

# Organization Background

- 501(c)3 organization founded in 2001
- Developing high-tech solutions for sex education and HIV/STD prevention
- Award-winning projects:
  - inSPOT** (STD ecard partner notification),
  - SexINFO** (text messaging),
  - Sex:Tech** (Youth, Technology and Sexual Health conference)



a new text message service for youth

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## Txt "5" for STD info

- If u have sex, u can get an STD + not know it. Dropin get checked FREE 356 7th St. 8-4 MWF, 1-4 TuTh free RAPID HIV tests HipHop 415-337-4719 MTh 1-5

### > Plan B:

If you just had sex & are worried you might be pregnant, [click here](#).

### > About You...

If you are 12-17 and your sex partners are male, female and/or transgendered, [Click Here](#) to find out about lifestyle choices & STDs that could concern you.

Text "**sexinfo**" to 61827

\*Standard text messaging charges will apply

Designed by health educators at [I.S.I.S., Inc.](#) with funding from the San Francisco Department of Public Health, [STD Prevention and Control](#), and programmed by [Hip Cricket](#).

 Full Circle Fund





**Txt "6" if ur not sure u want 2 have sex.**

- It's ur choice 2 have sex or not get info  
B4U decide Balboa/1000 Cayuga  
415-469-4512; 9-4 M-F; Cole St. Clinic  
555 Cole St dropin Th 2-6; 415-751-8181

- Text "sexinfo" to 61827
- Get pre-set menu of 4 questions
- Text "number" for answers

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**Txt "3" if s/he's cheating on u**

- If u think s/he's cheating on u, get a  
checkup 2day STDs can go backnforth  
most times there's no symptoms drop-in  
City Clinic 356 7th St 415-387-5500

Developed because of rising rates of  
gonorrhea & chlamydia among low-income  
African-American youth in Bayview-Hunter's  
Point neighborhoods of San Francisco

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- Youth focus groups found text messages to be a private, accessible, and culturally appropriate way to receive health information

- Community Advisory Board informed the content

## SexInfoSF.org

a new text message service for youth



[Advice](#) | [Pics](#) | [Contact](#) | [Council](#)

**Info and advice for urban youth about:**

- ◆ STDs
- ◆ HIV
- ◆ Birth Control
- ◆ Sexual Health Services, and more.

Designed by health educators at I.S.I.S, Inc.

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**m.sextext.org**  
**mobile wap site**

# Social Marketing

- Bus shelter ads and posters in target neighborhoods
- Palm cards handed out in schools
- Video PSA on YouTube, MTV, and BET, local cable access station
- Radio PSAs on KMEL (hip-hop and R&B)

# Evaluation

- Usage spikes with press and marketing efforts
- Average 30-50 inquiries a week via “sexinfo” keyword
- Users not texting past first menu to get answers

# Usability Testing

- Take it to the street!
- Identified simple changes to increase access to health info:
  - A1 changed to 1
  - 11 messages shortened to 4
  - Phone numbers in 10 digit format

## Before and After

**OLD:** Reply with code 4 answrs. "A1" if ur condom broke

**NEW:** Txt 1 if ur condom broke

**OLD:** A1: U may b at risk 4 STDs+HIV women can also b prgnant SouthEast  
Keith@Armstrong 671-7000

**NEW:** 1: U may be at risk 4 STDs + prgnancy  
S.E.Clinic, Keith at ArmstrongSt, 415-671-7000

## Now and Future

- Post-usability testing, ALL people continue txting 4 answers (> 100%)
- Marketing efforts = Usage spikes
- Need viral marketing, stickiness w/o continued costs
- Working on V2 to inc. events, ringtones, opt-in services
- Pilots in Washington DC and So. Cal.

## Lessons Learned

- Sexual health is not compelling enough motive for opt-in texting; need to find your hook
- Stay in touch with your community
- Test, Change, Test again, Change again, Test again, Change again...