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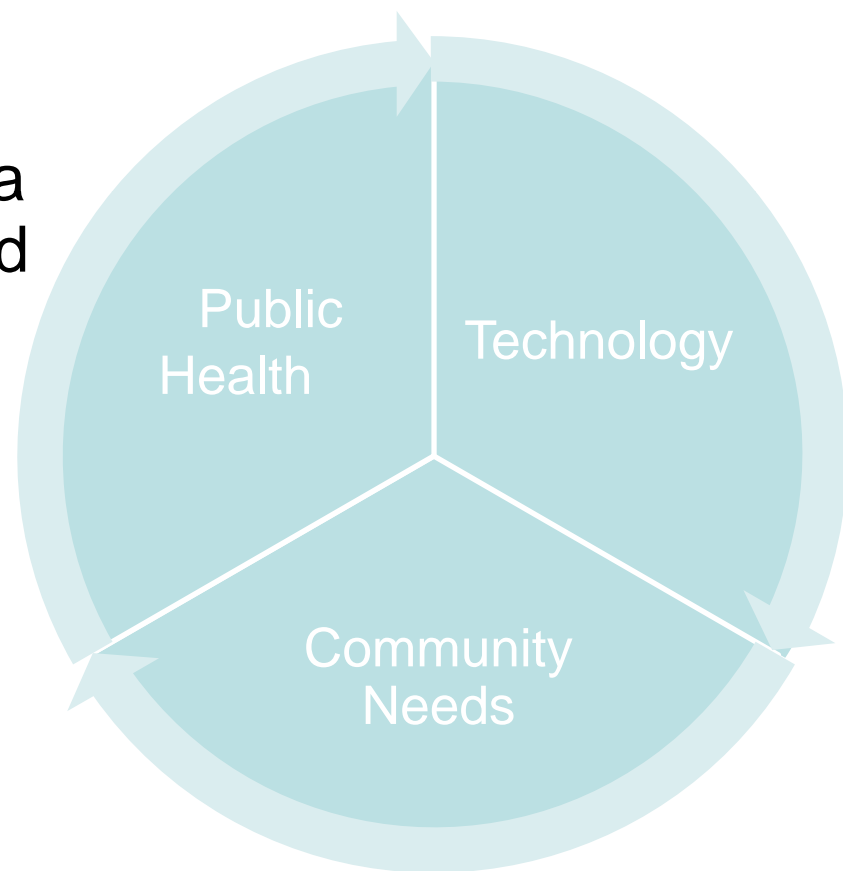
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# Using SMS Text Messages to Reach Youth with Sexual Health Information

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**NCSD Annual Conference  
October 29, 2009  
Washington, DC**

- 501(c)3 organization founded in 2001
- Use technology and new media for sexual health promotion and disease prevention
- Partner with *communities*, *corporations* and *public health agencies* to provide digital marketing, social networking apps, websites, mobile platforms, online contests, and more.



## Today's Talk

- What is SMS?
- SexINFO (Background)
- HookUP 365/24-7
- RealTalk DC, DC School-based screening program, DCTest and DCWrap

## SMS / Text Messaging

- SMS = Short Message Service
- Most used application on mobile phones, greater usage than voice
- Usage of a short code (5- or 6-digit phone number) to provide mass delivery
- Opt-in model
- Limited to 160 characters or less in the U.S.

## SexINFO: A Public Health Response

- Rising chlamydia/gonorrhea rates among low-income African-American youth in the South East San Francisco
- Partnership with SF DPH, Community Advisory Board (clergy, CBOs, probation, etc.), and youth
- Focus groups agreed text messages are a private, accessible and culturally appropriate way to receive health information

## SexINFO Launched in April '06

- Text Keyword SexINFO to shortcode 61827
- Get back menu of commonly asked questions
- Text another Keyword for answer
- Receive nugget of information and 2 referrals

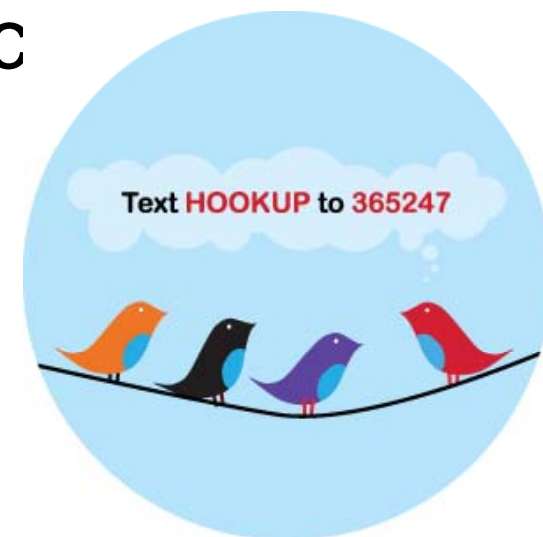
# Preliminary Eval: Awareness

AJPH, March 2008

- 322 surveys collected at 3 SF clinics
- 11% of clinic patients knew of SexINFO
- 80% would sign up in the future
- Patients from target audience MOST likely to know about service:
  - African-American, aged 12-18
  - Lived in target neighborhoods
  - Had least expensive cell phone provider
- Most users text in just once. Cost of marketing not sustainable.

## Hookup Launches April '09

- Partnered with California Family Health Council and CA Dept of Public Health
- Txt Hookup to 365247
- Youth generated weekly sex info & life advice
- Zip code Title X clinic and SBHC search



condoms + pill = A+

saying NO is OK

69 reasons 2 get tested




Text CLINIC + ur zip code:  
find free clinics near u

Text HOOKUP to 365247 to get started  
Stndrd rates apply; it's just like texting ur friends

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text hookup to 365247



hookup  
weekly sex info & life advice

standard rates apply,  
it's just like texting your friends

Temporary tattoos, removable stickers, email blasts, NYTimes mention

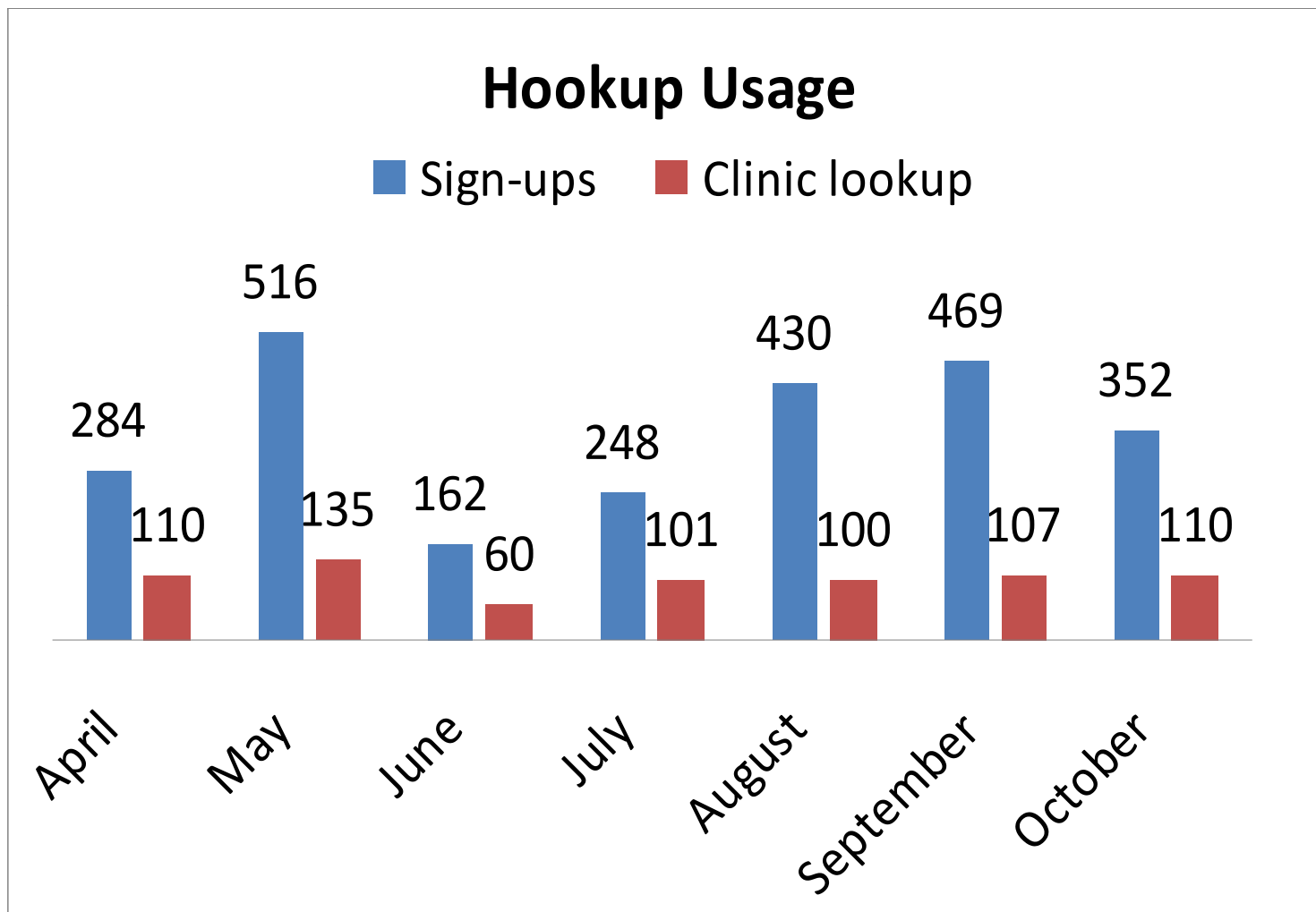
## Hookup has weekly tips and a clinic search

HookupWeeklyTip: Being young is hot but STDs are not! People under 25 have the highest risk. Test at least every year. Teensource.org Txt Stop 2end Stnd rates

Nearest clinic: Castro-Mission Health Center 3850 17th St SF 94114, 4159347700 or Cole Street Youth Clinic 555 Cole St, San Francisco, 94117, 4157518181

## Early Hookup use Statistics

- In 7 months, Hookup had 1886 subscribers, 586 clinic requests (31% unduplicated) from 39 counties
- Counties with 35+ clinic requests: Alameda, Los Angeles, San Bernardino and San Diego
- Further evaluation via text message will assess user demographics, clinic request follow-through and service satisfaction



31% of subscribers have searched for a clinic using Hookup

## RealTalkDC

- ISIS worked with Metro TeenAIDS w/ funding from DC DOH to provide local sexual health resources via text (realtalkDC.org)
- Text RealTalk to 61827 for menu (clinic lookup, event listings, HIV quiz)

RealTalk: Txt NE, NW, SE or SW for free clinics + condoms in ur area. Txt REALtalk2 to find out about local events. Txt REALtalk3 to play HIV Quiz!  
Std rates

QuickTime™ and a  
TIFF (Uncompressed) decompressor  
are needed to see this picture.

RealTalkDC: Supreme Teen Night tonight at Fort Davis Rec. 6-9 PM.  
DJ! Prizes! FREE HIV/STD TESTING! Stnd rates. STOP=end

RealTalkDC: Ok, lets start easy & hit u up w/a TRUE or FALSE.  
Question: DC has the highest rate of HIV in the US? Text TRUE or  
FALSE. Standard rates apply

## DCTest helps youth locate testing sites

- A DC DOH and ISIS project, launched Fall 2009 to offer SMS based search tool for HIV testing sites
- Text DCTest to 365247

Half of the people with HIV in DC don't know it. Know your status! Reply DCsite + your zip to find testing sites near you. Stnd rates. Stop2End.

Nearest location: Hypnotic Entertainment 1340 Sheridan St NW 20011, 2026848130 or Care For Youth Inc. 5815 5th St NW 20011

## **DCWrap is a collection of free condom sites avail. by text**

- A DC DOH and ISIS project, launched Fall 2009 in DC
- Text DCWrap to 365247

Wetter is better! Ladies and fellas, use lube with condoms to help prevent breakage. Reply DCFind + your zip code to find free condoms and lube near you.

## DC School-Based Screening Program

- GC/CT testing offered in all DC high schools by DC DOH.
- ISIS provides texts when results are available
- 550 texts sent so far

“Ur confidential test results r in @ 2024781411. Did u know 80% of teens show no symptoms? Get tested every 3 mos. Reply REALTALK1 for sites. Msg&data rates”

## Lessons Learned

- Text messages are good for increasing access to services, appointment reminders and basic education. In-person services are best for complex, customized sexual health issues.
- Developing and evaluation mobile SMS programs are iterative processes
- Continuous engagement with target audience is crucial. Mobile trends move quickly!

## We are taking SMS many places!

- Appointment reminders, refill reminders and follow-up
- Multimedia messaging
- Your idea!



Abstract deadline  
11/2/09

+

55 early bird  
registration spots left

=

Awesome public  
health conference

# Acknowledgments

- DC Dept. of Health
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- CA DPH STD Control Branch
- ISIS Staff



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**Thank you!**

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