

Using New Media to Work With At-Risk Youth

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Disclosure
"I have no real or perceived vested interests that relate to this presentation nor do I have any relationships with pharmaceutical companies, biomedical device manufacturers, and/or other corporations whose products or services are related to pertinent therapeutic areas."

Presentation Objectives

- Understand the scope of internet usage among adolescents and youth
- Apply emerging electronic technologies to STI/HIV and family planning clinics
- Identify possible internet abuse risks among vulnerable populations

Background: Emerging Media Trends

- ❑ Traditional media sources (i.e. newspapers, magazines, books declining as source of information)
- ❑ Young adults and teens utilize video and electronic vehicles (example: 5.9 billion YouTube videos last year)
- ❑ Tipping point has been reached between print and electronic media

Examples: Electronic Social Network Activities

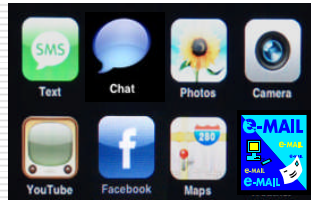
- ❑ Facebook and MySpace
 - Posting messages to a friend's wall
 - Sharing "25 things you don't know about me"
 - Making plans
 - Blogging
 - Virtual conversations (IM)
 - Linking to cell phones/blackberries
 - Distributing pictures
 - Connecting with new/old acquaintances
 - Playing games

Staying Connected to Peers 24/7



Complete Mobility Without A PC

- Instant networking
- Location and access
- Current I Phone tech



Benefits of Technology For Family Planning Providers

- PDAs
- Caller ID
- Texting
- Faxes
- Voicemail
- GPS
- RFID
- Databases
- E-mail
- IM & Chat
- Wireless
- TTY/Relay
- Cameras
- Computers
- Phones
- Biometrics
- Parental Monitoring
- Screen Readers
- Braille Devices
- Speech Synthesizers
- Magnifiers, Switches
- Web & Internet
- Social Networking

... it's constantly evolving



Darker Side of Cyberspace

Cyber stalking
Cyber bullying

Ways To Stalk With Technology

- Snooping on communications
 - Snooping on Internet activity
 - Tracking
-

Cyberbullying: The New Bathroom Wall



Tips for Closing the Technology Gap

1. **Survey your patients:** Find out where they go online, what they like to do and how they use their phones
 2. **Join a social network:** Learn to use the tools teens are using every day to communicate
 3. **Lean on them:** Not a computer wiz? No IT tech support? Identify teens who are tech wizards and let them be your tech support, help you create a profile. It's empowering and validating
 4. **Be their guide:** Help them learn to evaluate and find credible Internet sources. Help them become "information literate"
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Tips for Closing the Technology Gap (cont.)

5. **Encourage them to report abuse:** In the communities they spend time on and to keep an eye out for each other
6. **Identify the trailblazers in your field:** Read their blogs; ask them to tell you what has worked and what hasn't
7. **If you are a trailblazer:** Spread the gospel. Find ways to get your positive experiences with technology out to other providers

Maximizing Web Portals

- Role of new technologies
 - Twitter
 - Blogs
 - FAQs
 - YouTube inserts
 - Text messages
 - Clinic locations by zipcode - CDC HIV/STI testing project
 - Craig's List personals as a portal for testing at risk youth

Mobile Phones and Public Health

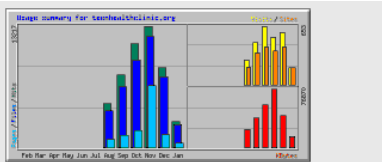
- HIV test results
- Location of a testing site
- Social support for risk reduction
- Directions to clinical services
- On-line counseling
- Telemedicine--- taking a photo with a blackberry and emailing to a health provider

The Role of Gaming in Health Education

- Several types of gaming
 - Solely for entertainment
 - Education for risk reduction
 - Using a PDA or Iphone programs to record calories or exercises
 - Using fantasy games to take on a separate personality using an Avatar

Benchmarking Electronic Communications

Suggestions for measuring



Month	Daily Avg					Monthly Totals				
	Views	Pages	Visits	Sessions	Subpages	Views	Pages	Visits	Sessions	
Jan 2008	319	201	50	23	193	14535	193	406	2533	2859
Feb 2008	261	249	44	18	421	4280	581	1361	7734	8712
Mar 2008	440	403	223	19	379	19870	532	6715	12100	13217
Apr 2008	364	306	39	21	422	55924	653	1648	9513	11300
May 2008	263	219	44	12	356	39134	461	1334	6598	7906
Jun 2008	319	266	50	18	193	24562	279	850	4802	4793
Totals						382968	2797	12668	42491	48789
