

# The Hookup: Why Texting Works to Normalize Sex Education Among Youth

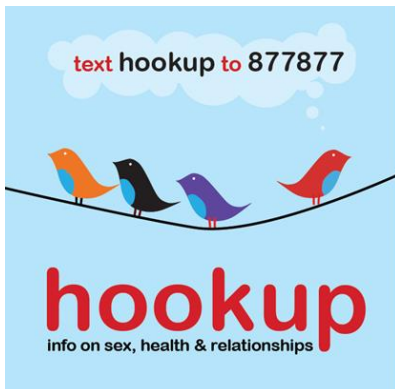


# Outline

- Why Hookup?
- Hookup design
- Evaluation results + key takeaways
- Next steps

# Why Hookup?

# Why Hookup?



- Barriers to accessing SRH info
- Want to meet youth where they are
- In April 2009, launched Hookup!

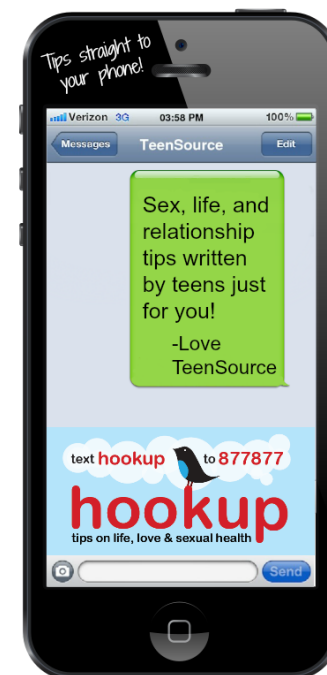
# Hookup Overview

- 2009 Model: statewide text-message-based sexual health information + clinic referral service for CA youth
  - Supported by CDPH STD Control Branch
  - Uses Mobile Commons platform
- Target population: CA youth 13-24 years
- Housed on CFHC's website: [TeenSource.org](http://TeenSource.org)

# Hookup Design

# Hookup Design

- Youth subscribe by texting “HOOKUP” to 877877 – receive weekly text tip
- Youth text “CLINIC” + zip code for clinic locator
- Tips written by peer educators + TeenSource interns
- Blog posted on TeenSource w/ more info



# Hookup Tip Examples

Hookup: Don't leave it to word of mouth! Get the 101 on oral sex at [teensource.org](http://teensource.org) and text CLINIC + your zip to find your nearest clinic. Text STOP to end.

Hookup: No one should ever judge you for your sexuality. Straight, bi, gay... It's all okay! Find resources & support @ [teensource.org](http://teensource.org). Text STOP to end.

Hookup: To virginity and beyond! You can always choose to wait but if you're ready to have sex, go to [teensource.org](http://teensource.org) for safe sex info. Text STOP to end.



# Hookup Blog on TeenSource.org

FIND A CLINIC BIRTH CONTROL STDS RELATIONSHIPS BLOGS KNOW YOUR RIGHTS

Home » Don't leave it to word of mouth! Get the 101 on oral sex.

## DON'T LEAVE IT TO WORD OF MOUTH! GET THE 101 ON ORAL SEX.

A common misconception about oral sex can be that it's not risky, especially compared to vaginal intercourse. But there's more to worry about than just [getting pregnant!](#)

Have you heard about [Chlamydia](#)? [Genital herpes](#)? [Gonorrhea](#)?! [Syphilis](#)?! Those are all STDs, and they can all be transmitted through oral sex.

A simple way to be able to enjoy STD-free oral sex is by getting you and your partner tested at your [nearest clinic](#). Some people can find it uncomfortable or awkward asking their partners to get themselves tested, but is that really worth putting yourself at risk of disease? Still, if you really don't want to ask your partner to get tested, there are other options available. A condom can still be a resource for oral sex performed on both a man and a woman. There are even flavored ones made especially for the act!

When used on a woman, a condom can be made into something called a "[dental dam](#)" using these simple steps!

1. Check the expiration date of a male condom and look for signs of possible damages to ensure that the condom is still effective.
2. Cut the tip and the bottom band of the condom off.
3. Cut down one side of the condom and unfold the material. You should now have a rectangle of material that may be used as a dental dam.

And there you have it! Whether you are ready to go [get tested](#) or go stock up on condoms (which you can get FREE from TeenSource's Condom Access Project [here](#)), you are now prepared to have safer oral sex.

### RECENT BLOG POSTS

Imagine Ur Friend Is Pregnant + Wants Ur Advice. How Would U Best Support Ur Friend? - *January 12, 2016*

It's Cervical Health Awareness Month! HPV Is The Most Common Cause Of Cervical Cancer. Learn How 2 Keep Ur Lower Uterus The Most CUTerus - *January 6, 2016*

Do You Know Where Ur Closest Health Clinics Are? Make It Your New Year's

### TAGS

**Birth Control**  
**condoms**

Healthy  
Relationships **media** Pregnancy  
relationships **Safe Sex** Sex STD  
**STDs** teen pregnancy teens

# Ongoing Program Metrics

December 31, 2015:



3,944 subscribers



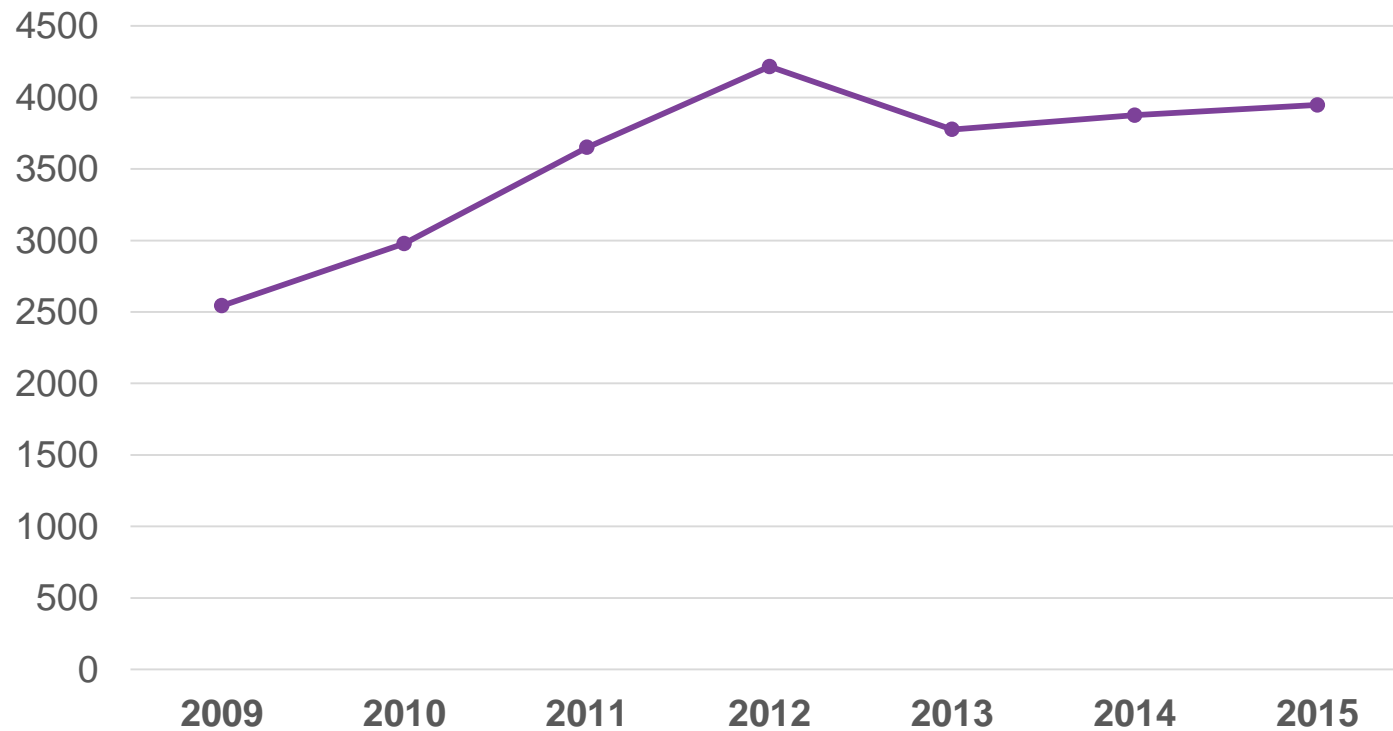
12,699 unique subscribers  
since project launch



7,108 clinic searches  
across 51 CA counties

# Hookup Subscribers Over Time

**Total # of Hookup subscribers**  
n=3,944 as of 12/31/15



# Overview of 2011 Evaluation

- **Results indicated satisfaction w/ Hookup + positive changes in sexual health**



# 2015: Is Hookup still working?

- 1) Is Hookup meeting goals?
- 2) Is a texting platform still a successful method to reach + educate adolescents?
- 3) Should program's target pop. and/or goals change?
- 4) How should program shift to increase impact?

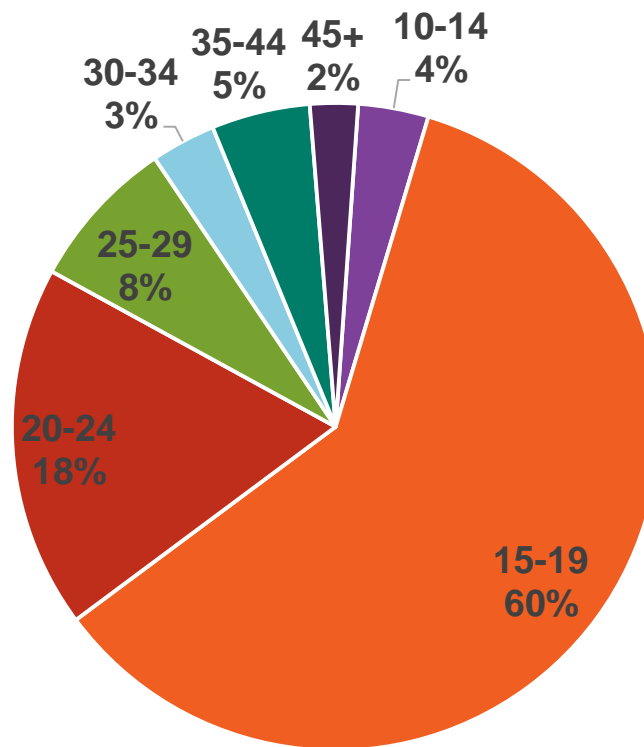
# Evaluation Methods

- Key Informant Interviews (n=14)
- Text-based survey for subscribers (n=711)
- Youth focus groups (n=4)
- Program metrics

# Evaluation Results: Key Takeaways

# 1) Reaching target group

Age of Hookup survey respondents (n=711)





## 2) Text content is well-received

“Helpful, funny, easy to share, and inspires interesting conversations with others, free to use.”

– *Hookup subscriber*

### 3) Texting still a successful way to engage CA youth

“Everyone’s like on their phones constantly . . . It’s most likely they will see this [tip] ‘cause we’re always, constantly checking our phones.”

– *Youth focus group participant*

## 4) Target middle school + high school youth

“Once you get into freshman year, you’re really influenced and I think that kids that are going into freshman year knowing things [about sex] is the best.”

– *Youth focus group participant*

## 4) Target youth w/ less access

“If it’s a [place] where...There’s only like abstinence sort of like teaching instead of harm reduction, then I think something like this would really help a lot, especially since everyone has a phone now.”

– *Youth focus group participant*

## 5) Expand clinic finder

“There should be some way to figure out if the clinic that you are going to will be able offer you what you need.”

– *Youth focus group participant*

## 6) Make tip content more helpful

“I think you can be more helpful ‘cause like in third one it says, ‘Learn about the risks of anal sex,’ and then it’s like just telling you – you should learn about it. But maybe you can like tell them like one of the risks in the text so they know how serious it is.”

– *Youth focus group participant*

# 7) Tailor + personalize tip content

“I think maybe like . . . when you first send the text message, like there would be codes for like general categories and then you’d only get those types . . . of texts.”

– *Youth focus group participant*

## 8) Make interactive

“If you want like information an easy way . . . I feel like instead of texting your friend, you can text the source [of information].”

– *Youth focus group participant*



## 9) Invest in increased promotion

“Maybe like find a way to reach more people, ‘cause none of us here had ever heard of it before. So, just kind of get it out there.”

– *Youth focus group participant*

# How will you incorporate findings in work?



# Next Steps

# Next Steps

- Investigate cost + feasibility of recommended program improvements
- Develop work plan for implementing program improvements
- Plan for continued program evaluation

# Questions?



# My contact info

Sandee Young, MPH

Digital Adolescent Health Program Manager

[youngs@cfhc.org](mailto:youngs@cfhc.org)

510.486.0412, 2315