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

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
- Self-led

The Intervention: Web App + MMS

About the Evaluation
- Two-arm randomized control trial
- Received 6-week follow-up survey
- 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.

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