Managing the Digital Media Monster: The Benefits and Challenges of New Technology

Office of Adolescent Health
Regional Training
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Objectives

By the end of this session, you will be able to:

• Define the term digital media and terms that are often associated with digital media.

• Describe how teens use digital media to communicate.

• Identify at least three examples of how digital media and mobile media can be used to promote positive behavior.

• Identify and locate at least three web-based resources that provide helpful information on teen sexual and reproductive health.

• Navigate social media websites/networks with greater ease and familiarity.
Agenda for Today

1. Definitions, descriptions, and use
   a) Focus on digital media

2. Hands-on Practice

3. Definitions, descriptions, and use
   a) Focus on mobile media

4. Hands-on Practice

5. Reflection and Resources

*note that the break will be at a slightly different time than stated in the agenda

Afternoon: 3:00-3:15 PM
Morning: 10:15-10:30 AM
Warm Up Activity

- Fill out the handout at your table
- Share with your table
- Share 2-3 with the group
Digital Media
New Media Tools

- Blogs
- eCards
- Mashups
- Mobile
- Photo Sharing Sites
- Podcasts
- RSS Feeds
- Social Bookmarking
- Social Network Sites
- Texting
- Twitter
- Video Games
- Video Sharing Sites
- Virtual Worlds
- Webcasts & Webinars
- Wikis
- Widgets
Daily Media Use by Teens
Daily Media Use By Teens

Between 2004 and 2009, 8- to 18-year-olds increased their media use from 6.5 hours a day to 7.5 hours a day.

During the same time, 8- to 18-year-olds increased their total media exposure from 7.5 hours a day to ___ hours a day.

- 8.0 hours/day
- 9.25 hours/day
- 10.75 hours/day
### Daily Media Use By Teens

**Total Media Exposure, by Demographics**

<table>
<thead>
<tr>
<th>Category</th>
<th>Hours</th>
<th>Age</th>
<th>Race/Ethnicity</th>
<th>Gender</th>
<th>Parents' Education</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>8-10</td>
<td>11-14</td>
<td>15-18</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hours</td>
<td>7:51</td>
<td>11:53</td>
<td>11:23</td>
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<td>8-10</td>
<td>11-14</td>
<td>15-18</td>
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<td></td>
<td>8:36</td>
<td>12:59</td>
<td>13:00</td>
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<tr>
<td></td>
<td>11:12</td>
<td>10:17</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>11:26</td>
<td>11:30</td>
<td>10:00</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Daily Media Use By Teens

What percentage of 12- to 17-year-olds use social networking sites, such as Facebook?

- 59%
- 73%
- 91%
Daily Media Use By Teens

What percentage of 12- to 17-year-olds are using Twitter?

- 8%
- 27%
- 42%
Daily Media Use By Teens

What percentage of 12- to 17-year-olds play video games?

- 73%
- 85%
- 97%
Daily Media Use By Teens

What percentage of teens has ever looked up health information online?

☐ 32%
☐ 47%
☐ 55%
Daily Media Use By Teens

What percentage of teens (13-19) say they have electronically sent or posted online nude or seminude pictures or video of themselves?

☐ 9%
☐ 20%
☐ 42%
Assessing Website Quality

• How do you know that a website is trustworthy?

• What qualities do you look for in a website when you’re looking for health information?

• What qualities are teens looking for when seeking health information online?
Consider the Following Principles

- Authoritative
- Complementary
- Privacy
- Attribution
- Justifiability
- Transparency
- Financial Disclosures
- Advertising Policy

Potential Resources for Teens

WE'RE RECRUITING!
We're looking for bright, committed, and enthusiastic teens from across the nation to join our Youth Leadership Team (YLT). Are you in?!

FEATURED VIDEO
Stay silly. Stay random. Life is full of positives. Don’t let a pregnancy test be one of them.

The National Campaign to Prevent Teen and Unplanned Pregnancy
TheNationalCampaign.org • SexReally.com • StayTeen.org
Resources for Teens

INFO FOR TEENS

Our Bodies
Sex and Masturbation
Relationships
Pregnancy
LGBTQ
Ask the Experts

Ask the Experts
You've got questions. We've got answers.
LEARN MORE

Get Yourself Tested

SEXUALLY TRANSMITTED DISEASES (STDs)

- The Check
- Safer Sex
- STD Testing
- Chlamydia
- Chlamydia
- Syphilis
- Gonorrhea
- Genital Warts
- Genital Warts
- HIV & AIDS
- Hepatitis B
- HIV & AIDS
- Human Papillomavirus (HPV)
- Influenza
- Molluscum Contagiosum
- Pox viruses

STD Testing at a Glance

- Must ask for an STD test if you want to be tested
- STD tests are easy to get
- Consider testing if you have had unprotected sex, even if you don’t have symptoms
- There are different tests for different STDs

Want to get tested for STDs? FIND A HEALTH CENTER

STD Testing

You might be wondering if you need a test for sexually transmitted diseases (STDs). You might be wondering if your partner needs one. Or you may simply be interested in learning more about STD testing. Whatever the reason, the more information you have, the better you can protect your sexual health.

If you think you may have been exposed to an infection, getting tested for STDs is a great way to protect your sexual health. It's also a great way to protect the health of your sex partners.

The National Campaign
The National Campaign to Prevent Teen and Unplanned Pregnancy

TheNationalCampaign.org • SexReality.com • StayTeen.org
Social Networking
Social Media

• Goal is to exchange information and engage friends and followers

• Can go to specific websites, can use various tools within other website
Social Networking Websites

Stay Teen

StayTeen.org is your destination for information about teen pregnancy, sex, love, and relationships. We want you to have fun, get good info, and make great choices. So tell us - how do you Stay Teen?

Stay Teen

Ever wonder what it's like to be a member of the YLT? Check out a first hand perspective from one of our favorite YLT alums, Jared. http://www.stayteen.org/whats_click/issue-matters%-20%-0%--is een_guy

This Issue Matters—Even to a Guy | Stay Teen

www.stayteen.org

StayTeen.org is your destination for information about teen pregnancy, sex, love, and relationships. We want you to have fun, get good info, and make great choices. So tell us - how do you Stay Teen?

You and Stay Teen

10 friends like this.

Birthdays

Matt Suellenberg, Lisa Moorman

Friends' Photo Albums

SexTech - Feb 2010 by Laura V. Lloyd

Sponsored

Create an Ad

Today: 2 movie tickets $9
livingsocial.com

Special one day offer for Fandango: 2 movie tickets for just $9.

50% off Boutique

trubutes.com

Look classy this season. Dresses, boots, jackets & more. $25, only on trubutes.

The National Campaign to Prevent Teen and Unplanned Pregnancy
TheNationalCampaign.org • SexReally.com • StayTeen.org
Try a Twitter Search
Video Sharing Websites: YouTube

With Billy Mays (R.I.P.) gone and that Shamwow creep lying low after lousy battery changes, the path is clear for a new kind of pitchman—one that has no discernible talents and the screen presence of rock. That’s right, folks—Levi Johnston is on the scene and he’s using the last two seconds of his 15 minutes of fame to sell...nuts?

In a new spot for Wonderful Pistachio’s “Get Cracked” campaign, Johnston—the Alaska teen who fathered a son with Sarah Palin’s daughter Bristol—approaches the camera as his ever-present bodyguard, Tank Jones, surveys the scene. Once Tank gives the “all clear” sign, Johnston cracks open and eats a pistachio as the voiceover, nodding to the only reason anybody knows Johnston’s name, says, “Now Levi Johnston does it with protection.”

What do you think? Is the ad funny or is it making a joke out of a very serious situation? Can sexual innuendo about teenagers help you forget about last April’s pistachio salmonella contamination recall or does it just make you feel even more sick to your stomach? Is there anything you would buy based on an endorsement from Levi Johnston? Post your comments below.

UPDATE: I think I just threw up in my mouth a little bit.
Social Media Tools: Videos

Stay Teen PSA with Degrassi's Jessica Tyler
Mon, 09 Aug 2010 | Views: 4109

Stay Teen PSA with The Secret Life of the American Teenager's Shailene Woodley
Mon, 09 Aug 2010 | Views: 2458

Stay Teen PSA with The Secret Life of the American Teenager's Francia Raisa
Mon, 09 Aug 2010 | Views: 2002

Stay Teen PSA with The Secret Life of the American Teenager's Megan Park
Mon, 09 Aug 2010 | Views: 930

The National Campaign to Prevent Teen and Unplanned Pregnancy
TheNationalCampaign.org • SexRealy.com • StayTeen.org
Social Media Tools: Polls

CAN GUYS AND GIRLS BE “JUST” FRIENDS?

Poll
Can guys and girls be “just” friends?

- Yes – assuming romance has to come into play is ridiculous
- No – someone is always going to want to hook up
- Maybe – every now and then it works, but more often than not someone’s got a hidden agenda

We would argue that friendships—be they same-sex or opposite—are complicated no matter what. Over the years we’ve all had to learn how to handle how not to date/ approach/ come on to a guy/girl my best friend likes/ liked/ dated/ wanted to date/ saw first on the first day of pre-calc/ etc. So does attraction—however vague the possibility of anything happening may be—really confuse things that much?

Tell us in the comments—do you have friends of the opposite sex? Is it ever hard to maintain the friendship without slipping into hook-up territory? Are there advantages to friends of the opposite sex that same-sex friendships don’t have?

VIEW OTHER POLLS >>

The National Campaign to Prevent Teen and Unplanned Pregnancy

TheNationalCampaign.org • SexRealy.com • StayTeen.org
ON MARCH 1, 2011 AT 2:33 PM, ARI SAID:

yes they can just be friends you dont always have to do something w/ the other person u can just be friends. Even if you like the other person u wudnt want to ruin your friendship.

ON MARCH 1, 2011 AT 10:38 AM, EBONY HERRING SAID:

NO BECAUSE IF YOUR JUST FRIENDS IT SOMETHING UP WITH THAR

TELL US WHAT YOU THINK:

Your name:
Anonymous

Comment:

Read our comment policy
Widgets

**CDC HIV Testing Sites Locator Widget**

This locator widget searches HIV Testing locations by default, and allows for searching other types of service providers through the "More" tab. It is designed to fit in more narrow locations (navigation and sidebars, for example), approximately 130 pixels wide by 350 pixels high.

Click "Share" to place this widget on your site.

Copy the CDC HIV Testing Sites Locator Widget Code:

```html
<noscript>
<iframe src=http://locator.aids.gov/images/cdc.png width=352 height=130 frameborder=0>
</iframe>
</noscript>

Copy the CDC HIV Testing Sites Locator Widget Code:

```
You've probably heard that “The Pill” is swiftly approaching its 50th anniversary on the U.S. market. In the midst of the (largely symbolic) festivities, some media outlets have rightly raised concerns that in spite of massive progress in terms of quality, accessibility, and variety of contraceptive methods, about half of all U.S. pregnancies are unplanned.

Yes. As illustrated in our recent Fug-Zone report, pregnancy planning is a complex topic and involves a lot of factors beyond information about and access to contraception. But information and access are nevertheless incredibly important pieces of the puzzle. The Wall Street Journal had a great article (and great that we’ll forgive them for getting our name wrong) about how far contraception has come since the first birth control pills. TIME's coverage focused more on the changing political context of the pill and its FDA approval for married women in 1960. Both articles, and their accompanying videos, are well worth checking out. Then come back and tell us what the pill’s anniversary means to you!

“The Birth-Control Riddle” (Melinda Beck, Wall Street Journal)

VIDEO (same as above): News Hub Interview with Melinda Beck.

“The Pill at 50: Sex, Freedom and Paradox” (Nancy Gibbs, TIME)
Casual Games
Casual Games

**MY PAPER BOYFRIEND**

Think you've got what it takes to build a healthy relationship? Create your ideal boyfriend and see how you respond to some challenging situations in your relationship.

Play *My Paper Boyfriend* and try to keep your relationship strong or the two of you will break up.

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**FUN AND GAMES**

**BLOCK PARTY**

When it comes to sex, what you don't know can hurt you. There are so many myths out there that is can be tough to know what's true and what's not. So take control - test your birth control, pregnancy, and relationship knowledge by playing *Block Party*.

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The National Campaign to Prevent Teen and Unplanned Pregnancy
TheNationalCampaign.org • SexReality.com • StayTeen.org
Services

I got screwed while screwing, you might have too.

Get checked for STDs if you haven't recently.
www.inspot.org

Your message goes here.

This is from a friend at inSPOT the [STD] Internet Notification Service for Partners Or Tricks.
Interventions Under Study

- Games
- Interactive website to promote condom use
- Social networking program incorporating peer to peer learning and videos
- Using computers in clinic waiting rooms
Teens and Social Media

• How are your teens using social media?

• What social media sites are they using?

• How can social media enhance your program?
Time to Practice

- Groups of 4 people per computer
- Facebook, YouTube, Twitter, Bedsider, Internet more broadly
- Follow the instructions for each exercise approximately 10 minutes per exercise
Break
Feedback from Practice

• What was easiest?
• What was hardest?
• What was the most surprising?
• Which exercise was your favorite?
• Which exercise was the worst?
Access Anywhere, Anytime
Teens and Mobile Use

What percentage of 12- to 17-year-olds have their own cell phones?

- 43%
- 61%
- 75%
Teens and Mobile Use

One out of every ____ teens sends more than 50 text messages in a typical day.

☐ 15
☐ 8
☐ 2
Teens and Mobile Use

Girls send and receive more text messages in a typical day than boys.

- True
- False
Teens and Mobile Use

Teens are more likely to text their friends and to call their parents.

- True
- False
Teens and Mobile Use

24% of teens that live in households with an income of $75,000 or more a year use their mobile phones to go online.

Are teens from households that make less than $30,000 a year less likely or more likely to use their cell phones to go online?

- Less likely
- More likely
**Teens and Mobile Use**

Teen cell phone owners in the lowest household income category are most likely to use their handset to go online.

<table>
<thead>
<tr>
<th>Annual household income</th>
<th>Go online with cell phone</th>
<th>Computer in the home</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under $30,000</td>
<td>41%*</td>
<td>70%*</td>
</tr>
<tr>
<td>$30,000-49,999</td>
<td>27%</td>
<td>84%</td>
</tr>
<tr>
<td>$50,000-74,999</td>
<td>22%</td>
<td>93%</td>
</tr>
<tr>
<td>$75,000+</td>
<td>23%</td>
<td>97%</td>
</tr>
</tbody>
</table>

*significantly different than all other cells in the respective rows.

Pew Research Center's Internet & American Life Project, Teens and Mobile Phones Survey conducted from June 26 - September 24, 2009. N=800 teens ages 12-17 and the margin of error is ±4%.
Advantages to Mobile Media

• More teens have access

• More attention paid to text messages than other types of messages (i.e. email)

• Can be used discreetly
Challenges to Mobile Media

• Opt-in system
  • Must have some type of marketing to attract teens

• Changing phone numbers

• Charge for text messaging

• Limited space
Automated SMS
Automated and Adapted
Practice

• Find a clinic where teens can access free HIV/STD testing in NE, Washington, DC
Specific to Your Community

About the 'Sext' Line

Welcome to Chatreach!
Chatreach is a collection of products to help health clinics, hospitals, county health departments and organizations reach their clients through new media outlets like cell phones, social networks and the web.

Program Goals

- Goals
- History
- Program Components
- Research
- Tour
- Pricing

Receive Email Updates
Request a Demo
Finding Services

- Find the closest family planning clinic using your cell phone

Some methods require an appointment or prescription. And sometimes it's just nice to get answers in person.

your zip code _

search »
Labor Intensive, Low $ Cost
Consider their Needs

She's One Smart Mom, She's Got text4baby

Text BABY to 511411

Envia BEBE al 511411 para Español

Get FREE messages each week on your cell phone to help you through your pregnancy and your baby's first year.

Text4baby is an educational program of the National Healthy Mothers, Healthy Babies Coalition.

Click to Register  How it Works  FAQs

Questions or interested in becoming a partner? Click here
Texting About Sex

“GET THE REAL HOOK UP FROM ME. TALKING IS HERE TO ANSWER YOUR SEXUAL HEALTH QUESTIONS.”

Text "TxT" to 613991" You'll be entered to win weekly cash prizes, receive texts about safe sex/no sex and get your questions answered free and anonymously by a trained health educator!
Enter now to win!
Enter Mobile #
SUBSCRIBE

WHAT IS SAFE SEX?

ARE CONDOMS 100% EFFECTIVE?

HOW DO I SAY NO?

It can seem like everyone is always talking about who is, and who isn't, hooking up. Get the real ‘hook up’ by Talking Sex Together – TxT. Talking about safer sex—or no sex—with your friends is an easy way to help each other make smart decisions.

GET THE REAL HOOK UP

TXT ON MYSPACE
TXT ON FACEBOOK

The National Campaign to Prevent Teen and Unplanned Pregnancy
TheNationalCampaign.org • SexReally.com • StayTeen.org
Using Mobile Phone for Birth Control Reminders

Every day 200 million couples have sex. Are you one of them? Take that pill.

Humans have about 50 types of smiles and you look awesome in all of them. PS: Take your pill.

62% of drivers have flirted with someone in a different car. Hands on the wheel! And take your pill.
Appointment Reminders

Q. What day is your appointment?

March 2011

S M T W TH F S

1  2  3  4  5
6  7  8  9  10  11  12
13 14 15 16 17 18 19
20 21 22 23 24 25 26
27 28 29 30 31

April 2011

S M T W TH F S

1  2  3  4  5  6  7  8  9
10 11 12 13 14 15 16
17 18 19 20 21 22 23
24 25 26 27 28 29 30

Q. What time is your appointment?

12:00 pm
Appointment Reminders

**REMINDERS**

1/ set up reminder » 2/ tell us where

**Q/ Where do you want us to send your reminders?**

- send via □ text message □ email

  phone: (703) 343-5482

☐ I confirm that I am at least 15 years old
and the owner of the cell phone or have obtained expressed consent from the account owner. Msg & Data Rates May Apply.

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How to Opt-in: To opt-in or subscribe to our service, you can register from our website, or text "MyBC" to 42411, and we'll guide you through the process from your mobile phone. How to Opt-out: To opt-out of our SMS service, text "STOP" to 42411 and you will be unsubscribed from our SMS text messaging service immediately. We will send you an SMS confirming that you have been unsubscribed and you will not receive any additional messages unless you re-register on our website. How to get help or support: To get help or support, email us at support@bedsider.org. From your mobile phone, you can access our contact information at any time by texting HELP into 42411. Fees: Our service never charges consumers to send or receive text messages. However, according to your individual mobile service plan, your wireless carrier's message and data rates may apply. Supported Carriers: Alltel Wireless, AT&T, Cincinnati Bell, Dobson / Celluar One, Nextel, Verizon, Sprint, T-Mobile, US Cellular, Verizon Wireless, Virgin Mobile.

« go back  

remind me! »
Considerations for Using Mobile Media

- What is the optimal number of messages?
- When should messages be sent?
- How interactive should messages be?
- What about costs?
Tips for Using Digital Media

- Assess what you have
- Think about who you want to reach
- Think about the best ways to reach your target population
Tips for Using Digital Media

- Start simple, be patient
- Get training:
  - http://www.diosacommunications.com/
- Find resources and help
- Have users create content
Tips for Using Digital Media

- Link all your assets
- Document your experience and share it
- Update, update, update
How Can You Use Digital Media in Your Work?
Consider using digital media to:

- Build support for the project
- Get people to participate in an activity
- Keep kids and their families up-to-date about what’s going on
- Engage and follow-up with teens
- Allow teens to share their expertise
- Get reactions from your target audiences
Consider Participating in the National Day

- May 4, 2011
- Have your teens take the quiz at www.stayteen.org
Final Exercise

- Complete each sentence with reference to digital media and what you’ve learned at the training today
- Tape together like a box
- Select one sentence to read aloud to the group
Thank you

Questions?
Contact Us

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ksuelltrop@thenc.org