



Body n' Soul >

Crush

sex ed for real life

My Plan >

Go Get It >

Genevieve Martínez-García, PhD

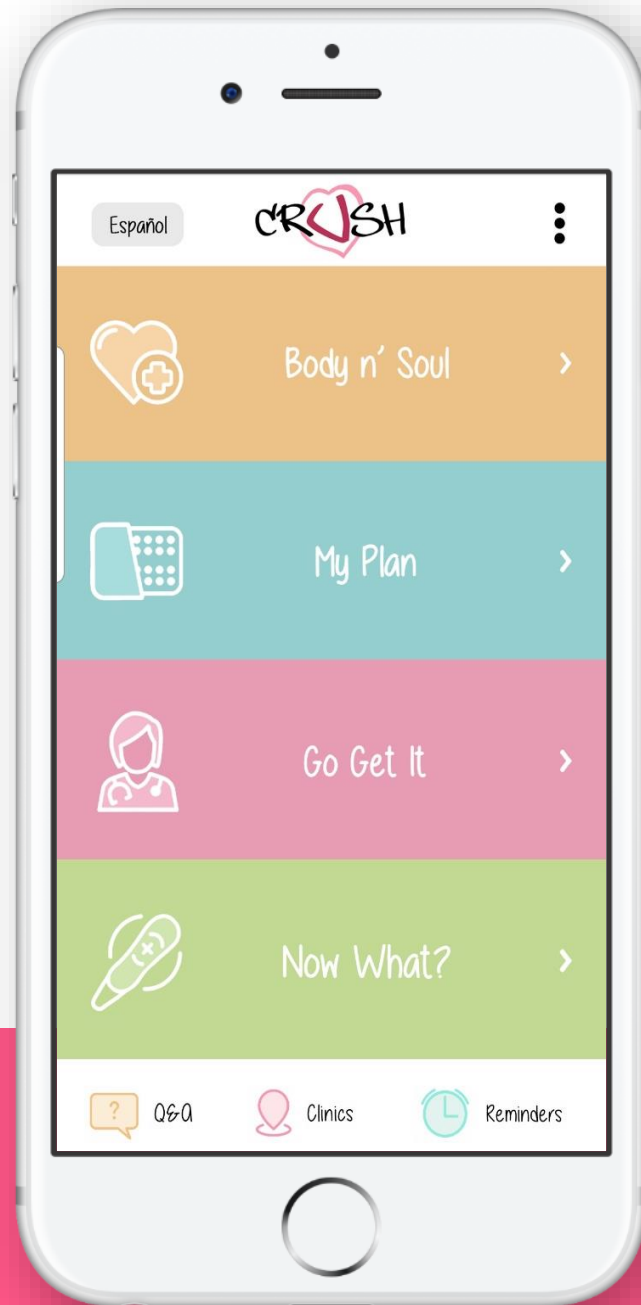


Healthy Teen Network



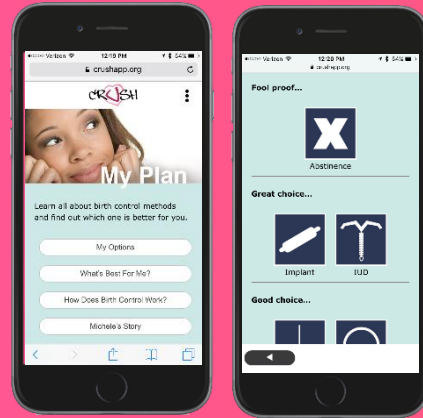
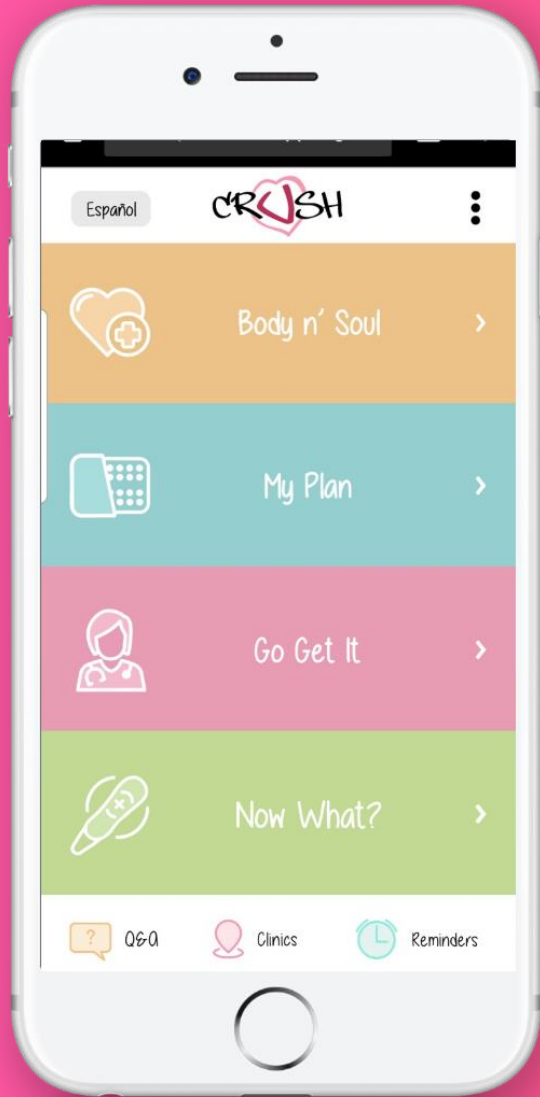
Now What? >

- ✓ MOBILE TOOL
- ✓ SEXUAL HEALTH
- ✓ MEDICALLY ACCURATE
- ✓ 14-18 YRS OLD
- ✓ THEORY-GROUNDED
- ✓ YOUTH-INFORMED

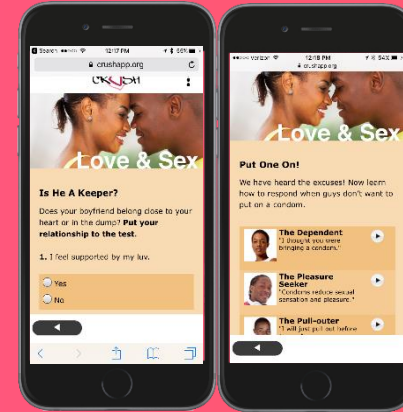


What is Crush?

MyCrush.Org

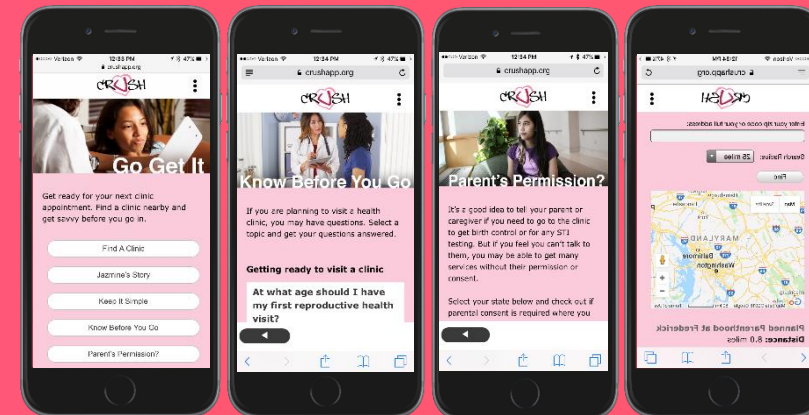
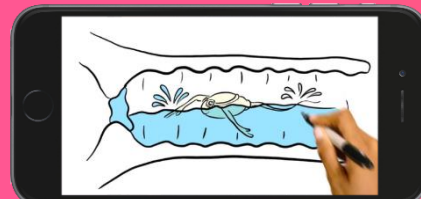


- Internal page menu
- Birth control organized by effectiveness



- Tailored quizzes
- Audio dialogues

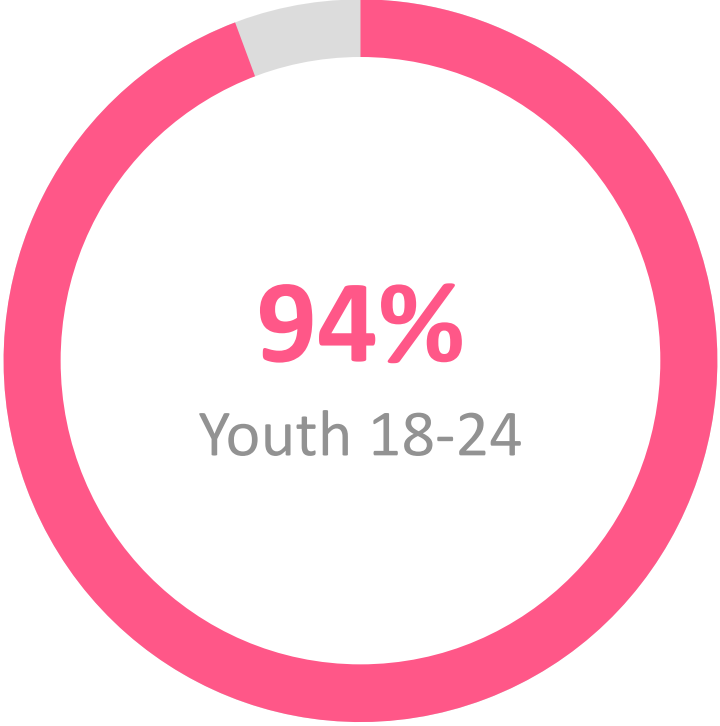
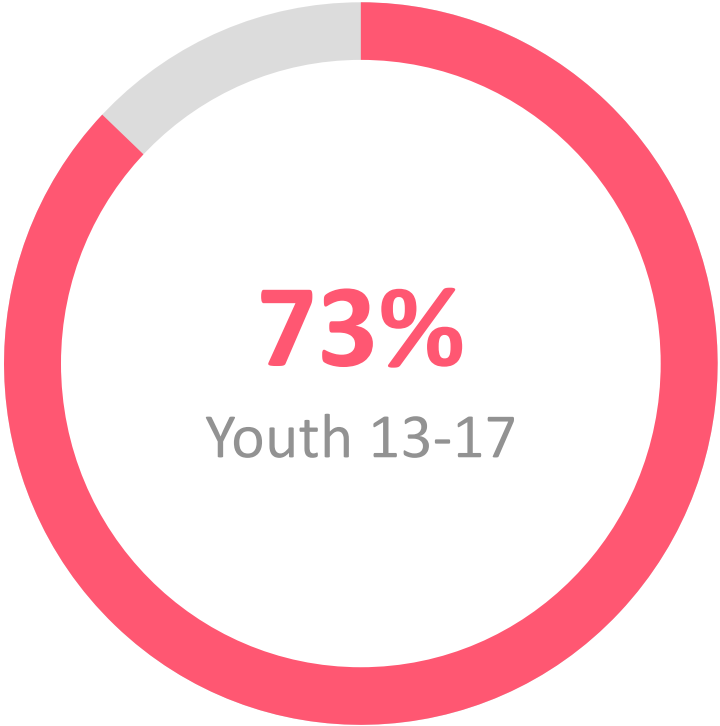
- Whiteboard animations
 - Videos
 - Comics



- Questions and Answers
- State laws directory
- Clinic locator



Most youth access the Internet more than once a day, and do so on their smartphones.



Access to Smartphones

Source: Pew Research Center's Mobile Fact Sheet, February 5, 2018

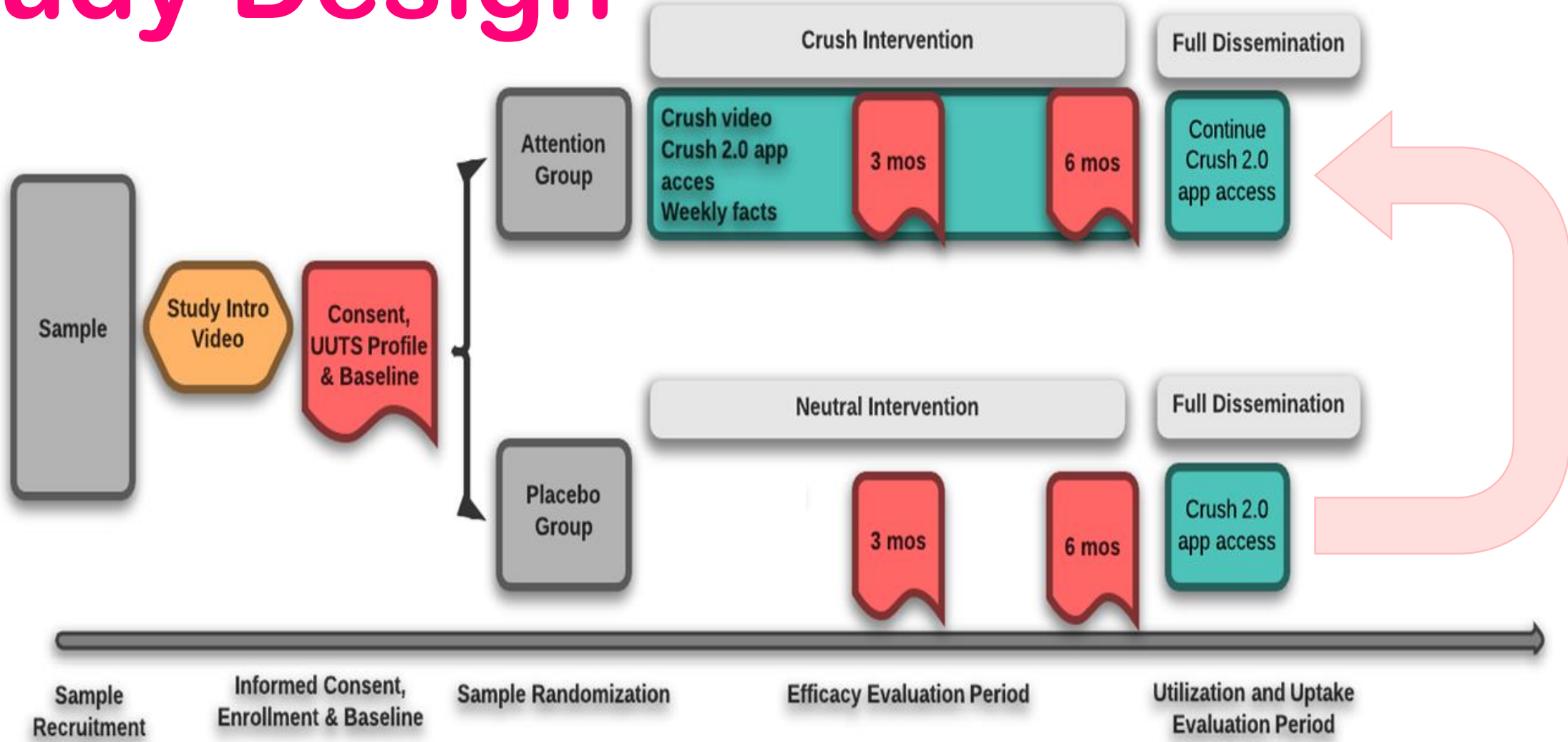
Study Objectives

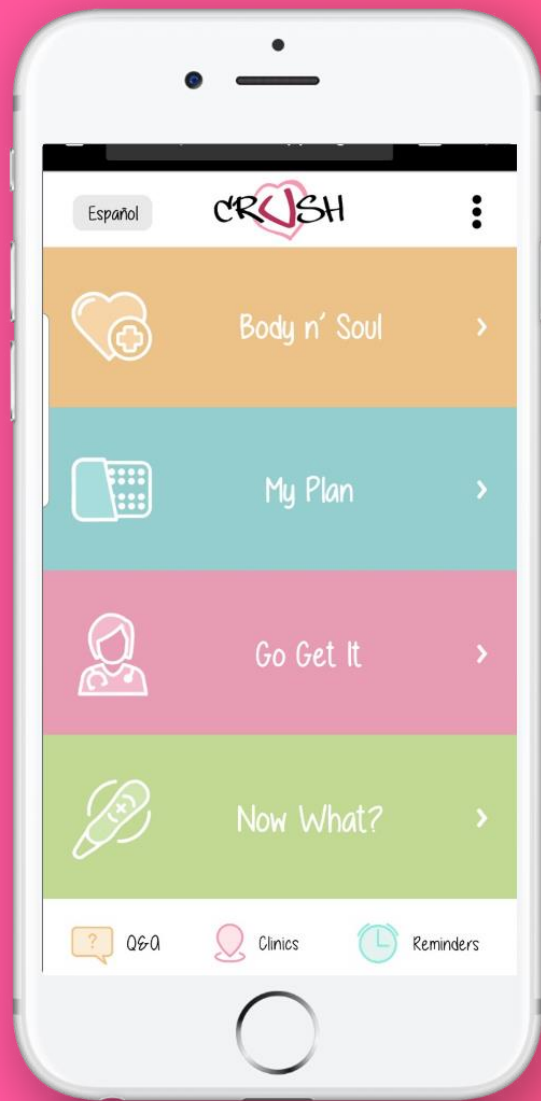
**Increase
utilization of
sexual &
reproductive
health services.**

**Increase
utilization of
effective birth
control.**

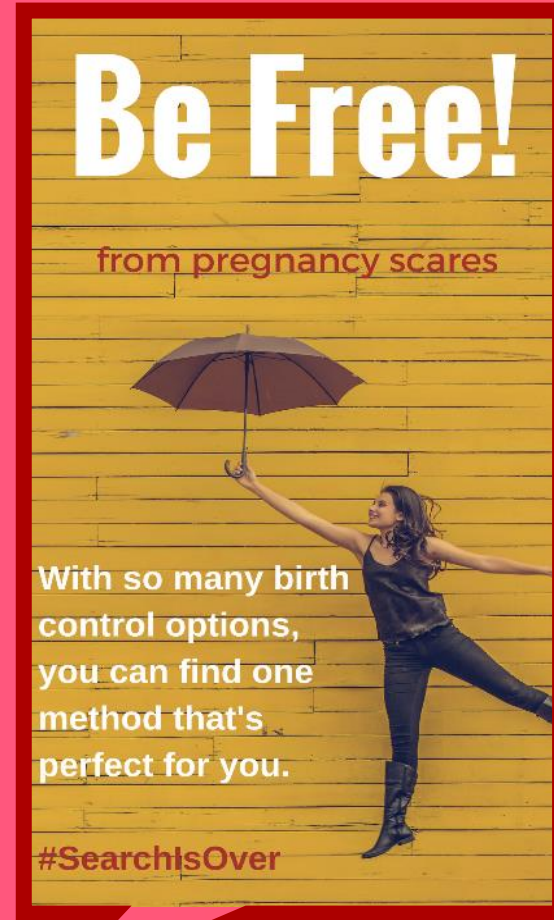
**Satisfy the sexual
health
information
needs of young
women.**

Study Design



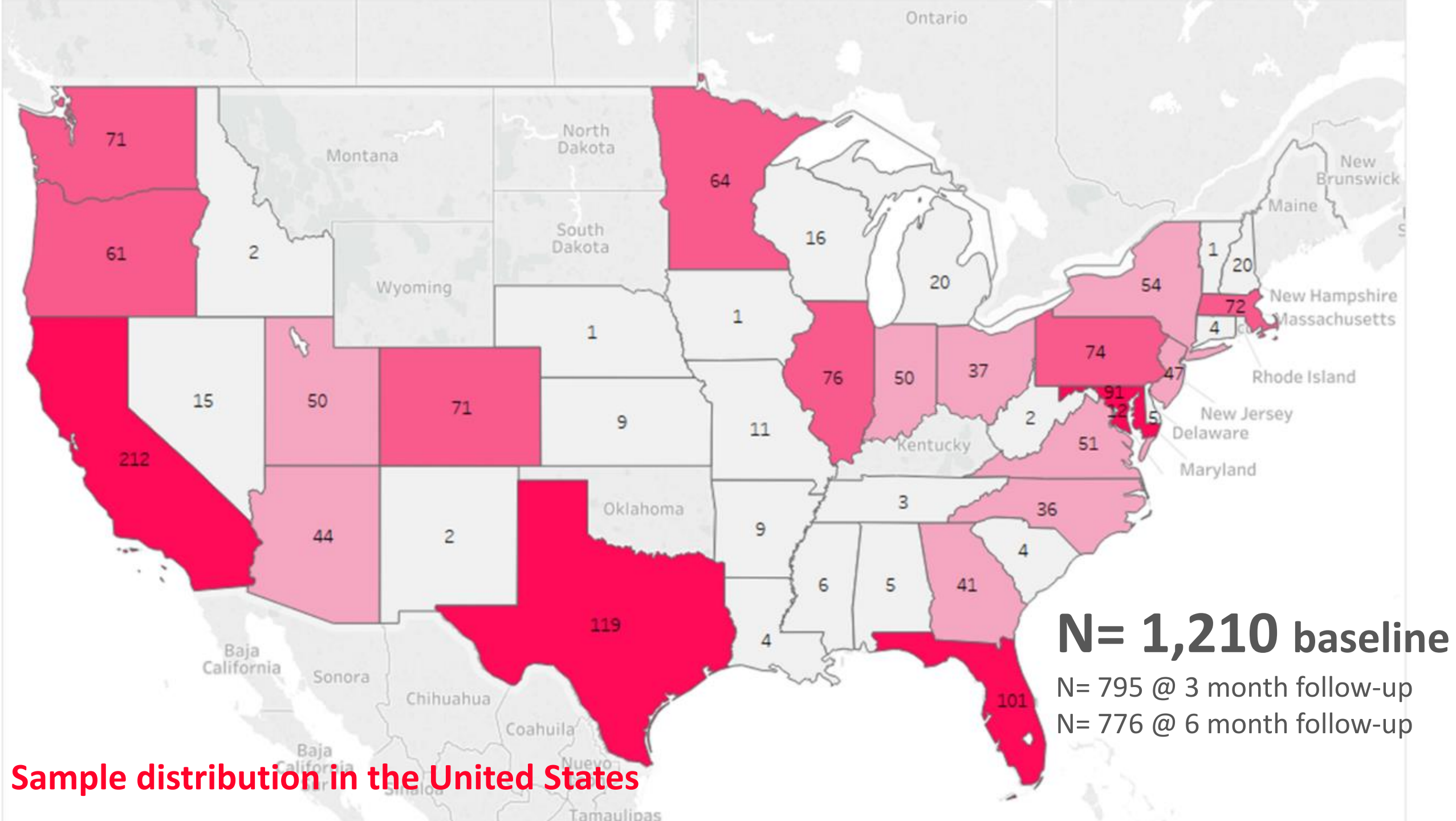


Crush

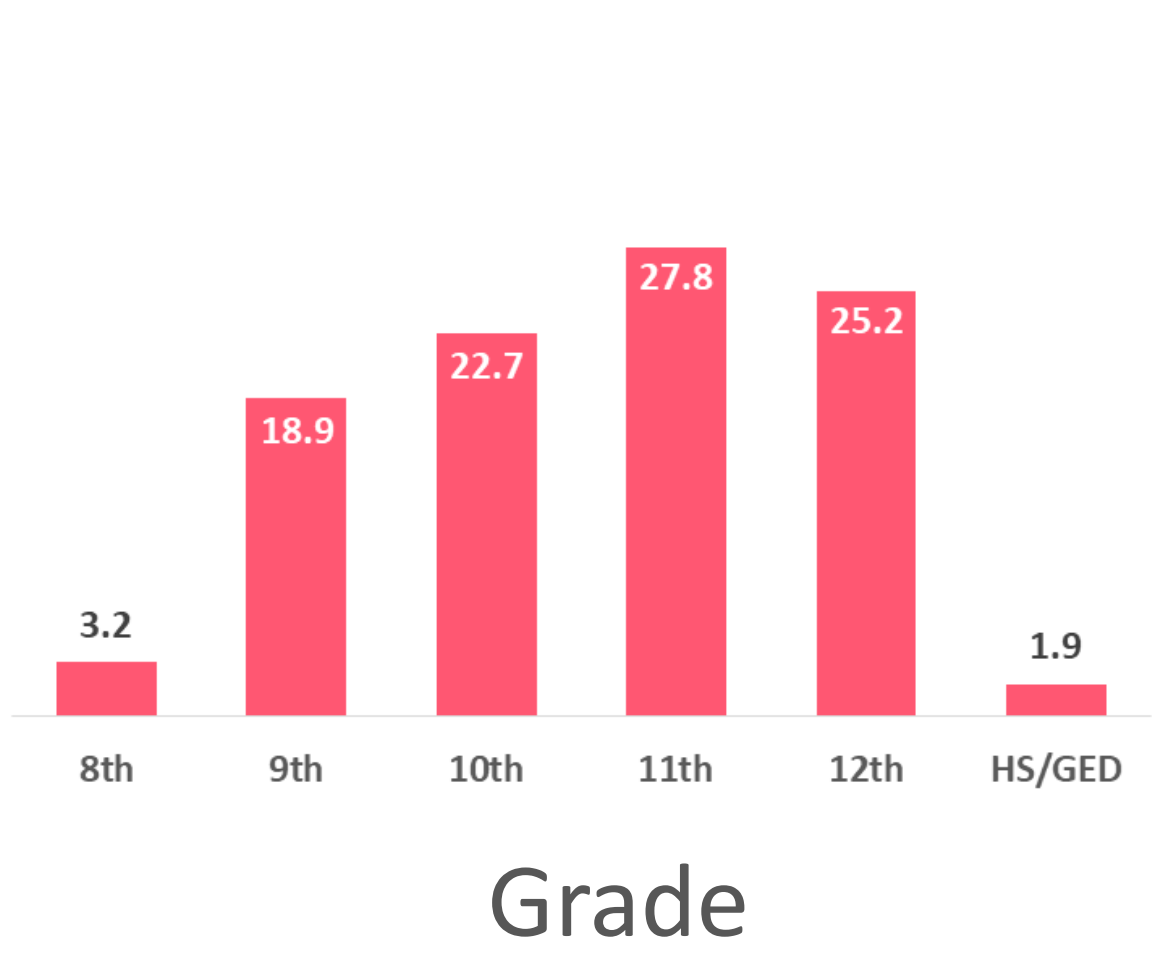
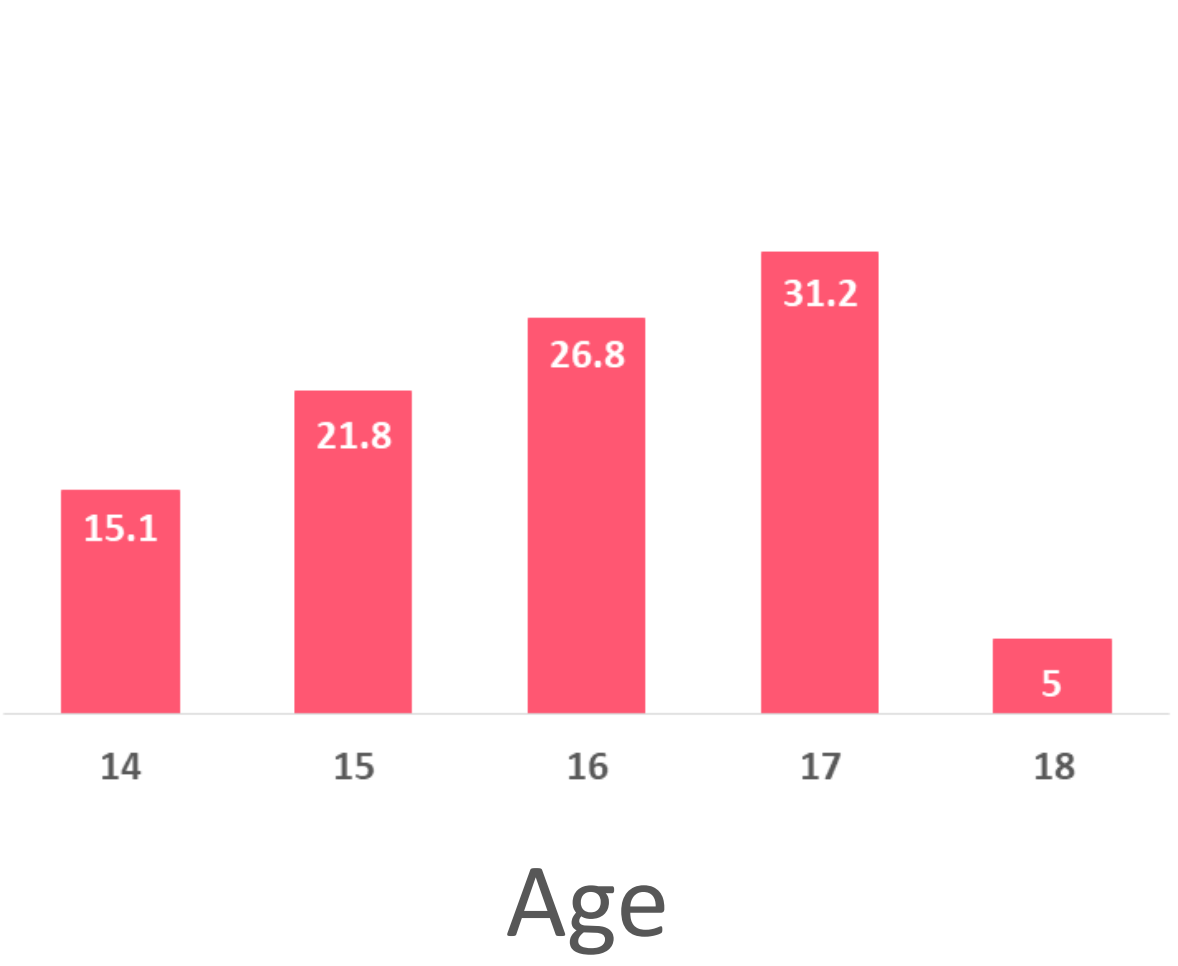


Text

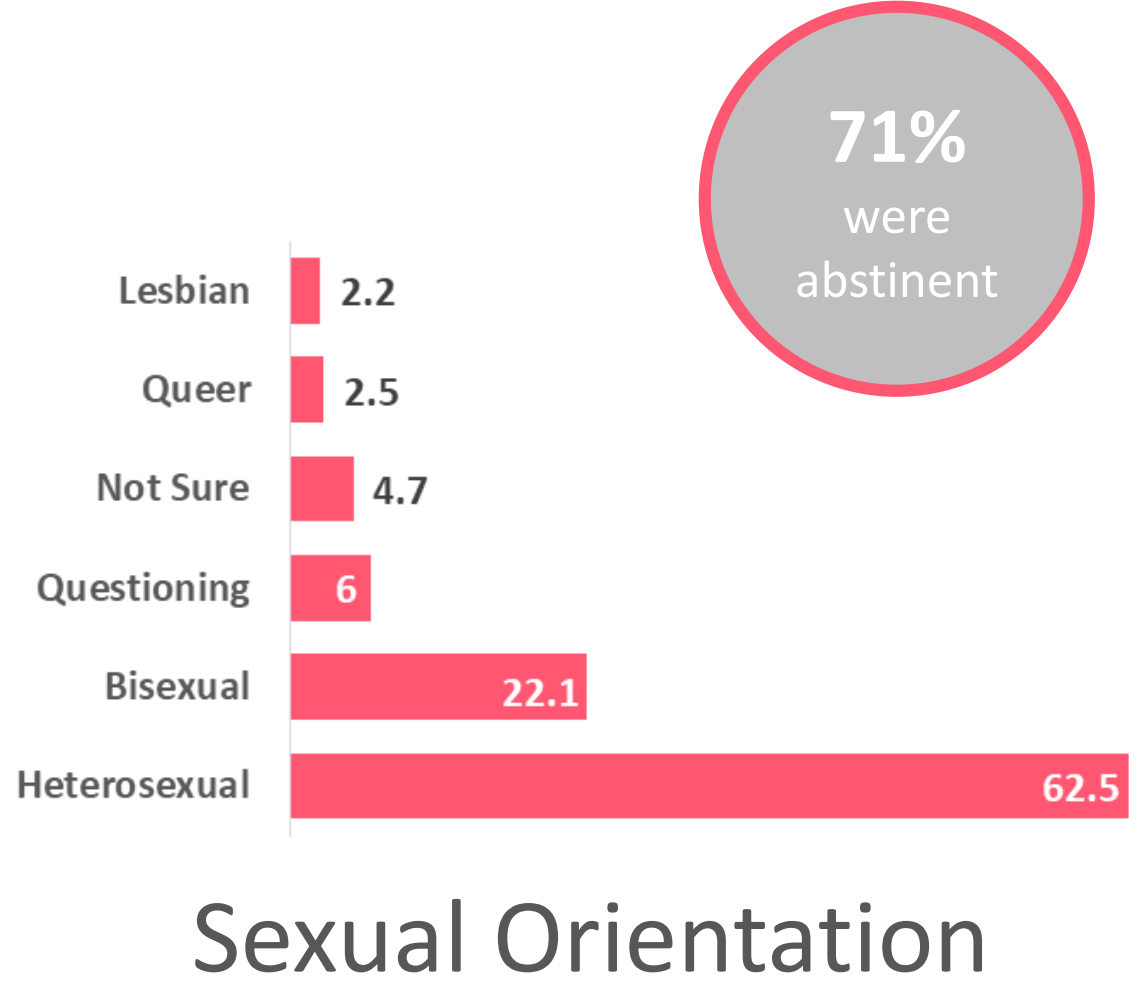
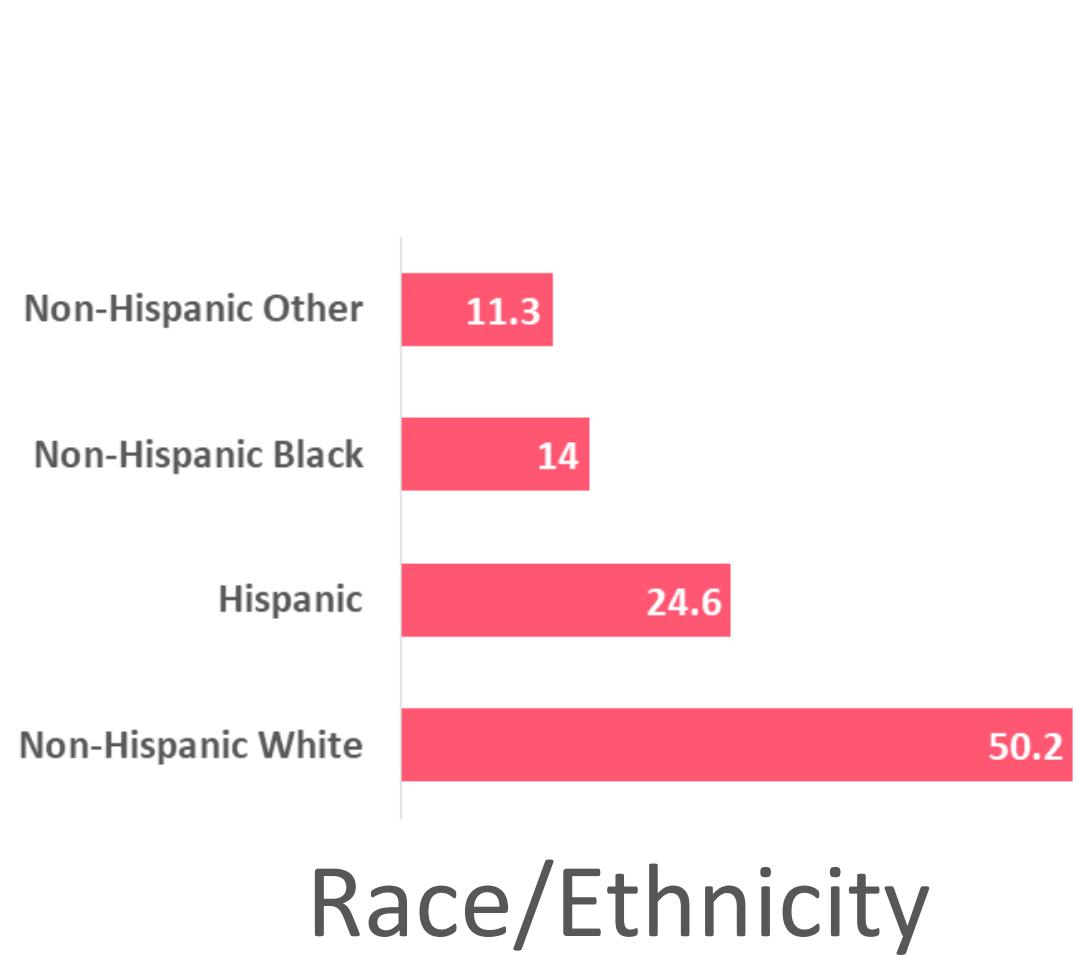




Most of the sample was high school students between 15 and 17 years old.



Half of the sample identified as **heterosexual white** women.



Crush on clinic use...

**1.6 times as
likely to visit a
clinic.**

@ 3 months
aOR=1.607, p=0.052

**1.6 times as
likely to feel
confident in going
to a clinic.**

@ 3 months
aOR=1.578, p= 0.014

Crush on birth control...

2.3 times as likely to believe that it is a good thing to use birth control at every sex.

@ 3 months
aOR= 2.291, p= 0.001

1.7 times as likely to feel that they have control to use birth control at every sex.

@ 6 months
aOR: 1.748, p=0.005

Crush on knowledge...

1.5 times as likely to correctly report that they can get pregnant if they do not use birth control.

@ 3 months
aOR: 1.534, p=0.014

1.5 times as likely to correctly report that the IUD & implant cannot make them infertile.

@ 6 months
aOR: 1.510, p=0.019

I think that Crush has helped me be safer and has helped me gain knowledge about my body.

My school has a decent sex ed program but nobody ever told me anything about birth control options, especially where and how to get them.

I think your project is awesome!
I liked participating and knowing that I was contributing to something that would benefit other girls.

The text reminders are really cute... especially...the motivational ones.

93% of Participants liked Crush.

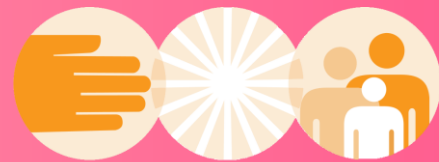


**How would
you use digital
tools to reach
your
community?**

**What health
topic would you
like to address
through a digital
tool?**

**What is the
greatest need in
your community
that can be
supported with a
digital tool?**

Genevieve Martinez-Garcia
Genevieve@HealthyTeenNetwork.Org



Healthy Teen Network

MetaMedia
Training International, Inc.