

Plan A: A Video Intervention to Promote Effective Sexual and Reproductive Health Decisions

The Office of Population Affairs (OPA) funded the development and rigorous evaluation of the Plan A program to determine if it is an effective approach to promote contraceptive use, condom use for dual contraception and human immunodeficiency virus (HIV) sexually transmitted infection (STI) prevention, and HIV/STI testing. This program joins the ranks of Teen Pregnancy Prevention (TPP) programs that have experienced positive outcomes when evaluated for effectiveness. OPA's TPP Tier 2 grantees develop, replicate, refine, and rigorously evaluate additional models and innovative strategies to reduce teen pregnancy. The TPP programs that experience favorable impacts are then considered evidence-based and become eligible to replicate in communities across the country.

Program Overview

Plan A is a 23-minute video intervention designed for African American and Hispanic/Latinx women ages 18 to 19 that promotes effective contraceptive use, condom use for dual contraception and HIV/STI prevention, and HIV/STI testing. The video aims to develop sexual health intentions, knowledge, and self-efficacy for communicating with providers about different contraceptive options that have been proven effective, such as long-acting reversible contraception (LARC).

The video is delivered on laptops or personal electronic devices in a private room or area of a reproductive health clinic. The intervention is designed to have maximum impact when viewed just before a reproductive health visit. The waiting time before a clinic visit is a moment when the target group will be most receptive to the informational and motivational messages of the intervention. Plan A intends to improve sexual health outcomes by empowering viewers to understand their options and communicate their needs to their healthcare providers to get the most out of their experience at a reproductive health clinic.

Evaluation Study Design and Results

The evaluation design was an individual randomized controlled trial. Consenting patients were randomly assigned to the Plan A intervention group or the comparison group. Participants in the comparison group viewed a video that detailed the negative effects of cigarettes on the environment and on people who use cigarettes.

Program/Intervention Name

Plan A

Program Overview

A 23-minute video intervention to promote effective sexual and reproductive health decisions.

Setting

Health clinics

Population

African American and Hispanic/Latinx women ages 18 to 19

Type/Mode

Video

Length/Duration

23 minutes

The comparison video included no sexual or reproductive health content. Participants in both groups received a baseline survey, 3-month follow-up, and 9-month follow-up. Data collection procedures were the same for both treatment and comparison groups. The evaluation also included an implementation component assessing fidelity, attendance, and quality.

Plan A was found to be effective at reducing sexual risk behaviors. Plan A was linked to more adolescent STI testing, better LARC uptake among adolescents attending a reproductive health clinic visit for the first time, better contraceptive knowledge, and more accurate perceptions of risks about HIV at three months post-intervention. Nine months after the intervention, adolescents receiving the intervention were less likely to have sex (vaginal, oral, or anal) without a condom, and had less frequent vaginal sex without a condom. Adolescents receiving Plan A also had better contraceptive knowledge nine months after the intervention than comparison group adolescents.



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