



Sex ed + tech: Using innovation to evaluate a sex ed digital intervention



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About Pulse

Web-based mobile app intervention + Text message-based intervention = For U.S. women, ages 18 - 20

Sexual & reproductive health info | Featuring animations & multimedia | With clinic-finder & reminders | Self-led | Designed in English & Spanish

The Intervention: Web App + MMS

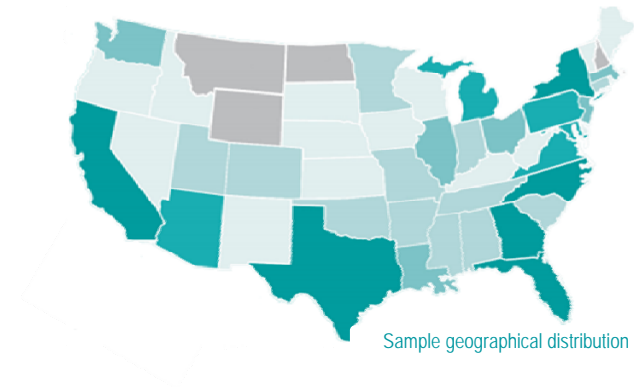


About the Evaluation

Two-Arm Randomized Control Trial: 1,304
Received 6-week follow up survey: 86%
Completed 6-week follow up survey

Participant Breakdown

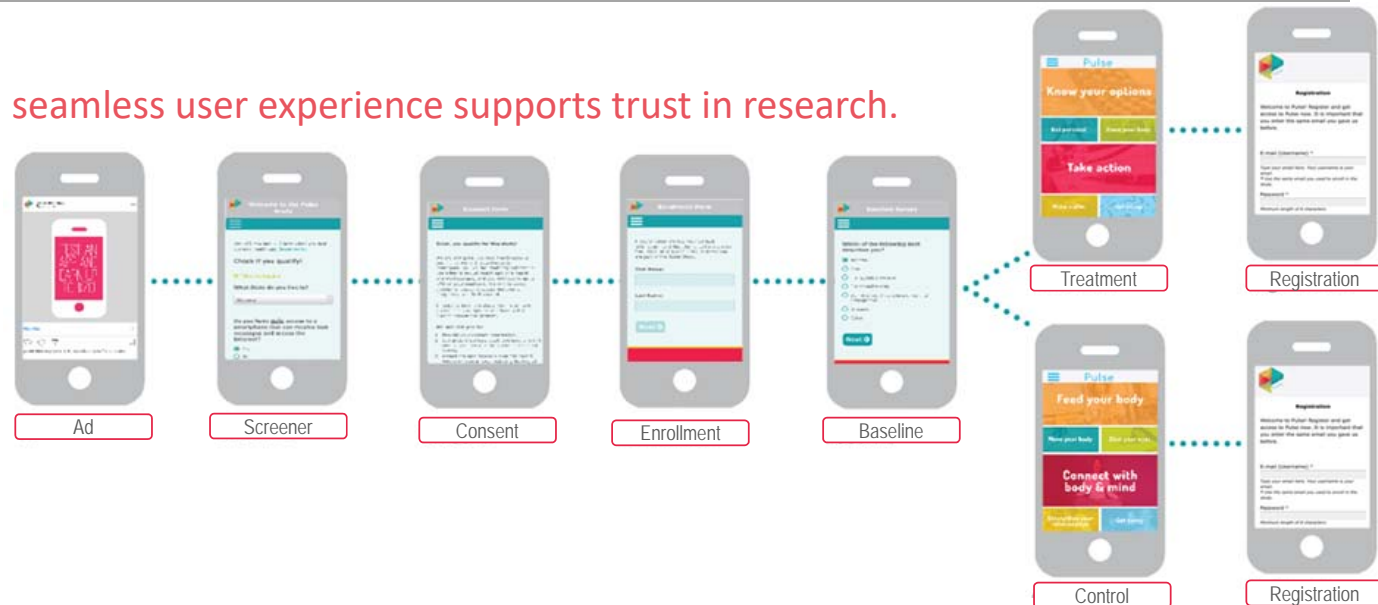
1,304 Participants
661 Pulse
643 Control



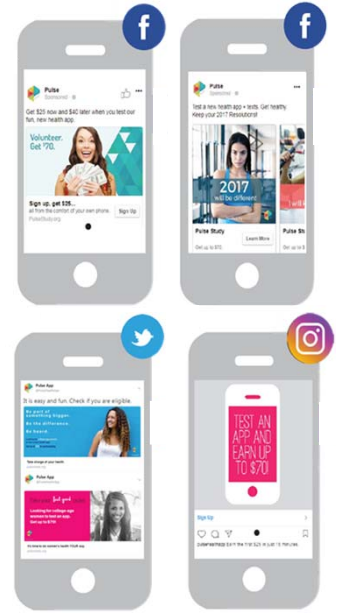
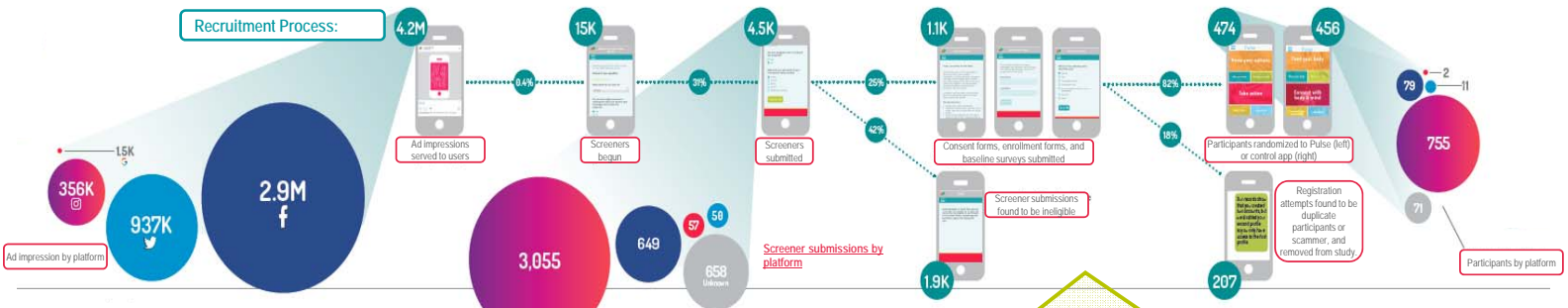
Key Lessons Learned

1 Branding: Cohesive branding and seamless user experience supports trust in research.

What has been your experience using technology for research or program implementation?



2 Recruitment: Each social media platform will produce different enrollment outcomes.



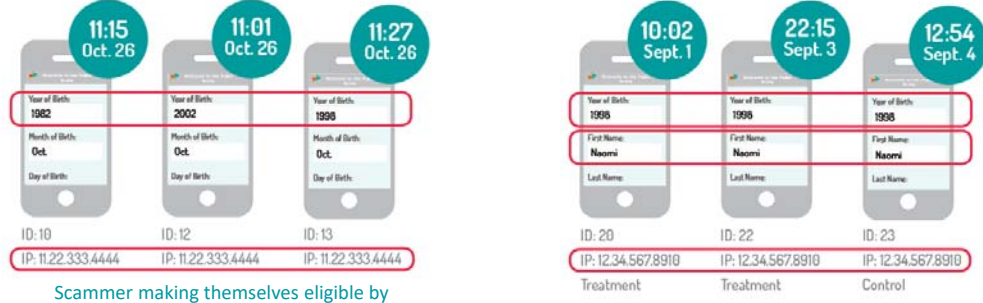
3 Banner ads: Strategic targeting and creative leads to greater eligible participants.



What type of message and creative would you use to attract your audience?

Which ad and social media channel do you think was most effective?

4 Identifying scammers & duplicates: Manual verification is critical to ensure a sample of truly eligible participants.



What additional data would you check to identify scammers?