

New technologies and sexual health promotion

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Overview

- Sexual health promotion via
 - Mobile phone SMS
 - Smartphone apps
 - Facebook
- Key issues
 - Acceptability
 - Equity
 - Translation
 - Evaluation

New media

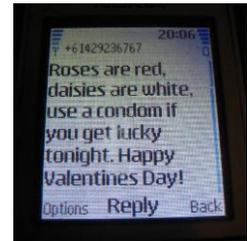


New technologies have revolutionised communication

- 108 mobiles for every 100 Australians
- 89% of Australian adults own a smartphone
- Australian's downloaded 67 million apps in 2012
- Australia has >13 million Facebook users; half aged 18-34 years

Opportunities for health promotion

SMS trial – sexual health (2006)



Lim et al, JECH, 2012
Gold et al, STD, 2011

SMS trial – alcohol (2015)

- Hourly messages while drinking
- Brief data collection via web survey
- Tailored feedback SMS
"You've already had 8 drinks tonight but you said you only wanted 6. Grab a water next round or you'll blow your holiday savings!"
- High acceptability

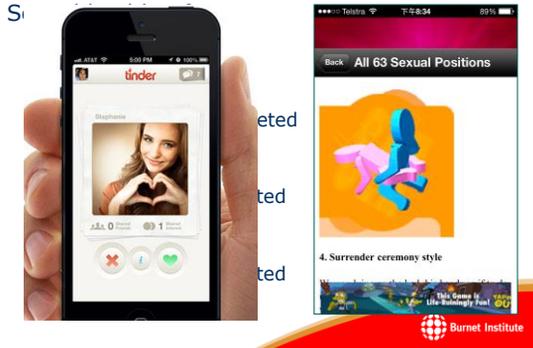


Smartphone apps



Muessig, JMIR 2013

Smartphone apps



Facebook

- Sexual health content directly in your newsfeed



Bull et al 2012 Am J Prev Med



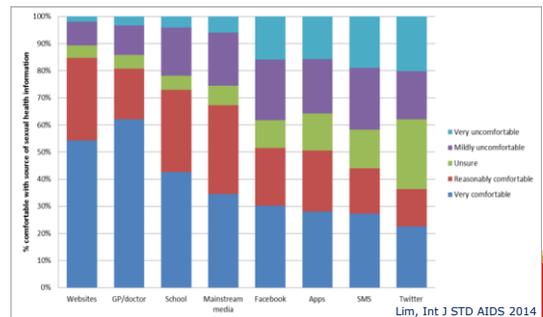
Facespace:
Gold et al JMIR 2012

Acceptability

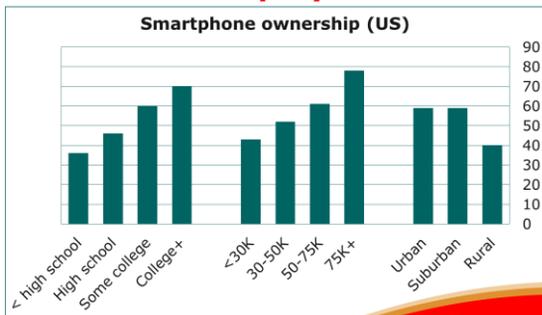
- Are sexual health and Facebook compatible?
 - Disruptive of social practices
 - Facebook is immediate, preventive health is not
 - Facebook is fun, sexual health is serious
 - Sexual health should be anonymous
 - Information shared on Facebook is carefully selected to present a certain identity
- (Byron 2013 Rep Health Matters)



Young people's preferred source of sexual health information



Equity



Translation / Scale up: The SHY SMS project

- SHY used 'best practice' in health promotion
 - Based on good evidence of impact of SMS
- Aimed to reach 5,100 young people
 - Actually reached 119 people (2%)
 - Insufficient resources for recruitment
- An intervention that is cheap, easy, and convenient to deliver is not always cheap, easy, and convenient to implement

Wright, Aus J Health Promo, 2015



Evaluation

- Reach
 - e.g. user numbers, likes
- Effectiveness
 - e.g. behaviour change in controlled trials
- Difficult to measure both in same study



Some considerations

- Newer isn't always better
- The medium is the medium. The message is the message.
- Just because you can do it, doesn't mean you should
- If your amazing Facebook profile falls in the forest, does it make a sound?
- Likes ≠ Impact
- These media are great for health promotion, just don't get over excited!

Lim et al, JMIR mHealth 2014



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