center for Health Promotion and Health Research, University of Texas, Houston, School of Public Health

Bio

Susan Tortolero, Ph.D., is an associate professor of behavioral science and health promotion. She is director of the Center for Health Promotion and Prevention Research and the director for CDC's Texas Prevention Research Center at the University of Texas School of Public Health.

Christine Markham, Ph.D., is assistant professor of behavioral sciences and health promotion and deputy director of the Center for Health Promotion and Prevention Research at the University of Texas School of Public Health. She has over fifteen years experience conducting intervention research and specializes in adolescent sexual health.

Dr. Ross Shegog, Ph.D., is an assistant professor of behavioral sciences and health promotion and the associate director of communication in the Center for Health Promotion and Prevention Research at the University of Texas School of Public Health. His work focuses on translating theory into intervention design for health promotion and disease prevention.

Melissa Peskin, Ph.D., is an assistant professor of behavioral sciences and health promotion and the associate director of dissemination for the Center for Health Promotion and Prevention Research at the University of Texas School of Public Health. Her work focuses on the development, implementation, and evaluation of school-based health promotion programs.

Abstract

Early sexual initiation is associated with increased risk of unintended pregnancy and sexually transmitted infection (STI). Effective HIV/STI/pregnancy prevention interventions for middle school youth is a public health priority. In response to this need, the presenters developed the "It's Your Game, Keep It Real" (IYG) curriculum for 7th and 8th grade middle school students. This session will (1) describe the current status of sexual behavior in the community with emphasis on adolescent sexual behavior and needs for new innovative intervention approaches; (2) introduce Intervention Mapping—a stepped framework for intervention development in the context of IYG; (3) introduce and demonstrate the application of theoretical methods and strategies in computer-based interventions in the context of IYG; (4) describe usability testing; (5) provide an overview of the IYG evaluation study in middle schools and results to date; and (6) present the future of HIV/STI/and pregnancy prevention research in light of current research.

Session 3

Session 3: Option 1

3:30PM – 5:00PM

Room 626-627

Panel - Challenges and Strategies for Conducting Online Research

Conducting Online Interviews: A Study of Homosexual African-American Men and their Sexual Health

William Brown III

Health Research for Action, University of California, Berkeley, School of Public Health

Bio

William Brown III holds degrees in sociology and African-American studies (University of California, Davis) and an M.A. in Human Sexuality (San Francisco State University). His thesis involved interviewing homosexual African-American men online regarding cyber-socialization, racial identity, and sexual health. He is working at Health Research for Action at the University of California, Berkeley and is a doctoral student in public health.

Abstract

The Internet has, and continues to, open up a world of new ways to communicate, including unique avenues by which we can conduct research such as interviews. This presentation will examine how researchers get intimate in an online interview; instill trust in their participant and assure confidentiality; make a personal connection with their participant in a digital environment; and dig deep into the sexual/health history of the participant. We will discuss techniques online interviewers can use to read and express emotion when there are no facial expressions or gesticulations. We will go over the costs and benefits of online interviews, talk about qualitative research design for digital environments, Instant Message techniques, and IRB approval. In addition, we will discuss confidential data management, online recruitment and data collection, and the future of online interviews with new technologies. For today's scholar and/or activist, learning the ways in which the Internet can be utilized to advance research is fundamental to the proliferation of innovative research and progressive change.

Computer Counseling and Self-Testing for HIV Prevention in Southern India

Freya Spielberg

RTI International and UCSF

Bio

Freya Spielberg, M.D., is a Senior Research Analyst with RTI International and proposed Adjunct Associate Professor In the department of Family and Community Medicine at UCSF. She has over fifteen years of experience conducting research in HIV and STD counseling and testing strategies. She currently is beginning an NICHD funded project to develop a computer tool for the integration of behavioral, biological and economic informatics for HIV. Fspielberg@fcm.ucsf.edu.

Abstract

Brief, client-centered counseling has been shown to reduce incident STIs in high risk populations. However, few settings have counseling staff or clinician time to conduct such counseling. Computer Assessment and Risk Reduction Education (CARE) is an evidenced-based interactive health counseling program designed to meet this need. CARE is designed to run locally in clinics or field sites, minimizing support requirements while providing updates if network access is available. This presentation will walk participants through the CARE client experience, which emulates human counseling and includes a personalized risk assessment with feedback, counseling, skills-building videos, HIV test consent, risk reduction plan development, and automated referrals. We will discuss how both patients and staff have readily accepted the tool in clinic and field bases settings in the United States and India) and how CARE facilitates data collection and analysis. We will also present data from two evaluations of CARE, including the first study to demonstrate an impact on HIV viral load and on secondary HIBV transmission risk from a brief, self-administered behavioral intervention.

Session 3: Option 2
3:30PM – 5:00PM
Room 675-676

Panel - Golden Ticket: Unique Education Approaches**The HEAR ME Project: Digital Storytelling for HIV Prevention****Beth Wachter**

Hear Me, Inc.

Bio

Beth Wachter, a native of Berkeley, California, received her M.B.A. from New York University in 1988 and began Select Media, Inc. a health educational film distribution company. In 1995, Select Media published its first evidence-based, multimedia health intervention. Alarmed by continued funding cuts for HIV/AIDS education in schools and a corresponding spike of HIV infection among African-American youth, Wachter founded HEAR ME, Inc., a national story-writing contest for HIV prevention.

Abstract

HEAR ME, Inc. is a national HIV story writing (and video contest) for youth ages 14-22, now in its fourth year. Morgan Freeman is honorary chair. Celebrity judges have included Spike Lee, Forrest Whitaker, Robert Rodriguez, Scarlett Johansson, Jesse Martin, and Hillary Duff. We have received nearly 10,000 stories to date (mostly digital) from all 50 states and 30 countries. Our target audience is youth-at-risk, ages 14-22. We use the Internet to do outreach and received 6.5 million hits on our website in 2007. Our survey of contest participants reveals that kids are engaged in and affected by the project. Come learn what they have to say about the personal impact of creating stories and the power of being heard.

Bringing the Internet into the Sex Ed Classroom

Kris Gowen

Portland State University

Bio

L. Kris Gowen, Ph.D., Ed.M., has been a sexuality educator for over twelve years. She is currently a research associate and faculty member at Portland State University, where one of her research interests focuses on how the Internet impacts youth sexuality. gowen@pdx.edu; www.myspace.com/virtualmysterytour.

Abstract

Turn on the news and it is almost impossible to avoid stories about the dangers of the Internet—especially for teens. So far, the solution to protecting our youth seems to focus on eliminating dangerous persons from cyberspace and scaring youth into being more careful online. But such an approach oversimplifies the real issue: Cyberspace is a domain in which youth live, grow, and learn. Using a fear-based approach to education is no way to teach youth how to use the Internet wisely and safely. This presentation will focus on how to integrate the online experiences and activities of youth into sexuality education curricula. Using a conceptual framework, The Three Cs of Internet Sex (Content, Communication, Creation), we will examine how to incorporate lessons about safer sex and healthy relationships into existing sex education programs or develop curricula specifically about sexuality online. Teachers, parents, or anyone who works closely with youth will benefit from this session as it will provide a usable framework and flexible ideas to begin addressing how to encourage teens to use the Internet to support healthy sexual development.

National Teen Dating and Abuse Helpline - Considerations for Outreach and Advocacy via Online Services

Stephanie Wilson and Candice Kesling

LoveIsRespect

Bio

Stephanie Wilson is the web communications specialist for [loveisrespect](http://loveisrespect.org), National Teen Dating Abuse Helpline. As web communication specialist, Stephanie promotes and

maintains the organization's online presence via MySpace, Facebook, and the loveisrespect.org blog. Prior to her work at loveisrespect, National Teen Dating Abuse Helpline, Stephanie was an advocate at the National Domestic Hotline. swilson@loveisrespect.org.

Candice Kesling is the operations manager for loveisrespect, National Teen Dating Abuse Helpline. As operations manager she oversees the implementation of phone-based and online advocacy services for teens and young adults. Candice has presented at the Nevada Coalition against Domestic Violence annual training, the National Network to End Domestic Violence Train the Trainers, and the Battered Women's Justice Project's national conference. ckesling@loveisrespect.org.

Abstract

Since its launch in February 2007, peer advocates at Loveisrespect, National Teen Dating Abuse Helpline have offered support and crisis intervention to teenagers, and their friends and parents, via the phone and live chat. As we approach our one year anniversary, come see what we have learned about conducting outreach through social networking sites and providing online services. We will address the issues of time and money spent, plus important safety and privacy considerations. A demonstration of our chat advocacy will also be included.

Session 3: Option 3 3:30PM – 5:00PM Room 673-674

Panel - New Tools for Keeping Track of Personal Sexual Health

MyBlackBook: Electronic Address Book Tool

Robert Ianuale

Resorb Networks, Inc.

Bio

Robert Ianuale has been involved in Internet consulting, strategy, and web development since 1999. Formerly a consultant for Fortune 500 companies, he has worked in financial industries, and web markets. He takes a special interest in information architecture and usability issues and is an accomplished programmer in ASP, Javascript, and Visual Basic.

Abstract

MyBlackBook is the Internet's first secure and confidential online sexual history tracker which allows people to manage their intimate relations online and lead a safe, healthy and disease free sex life through education and assessment. MyBlackBook allows people to manage, update, and lookup their entries in an easy way, enabling them to assess their sexual activity and to make changes in their lives. One of the features that MyBlackBook offers members is the novel VDNnote, which calculates the probability of obtaining

several sexually transmitted diseases, based on the prior sexual history of the user. This patent pending technology simplifies the task of modifying sexual habits by actually computing the risks involved with having unprotected intercourse and other related attributes. MyBlackBook also offers its members the ability to view statistics of their personal history in the form of real time activity graphs, and intimate partner reports. All of the features are currently free and help members put their black book contents into perspective, giving them an at-a-glance view of whom they have slept with. MyBlackBook is a fully featured Web 2.0 application able to be accessed from anywhere in the world through an Internet connection, and the target audiences range from students to professional entrepreneurs, all with varying preferences, and spanning an age range from 18 to 65.

STD Wizard: An Online Risk Assessment Tool

Katherine Hendricks

Medical Institute for Sexual Health

Bio

Dr. Kate Hendricks was previously the division director for infectious disease at Texas Department of Health. She has over forty peer-reviewed publications. She is currently vice president for science at the Medical Institute for Sexual Health and principal investigator on the STD Wizard project.

Abstract

Sexually transmitted diseases (STDs) are a significant public health problem in the United States: more than 19 million new cases of sexually transmitted infections are diagnosed each year. Because many sexually transmitted infections are initially asymptomatic, detection and treatment are difficult. To help address the STD epidemic and public demand for online healthcare information, the Medical Institute (MI) developed an online risk assessment tool, the STD Wizard, which allows members of the public to anonymously answer questions and obtain individualized STD screening advice. The STD Wizard project had distinct components. We identified the screening recommendations in the Sexually Transmitted Diseases Treatment Guidelines-2002 and distilled the information into an algorithm. We then developed a novel expert system technology with two basic parts—a logic file and a Wizard program. The logic file, with 1500 lines of code and 165 decision points, determines the order in which questions appear. The Wizard program reads the logic file each time it generates a web page. As a user responds to a question, the program reads the logic file to determine the next question and corresponding web page. Once a user has gone through the Wizard, individualized recommendations are provided. The Wizard was evaluated in a group of college students. Of those who received recommendations, more than half saw or planned to see their doctor and one-fifth reported behavior change. All students who went through the Wizard found it easy to use, and most (>75%) found it useful.

Social Networking for HIV+ Men, Online and IRL

Bryan Levinson

Strength in Numbers (SIN)

Bio

Bryan Levinson is the founder and general manager of Strength In Numbers International, Inc. (SIN). Bryan started SIN with a small potluck party for single HIV+ gay men in September 2002, after testing positive himself in 2000. From that one event grew nearly thirty chapters around the world. Bryan is an attorney by training with specialties in corporate and transactional law. He also has experience in website design and database architecture. He lives with his cat, Monkey, in lovely San Francisco.

Abstract

Strength in Numbers (aka SIN) is a nonprofit social networking organization for HIV+ gay men of all ages, races, and backgrounds. We help create local chapters to connect poz guys with each other to share information about local HIV services as well as to plan social events together as a club. SIN is entirely web-based with a central content site that links to local chapters run on Yahoo Groups and a main photo sharing site on Flickr. SIN is working on a new closed circuit online social networking site for our members that will resemble MySpace allowing them to create local groups, personal profiles with photos, and share videos of their social events. All of our sites, groups, messages, events, and photos are nongraphic sexually and there are no political advocacy opinions allowed. In this presentation we will give an overview of how we run our groups, do outreach, facilitate communication, and show our sites. All of our efforts are cost effective, using the most inexpensive, widely accessible, user friendly technologies we can find.

Internet Recruited Home Sampling for Chlamydia Using Self-Obtained Urogenital Samples: Can we reach infected youth?

Terry Hogan

Johns Hopkins University

Bio

Terry Hogan has more than thirty years of experience working in the field of infectious disease control. As faculty for Johns Hopkins University School of Public Health and the Region III STD/HIV Prevention Training Center, she has developed satellite broadcasts and online programs, has planned and coordinated online coursework, and has been involved with the development of the [iwantthekit.org](http://www.iwantthekit.org) website.

Abstract

Objectives: To ascertain whether the Internet can be used to recruit young women and men to perform home sampling for Chlamydia trachomatis; to determine prevalence, risk factors, and satisfaction for this outreach screening. **Methods:** An Internet educational and screening recruitment website, www.iwantthekit.org, has been used for women since 2004 and men since 2006 for chlamydia screening. Participants requested free kits for home collection of urogenital samples via Internet or toll-free number. Self-samples (vaginal for females; urine and penile swabs for males) were collected and questionnaires

completed for demographics, perceptions of use, and sexual risk history. Mailed specimens were tested using nucleic acid amplification tests. Infected individuals were treated at clinics. Results: From 1023 females, total chlamydia prevalence was 9.3%; by age: 15-19 years, 16.6%; 20-24 years, 10.7%; by race: Black, 11.7%; White, 3.4%. 37.8% of women reported history of chlamydia. Multivariate analysis indicated Black race (OR 3.4), age <25 years (OR 3.2) were significantly associated with chlamydia. From 116 males, chlamydia prevalence was 17.2%; by age: 15-19 years, 23.1%; 20-24 years, 26.3%; by race: Black, 21.2%; White, 11.4%. Women and men indicated overall satisfaction with Internet screening and over 85% stated they would use the Internet method again. Conclusions: Home sampling for chlamydia was feasible via the Internet. High prevalence and high sexual risk behavior was noted. Self-obtained urogenital samples recruited via the Internet may provide new options for diagnosis and control of chlamydia.

Session 3: Option 4
3:30PM – 5:00PM
Room 612-613

Panel - Podcast This! Podcasting for Sexual and Reproductive Health

College Sexual Health Programs via Podcasts

Alyssa Schuettler, Ashley Gruba, and Lee Heerten

University of Nebraska-Lincoln, PERSUNL

Bio

PERSUNL is comprised of students at the University of Nebraska, Lincoln who turn their time and skills into making their campus and community a safer and more educated place. Presenters include Ashley Gruba, a junior sociology, women and gender studies major; Lee Heerten, a junior political science, ethnic studies, GLBT and sexuality studies major; and Alyssa Schuettler, a senior secondary Spanish education major.

Abstract

After seeing the popularity of the personal media player and a need to educate students in a nonconfrontational way, our group, Peers Encouraging Responsibility at the University of Nebraska-Lincoln (PERSUNL), decided to create podcasts as a means to present information targeted to the student body at the University of Nebraska. By broadcasting information online in the form of an mp3 through our university website, as well as making it available to be searched and subscribed to through iTunes, the amount of information that we can provide regarding sexual health is immense. We will share information on how to implement this sort of programming at your own institution. Throughout the presentation, we will discuss how podcasting works and the different methods of creating a podcast. We will share how we implemented podcasting in our

own school and what was needed to do so. We will be able to share examples of some of our podcasts and also show how presentations or class periods themselves can be podcast to be uploaded later onto your own website, or a global sharing program such as iTunes University or YouTube.

Podcasting 101: New Media for Sexual and Reproductive Health Advocates

Amie Newman and Amanda Marcotte

RH Reality Check

Bio

Amie Newman is the associate editor of RH Reality Check. Amie began her communications career working in network and public television production. She then spent almost nine years in nonprofit communications, working for feminist organizations including the Northwest Women's Law Center and Aradia Women's Health Center. Amie is proud to have been on the original board of directors for Our Truths-Nuestras Verdades. amie@rhrealitycheck.org.

Amanda Marcotte writes for and manages the blog Pandagon, podcasts and writes for RH Reality Check, and is currently writing a book about feminism due out in Spring 2008. She received her fifteen minutes of fame after being hired in 2007 by the John Edwards campaign as the blogmaster and then resigning shortly thereafter amidst a frenzy of right wing generated controversy.

Abstract

Join RH Reality Check's RealityCast host Amanda Marcotte and associate editor, Amie Newman, for a fascinating look at how to produce your own podcast about sexual and reproductive health and rights! Do you (or your organization) have something original and informative to add to the reproductive and sexual health dialogue? Are you looking for the next new media challenge? Podcasts have the potential for exciting and authentic information sharing and interaction. Producing your own podcast doesn't have to cost a lot of money. Learn how to entertain, inform, and encourage dialogue. This session is for advocates and individuals who are interested in finding out more about podcasting: how to produce and/or host a podcast, what tools you'll need, how to structure a podcast and why new media is so important to the reproductive and sexual health advocacy community!

The Midwest Teen Sex Show

Nikol Hasler and Guy Clark

Midwest Teen Sex Show

Bio

Nikol Hasler, revered by most as a total babe, has trouble picking out shopping carts without wobbly wheels. As the host of the Midwest Teen Sex Show, Nikol has found a

way to incorporate her twisted sense of humor and life experiences into something far more cathartic than all of those years in therapy.

Guy Clark (aka Todd) is creator and director of the Midwest Teen Sex Show. When he's not busy editing episodes, Guy produces new media content for online and broadcast venues. His commercial work and production services can be found at h-pep.com. He also loves cheese.

Abstract

Our team will be speaking on the subject of using new media as a way to promote yourself through blogging and podcasting. Our show, through only word of the e-mouth quickly gained viewership numbers. How did we do that? We just put the shows online and within days other people on the Internet had found us and begun posting links through their blogs and twitters. From the start we have made it a habit to contact the people who were linking to and writing about us by posting comments to their links and writing them personal emails thanking them. There is something to be said when a complete stranger notices you noticing them and has the courtesy to say something back. We will also focus on responding to the negative feedback sex podcasters can receive when they are taking a new approach to an old subject. Addressing sex in a creative way can be risky and even dangerous, especially if you are not a professional in the field. There are challenges to better yourself and your show, so we will be discussing the way to find a balance between keeping content formulated with your original intent and style while still making changes to address very real concerns of educational professionals.