

EVALUATION ABSTRACT: THE EFFECTIVENESS OF THE *SEVENTEEN DAYS* VIDEO INTERVENTION IN INCREASING SAFE-SEX BEHAVIORS

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Intervention Name

Seventeen Days

Intervention Description

The *Seventeen Days* intervention is a stand-alone interactive video, intended for teen girls, which can be used in health clinics with the aim of promoting safer sexual behaviors and decision-making among adolescent females. The video program is individually self-administered by teen girls via an electronic tablet in the clinic while they are waiting for their clinic appointment. It is continued outside the clinic via Internet-enabled devices of the girls' choice.

The core program material lasts approximately 35 minutes; girls may watch it in one sitting or over as many sessions as they like. The core material consists of an introduction to the concepts of choice in sexual situations and cognitive rehearsal of safe choices, a lesson on condom procedure and efficacy, and one character's vignette on sexual negotiation (Jessica's story), including choices and cognitive rehearsal. After this core material, girls may return to the video materials as often as they like over the course of six months. In total, *Seventeen Days* comprises about 2.5 hours of video material. The video features (1) a set of vignettes modeling skills for negotiating lower-risk sexual behavior (including abstinence) with different social contexts for heterosexual partners; (2) a condom demonstration scene providing background on both how and why condoms lower risk; (3) a gynecological exam explaining female physiology and modeling interactions with a health care provider, including how to ask for further services;

and (4) disease information explaining the difference between viral and bacterial infections, the difficulty of identifying infections in partners or oneself, health consequences, and treatment options, if any. The vignettes feature female characters of racial and ethnic diversity who face various situations in their dating relationships and must make sexual behavior decisions and negotiations. Viewers must watch a certain character's vignette during the core viewing material but are able to choose which character's storyline to watch in additional viewing time. The video allows participants to select content that is personally relevant to them and invites them to apply the demonstrated skills in their own lives.

The curriculum was adapted from the evidence-based *What Could You Do?* intervention. Adaptations include the use of more current modes of delivery (tablet and Internet with the potential for high-definition streaming, compared to the low-definition DVD and slideshows of the previous version), as well as updated content that underwent a review for medical accuracy in 2011, bringing such items up to date as the availability of a vaccine for HPV and including all currently available forms of hormonal contraception.

Counterfactual

Driving Skills for Life

Counterfactual Description

Teens who are randomized to the control condition view a stand-alone interactive video comprised of segments of *Driving Skills for Life* produced by Ford Motor Company, which teaches teens safe driving behaviors. The video is individually self-administered via an electronic tablet in the clinic while waiting for care. It can be continued outside the clinic via Internet-enabled devices of the girls' choice. The core program lasts approximately 35 minutes; girls may watch it in one sitting or over as many sessions as they like. After this core material, girls may return to the video materials as often as they like over the course of six months. There are about two and a half hours of total driving video material. The control video includes introductory

lessons in car handling (for example, how to handle different road conditions), followed by an interactive menu in which the viewer can choose between different kinds of materials. These options include short instructional videos and interactive games (for example, merging onto a busy highway by managing speed with keyboard keys and monitoring other cars on screen).

Primary Research Question(s)

Does the *Seventeen Days* interactive video result in safer sexual behavior (defined as abstinence or no reports of unprotected vaginal sex events by a condom) for adolescent females at six months post- randomization relative to the control video?

Sample

The enrolled sample consisted of 1,317 adolescent girls who were patients at one of 20 participating clinics and were randomized into intervention or comparison conditions. To be considered eligible for the study, participants had to be female, aged 14–19, sexually active in the past six months, and not currently pregnant.¹

Setting

The 20 participating clinics were located in Ohio, Pennsylvania, and West Virginia and served a mix of rural, suburban, and urban populations. One site was an urban hospital specializing in women’s health, three sites were hospital-based adolescent medicine clinics, six sites were family planning clinics, and ten sites were county health department family planning clinics.

Research Design

The research design is an individual randomized controlled trial. Consent for participation was obtained prior to collection of baseline survey measures and randomization. Randomization occurred immediately after the baseline surveys were completed. An automated

¹ During screening, pregnancy status was collected via self-report. If the baseline pregnancy test result was positive, girls were removed from the study.

computer program randomly assigned participants to one of the two conditions and then automatically routed viewers to the appropriate video.

The data sources for this study included electronic surveys and clinical test results for pregnancy and sexually transmitted infection. Surveys were collected at baseline and at three months and six months post-randomization. The clinical test results were collected at baseline and six months post-randomization using a self-administered vaginal swab provided by study recruiters in the clinic or mailed to participants' homes.

Impact Findings

There was no evidence that Seventeen Days impacted the primary outcome, engaging in safer sexual behavior, at the six-month post-randomization assessment. No impacts were detected for the secondary outcomes.

Implementation Findings

Of participants randomized to the intervention condition, 61% viewed the entire core video and 37% watched additional video material. The most viewed optional material was additional character narratives. Of participants randomized to the comparison condition, 73% viewed the core video and 38% watched additional video material.

Schedule/Timeline

Sample enrollment started on June 6, 2012 and ended on December 1, 2014. Three-month data collection ended on March 30, 2015 and six-month data collection ended on June 30, 2015.