LEVERAGING LIKES, LINKS AND TEXTS ABOUT SEX

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Introductions

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MISSION:
To assist Northwest tribes to improve the health status and quality of life of member tribes and Indian people in their delivery of culturally appropriate and holistic health care.
We had participation from 29 States with Arizona coming in with the highest # of participants.
100% of respondents were American Indian or Alaska Native.
What percent of Native youth say they do the following on a DAILY basis?

- **76%** go online from a phone or mobile device
- **62%** use Snapchat
- **53%** view Instagram
- **63%** visit Facebook
- **44%** see people stirring up drama on social media
- **45%** see references to drugs or alcohol on social media
- **35%** see references to violence on social media
- **29%** see people posting concerning messages (depression, suicide, self-harm, etc)

HELP AND SUPPORT

- **24%** experience people supporting them through tough times on social media
Where do Native youth say they get "a lot" of health information from?

- 36% social networking sites
- 36% the internet
- 35% parents
- 31% friends/siblings
- 22% medical staff
- 21% text messages
- 19% school & health class
MY CULTURE
Discovering Native Identity and Pride

learn more

WE ARE NATIVE
For Native Youth, by Native Youth.
Dating

Dating and relationships can be fun and exciting, but they can also be really confusing. Once you know the person that you like also likes you, you might not know what to do next. The first step is to decide if you want a relationship.
Sex

People define "sex" in different ways. The Merriam-Webster dictionary defines it as "sexually motivated behavior." This sounds right to us. But not everyone agrees with the dictionary or with us. However you define it, being sexual with another person — whether that means kissing, touching, or intercourse — involves a lot of responsibility.

share:  

THINKING ABOUT HAVING SEX
It's important that you think through your decision to have sex.

TOP 10 SEX MYTHS
MYTH #10: If I use birth control, I don't need to worry about STDs.

STEPS TO PUTTING ON A CONDOM CORRECTLY
Check the date on the condom. Make sure it hasn't expired.
I gave oral sex to a girl that has fooled with tons of guys. I have multiple symptoms of stds. Please help!

The first thing I’m going to recommend is that you make an appointment to get checked for STDs. You can do this by calling your tribal clinic or local health clinic. Or you can check out Get Tested Now’s website. They have a zip code locator that can give you the name and address of a clinic closest to you. It’s really easy to get tested, you can also check out wernative.org/articles/std-testing-faq to learn more about what it's like.

In the future, it’s a good idea to use a protection when giving or receiving oral sex. Dental dams can be used on the vagina or anus. However, they can be harder to find than condoms. To make your own dental dam from a condom check out this [video]:

For oral sex on a penis, you should use a non-lubricated latex or polyurethane (plastic) condom.

On a side note, it doesn’t matter how many guys or girls a person has been with if they are not using protection every time. All it takes is not using protection one time to get infected with an STD. So make sure you’re using it consistently and correctly every time.

Thanks for writing in!
An Elder’s wisdom is invaluable. So when an Elder speaks, you know to listen. Episode 2 of Native VOICES drops tomorrow at 3pm.
#StopTalking #ILikeTheMintyOnes Text SEX to 97779 to learn more
Benefits of Text Messaging

- Portable
- Real-time
- Affordable
- Asynchronous
- Location independent
- Time independent
- Discreet
- Private
- Personal

- Message storable
- One-to-many capacity
- Interactive
- Bidirectional
- Independent of SES
- Convenient
Benefits of Text Messaging

The average open rate for text messages is 98%.
Can text messaging be used to increase knowledge, and improve attitude, self-efficacy, intention and behavior towards condom use and STI/HIV testing among American Indian/Alaska Native youth?
### Innovative Study Design

<table>
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<tr>
<th>Recruited</th>
<th>Consented</th>
<th>Delivered Pre-Post-Surveys</th>
<th>Delivered Intervention Messages</th>
<th>Delivered Incentives</th>
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**ALL via TEXT Message**
It Worked!

Improved condom use:

- **Attitude** – 83% pre, 92% post – Agree that condoms should always be used.

- **Behavior** – 30% pre, 42% post – Always use a condom.

Improved STI/HIV testing:

- **Intention** - 15% more indicated that plan to get tested with a change in sexual partners.

- **Behavior** - Among those who had not been recently tested, 42% provided a more recent testing date, three months post intervention.
Text CONDOM to 97779
RAISING HEALTHY NATIVE YOUTH
THROUGH CULTURALLY RELEVANT HEALTH EDUCATION

ENGAGING. RELEVANT. EFFECTIVE.
Youth need opportunities to engage as learners, leaders, team members, and workers to develop into healthy adults. Be sure to check out healthynativeyouth.org for youth-friendly curricula to support adolescent health and development this summer.
ABOUT THIS PROGRAM

Updated: 09/19/2016

Native It’s Your Game (Native IYG) is a web-based HIV, STD, and pregnancy prevention curriculum for American Indian and Alaska Native (AI/AN) youth ages 12-14. Native IYG is comprised of thirteen 30-50 minute interactive lessons, which can be used in the classroom, or as an extracurricular program. The program teaches about healthy relationships, life skills, communication, and refusal skills using interactive activities, videos, games, personalized “journaling” activities, tailored feedback, and individually tailored activities. It emphasizes abstinence, but also teaches learners how to protect themselves from pregnancy and sexually transmitted infections using medically accurate information.

AGE GROUP DESIGNED FOR:  Middle School

LGBT INCLUSIVE:  Yes

PROGRAM SETTING:  Flexible

DURATION:  13 lessons (30-50 minutes each)

COST TO PURCHASE:  Free

TEACHER TRAINING OR CERTIFICATION REQUIRED:  No

STUDENT TO TEACHER RATIO:  Any

PROGRAM OUTCOMES:  Increased reasons not to have sex; Increased STI and condom knowledge; Increased condom availability self-efficacy; Increased condom use self-efficacy.

EVIDENCE OF EFFECTIVENESS:  Promising Practice

ENDORSEMENTS:  It’s Your Game...Keep It Real is recognized as a Tier 1 intervention by TPP and by What Works 2010.
HEALTHY NATIVE YOUTH

www.healthynativeyouth.org
@healthyN8Vyouth
Listserve: Text “YouthNews” to 22828
Text Message: Text “Healthy” to 97779
fb.com/HealthyNativeYouth
native@npaihb.org
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Condom Use Attitude

Agree or disagree? Condoms should always be used if a person has sex, even if the 2 people have known each other a long time. Text back 'AGREE or DISAGREE'
Condom Use Behavior

Q6: Condom Use Behavior (Always)

How often did you use a condom? Text back ‘NEVER, SOMETIMES, or ALWAYS.'
STI/HIV Testing Intention

How likely are you to get tested for STDs the next time you change partners? Text back 'DEFINITELY, POSSIBLY, or NOT LIKELY'.
STI/HIV Testing

When did you last get tested? Text back TIME followed by how long ago you were tested. Like ‘TIME 2 months ago or TIME 1 year’