



The Evaluation of BUtiful in greater New Orleans area

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Intervention Name	<p>Be yoU, Talented, Informed, Fearless, Uncompromised, and Loved (BUtiful) (an electronic translation of the intervention SiHLE)</p>
Intervention Description	<p>BUtiful is an Internet-delivered pregnancy prevention intervention translated from the evidence-based HIV prevention intervention, Sisters, Informing, Healing, Living, and Empowering (SiHLE). In contrast to SiHLE, which is administered in four group sessions, the BUtiful website is composed of eight successive interactive sessions that participants can access at their convenience within an allotted four weeks. SiHLE content was adapted for electronic/interactive presentation via BUtiful, and a session on contraception was added to provide a pregnancy prevention component. BUtiful is targeting women ages 18 to 19.</p> <p>Participants' access to the website is activated on the day of enrollment and is deactivated at the end of the allotted four weeks. Each session is approximately 30 minutes, depending on the level of interaction of the participant. The sessions are presented via video, text, interactive activities, and blogs. Five female characters present the material in the sessions: four young women of the target demographic who present their experiences and work through issues related to topics such as contraception and relationships, and one slightly older moderator whose character presents medically accurate health information and anecdotes of her dealings with pregnancy and a sexually transmitted infection. Staff are available to answer questions about the site and to manage technical difficulties. Contact is maintained with the participants throughout the intervention period through text messages and telephone calls, which are used to positively reinforce progress on the site, remind participants of the four-week time line, and verify/update participants' contact information. At the end of the four-week study period, session material is reinforced in biweekly "Fun Fact" text messages, weekly Facebook posts, and quarterly newsletters. This outreach is provided through the 12-month follow-up survey. No substantial modifications of the intervention have been made during implementation.</p>
Counterfactual	<p>Diversity, Individuality, Vitality, Activity, and Strong (DIVAS)</p>
Counterfactual Description	<p>DIVAS is an electronic nutrition and wellness attention control program. The DIVAS website is composed of eight sequential interactive sessions that deliver a general health and nutrition curriculum created by the study team. Dosage and delivery mirror the intervention methods, as do the types of activities and characters used in the program, the technical assistance in accessing the website, and the reinforcement of information after the four-week period.</p>
Primary Research Question(s)	<p>What is the impact of the BUtiful intervention, relative to the DIVAS attention control, on the use of reliable contraceptives (male and female condoms, birth control pills, birth control shot, vaginal ring, birth control patch, birth control implant, or intra-uterine device) among 18- and 19-year-old African American women at six months post-intervention?</p>
Additional Outcomes	<p>Pregnancy rates; Chlamydia and gonorrhea rates; influence of partner characteristics and behavior on reproductive outcomes (including intimate partner violence); substance use; knowledge about pregnancy, contraception, and other reproductive issues</p>
Sample	<p>To be eligible for the evaluation, women must be 18- or 19-year-old African Americans who live in Orleans or Jefferson Parish and are willing to complete eight sessions on the website. Women are ineligible if they are currently pregnant or intending to become pregnant in the next year or if they have or intend to have sex with women exclusively. Enrollment is ongoing; the projected sample size is 600 women.</p>

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Setting	The evaluation took place primarily in the greater New Orleans area. Women were recruited through partner sites, community events, or passive recruitment materials. Baseline enrollment was conducted at a private location convenient for the participants. Program delivery was conducted via the Internet at the convenience of the participants.
Research Design	<p>The evaluation is an individual randomized controlled trial. Women were recruited through partner sites (community colleges and universities), community events, or passive recruitment materials (brochures, flyers, and referral cards). The program was marketed under the pseudonym “You Geaux Girl!” (YGG!), and all promotional recruitment materials bore YGG! branding. To mask the content of the websites before enrollment, the study was presented as a health education and empowerment program for 18- and 19-year-old African American women.</p> <p>Enrollment was through a phase-in approach. Women who were interested and signed up for the program were contacted within two or three days (with a maximum of seven days) by study staff. Staff reviewed eligibility criteria and described the study to each interested woman. If a woman was interested and eligible, an enrollment visit was scheduled at a location convenient to her to obtain informed consent. During the consenting process at the enrollment visit, women were told that YGG! is a study evaluating two online programs that look exactly the same but contain slightly different content and that there was a 50/50 chance of being randomized to one site or the other. The names of the two websites were also disclosed. After obtaining informed consent, the baseline survey was administered and biological specimens were collected. Afterward, a sequentially numbered and sealed randomization envelope was opened by the study staff to reveal to which arm the participant has been assigned. Staff then demonstrated the assigned website and helped with log-on procedures. Randomization envelopes were created using a randomization process with a single randomization envelope assigned to a single study number in sequential order. Neither staff nor the participant knew which arm was being assigned until the randomization envelope was opened to reveal the assignment.</p> <p>Data collection occurred at baseline enrollment and at 2-, 6-, and 12-month post-intervention follow-up visits using audio computer-assisted survey instruments or Internet surveys. Website activity was also recorded during the four weeks of program delivery using Google Analytics.</p>
Impact Findings	To be determined when data collection and analysis are complete.
Implementation Findings	To be determined when data collection and analysis are complete.
Schedule/Timeline	Sample enrollment for all youth ends in September 2014. The 2-month follow-up ends in February 2015, the 6-month follow-up ends in June 2015, and the 12-month follow-up ends in December 2015. A final report, which focuses on 6-month follow-up data, will be available to the Office of Adolescent Health in 2015-2016.