



**Promoting College Student Sexual Health
Through a Multicomponent Intervention**





College Student Sexual Health Project

Department of Health Education and Promotion

2017 NC Data

Pregnancy Rates

15-17 year old	11.7
18-19 year old	48.6

Number of Pregnancies

15-17 year old	2,302
18-19 year old	6,547

Newly Diagnosed Gonorrhea Annual Rates in NC

Age	Cases	%	Rate
15-19 year old	4,200	18.5	620.9
20-24 year old	7,139	31.5	1024.3

Newly Diagnosed Chlamydia Annual Rates in NC

Age	Cases	%	Rate
15-19 year old	18,132	28.8	2,680.5
20-24 year old	24,295	38.6	3,485.7

Multicomponent College Health Intervention

Objectives

- Promoting Healthy Relationships
- Normalizing Condom Use
- Reducing Barriers for STI Testing
- Normalizing STI Testing
- Promoting Effective Contraception Use

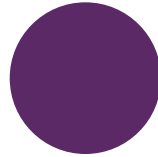
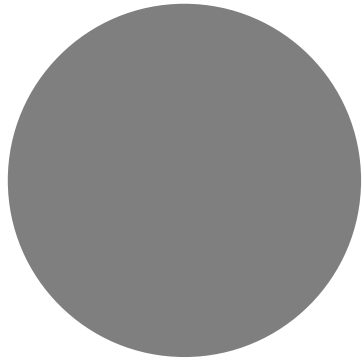
Components

- Environment Audit
- Educational Intervention
- Print & Social Media Campaign

Barriers to STI Testing

- **Anxiety of what to expect**
- Location
- Cost
- Parents finding out
- Stigma
- Fear
- Lack of knowledge





Collaboration & Information Sharing

Ethnographic Fieldwork/Environmental Audit



- Student auditors (n=15) were recruited and incentivized to go through the STI testing process at one of two testing sites.
- Student auditors documented their experience at both testing sites by responding to an environmental audit instrument in real time.
- The instrument was developed using STI testing process information located on the two testing sites' website, and by conducting interviews with staff on their testing process.

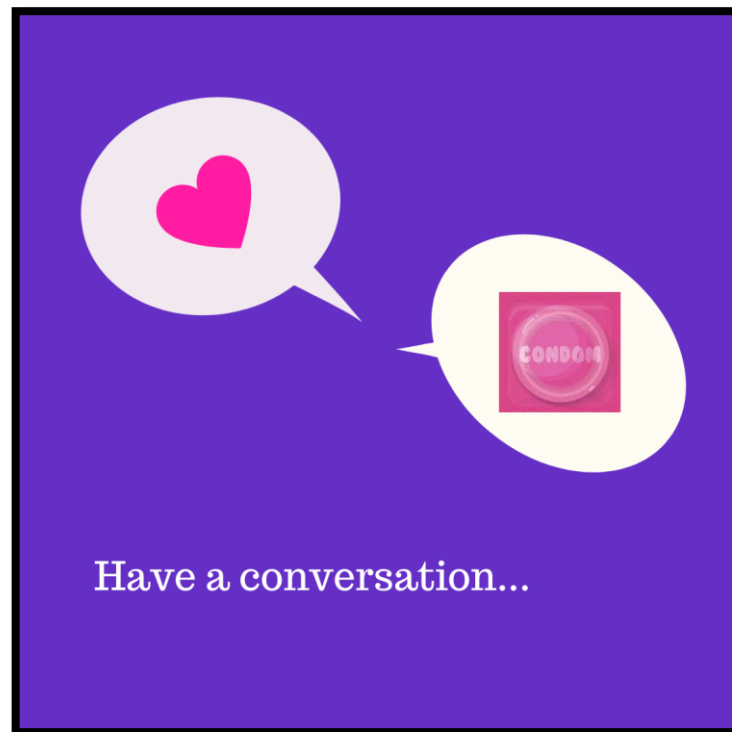
Ethnographic Fieldwork Results

Survey responses were aggregated and used to inform the creation of a testing roadmap, decision tree bookmark, and social media infographics.

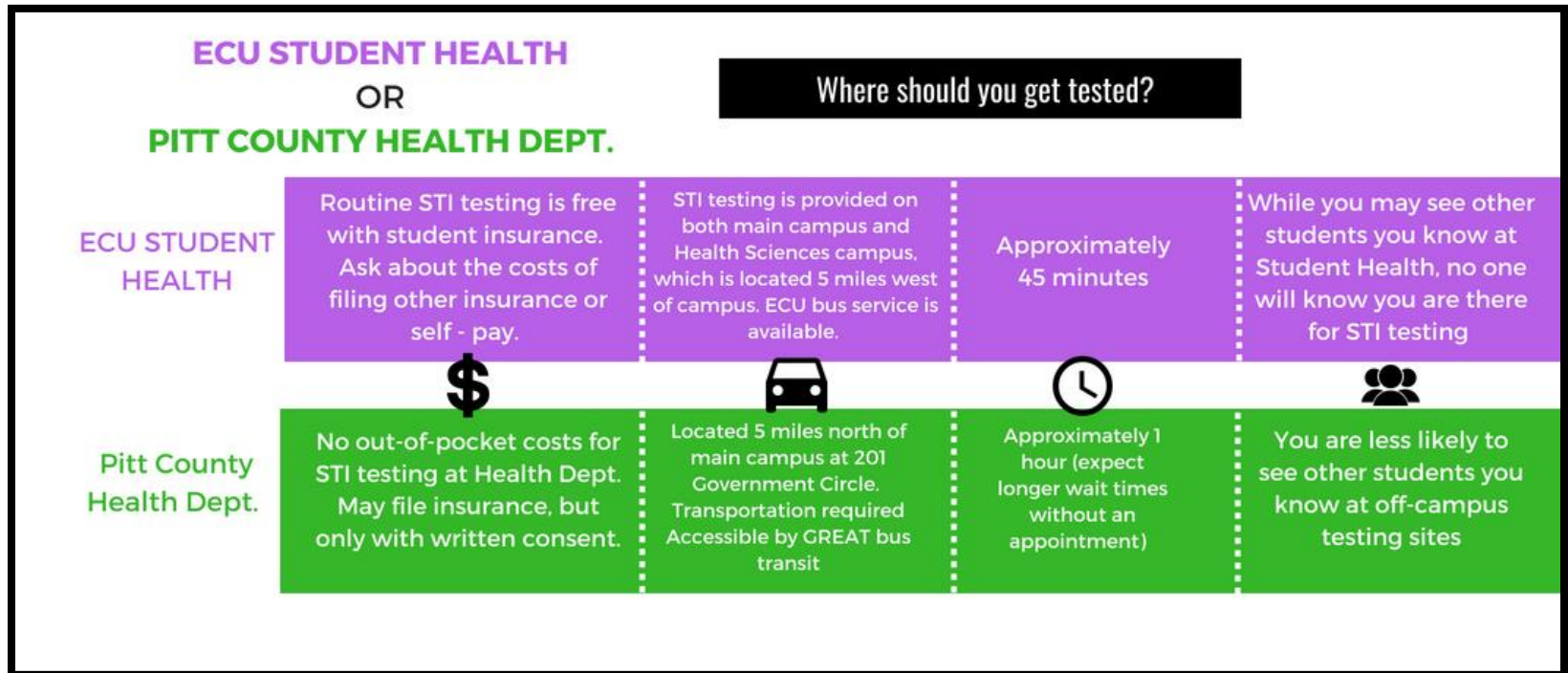


Survey Topics

- Appointment Process
- Intake Process
- Testing Process
- Check Out Process



Decision Tree Bookmark



ECU Student Health

252-328-6841

www.ecu.edu/studenthealth

Appointment Information:

For appointments at either main campus or health campus, call the number above.
You must provide Banner ID #. For same day appointments, call early morning.

Pitt Co. Health Dept.

201 Government Circle

252-902-2449

www.pittcountync.gov/229/Public-Health

Appointment Information:

You can only book appointments exactly one week ahead from the day you call.

Call between 8-9 am for most availability.

The Health Dept. also offers walk-in testing. Walk-ins should be prepared for longer wait times.

Changes to Testing Process

- Both the Student Health Center and the County Health Department made changes in how STI appointments are scheduled.
- Student Health Center shortened the window for providing testing results.
- Student Health Center improved communication, prior to appointment, in terms of costs and payment options for testing.



**WHO YA
GONNA
CALL?**

Make your appointment for
STI testing by calling:

ECU Student Health: 252.328.6841
Pitt County Health Department: 252.902.2449

Educational Intervention



HLTH 1000 Course - Sexual Health Unit



9 lessons (4 online, 5 face-to-face)



Instructor training



Fidelity logs



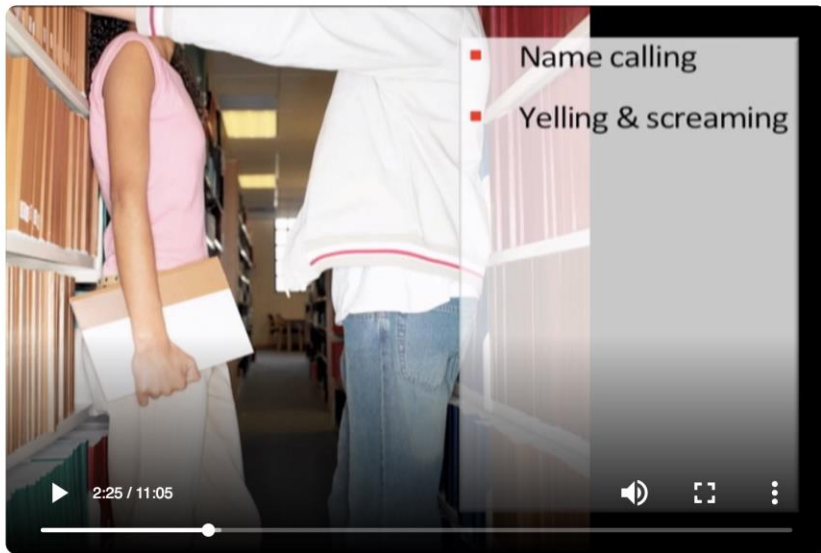
Fidelity observations



Pre/Post student surveys

Online & Face-to-Face Delivery

Assignment One: "College Health Report: DATING ABUSE" Video



View the video and then answer the following questions below.



HLTH
1000 –
Sexual
Health
Unit

Intro to Sexuality

Sexual Anatomy & Response

Protecting Yourself from STIs

Contraception

Sexual Expression & Behavior

Safer Sex

Communication & Relationships

Digital Dating Abuse

Healthy vs. Unhealthy Relationships




Instructor Training

Fidelity

Sexual Health Unit Fidelity Log Fall 2018

▼ Default Question Block

- Q11  The fidelity log will help the research team evaluate the impact of the curriculum. It is important that you accurately report which elements of the curriculum were received by students in your class(es). There is no penalty for not completing an activity.

A fidelity log is needed for **each section (or half section) taught.**

- Q1  Please indicate which activities were completed during the sexual health unit of HLTH 1000.



	Select One		Comments	
	Completed	Not-Completed	If changes were made to an activity, please describe.	If an activity was omitted, please share why (e.g. did not have materials, ran out of time, did not understand the activity)
Introduction to Sexuality Lecture	<input type="radio"/>	<input type="radio"/>	<input type="text"/>	<input type="text"/>
Sexual Anatomy & Response Online Lesson	<input type="radio"/>	<input type="radio"/>	<input type="text"/>	<input type="text"/>



Pre/Post Student Survey

A smartphone mockup displaying a survey question. The status bar at the top shows signal strength, Wi-Fi, and 100% battery. The question is in purple text: "In which of the following scenarios has consent been provided? Check all that apply". Below the question is a list of six options, each with an unchecked checkbox. At the bottom are two purple buttons labeled "Previous" and "NEXT".

In which of the following scenarios has consent been provided?
Check all that apply

- Partner does not say no
- Partner has consented to sex before
- Partner says yes
- Partners are in a relationship
- Partner says yes after having had a few drinks
- Partner nods yes

Previous NEXT

Data Analysis – 2017-2018 AY

- Multiple linear regression models were used to test significant predictors of condom use behavior, STI testing behavior, and contraception use behavior between students who had the new version of the educational intervention versus those who were enrolled in the pre-revision version.
- Frequencies of STI tests performed before and after the intervention were also compared.

Demographic Characteristics of Survey Participants

	n (%)
Age	
18 years old	669 (38.9)
19 years old	714 (41.5)
20 years old	164 (9.5)
21 years old	85 (4.9)
22 years old	35 (2.0)
Older than 22 years	52 (3.0)
Gender	
Female	1052 (61.6)
Male	650 (38.2)
Transgender	5 (0.2)
Race/Ethnicity	
Black/African-American	348 (20.3)
American Indian	16 (0.9)
Native Hawaiian/Pacific Island	2 (0.1)
White/Caucasian	1118 (65.3)
Latino/a	44 (2.6)
Puerto Rican	18 (1.1)
Cuban	4 (0.2)
Another Hispanic Latino/a or Spanish origin	43 (2.5)
Asian	64 (3.7)
Other	56 (3.3)
Educational Intervention	
Yes	1528 (86.3)
No	243(13.7)

Multiple Linear Regression Model: Condom Use Behavior

Variable	B	SE B	β	t	p
Constant	2.060	.973		2.117	.034
Intervention	.867	.257	.104**	3.376	.001
Male	1.198	.784	.203	1.528	.127
White (ref)	.460	.229	.076	2.006	.045
Hispanic	-.180	.481	-.010	-.374	.708
Black	.592	.261	.083*	2.267	.024
Native Hawaiian/Pacific Islander	-1.893	1.990	-.023	-.951	.342
American Indian	1.295	.736	.044	1.759	.079
Age	.304	.091	.122**	3.338	.001
Intention for Condom Use	.016	.013	.035	1.226	.220
Norms for Condom Use	.060	.064	.024	.933	.351
Attitude for Condom Use	.019	.043	.013	.442	.659
Self-efficacy for Condom Use	.323	.052	.176***	6.220	.000
Knowledge of Condom Use	-.077	.028	-.087**	-2.773	.006
R ²	.062				
F	6.793***				
*P<.05					
** P<.01					
*** P<.001					

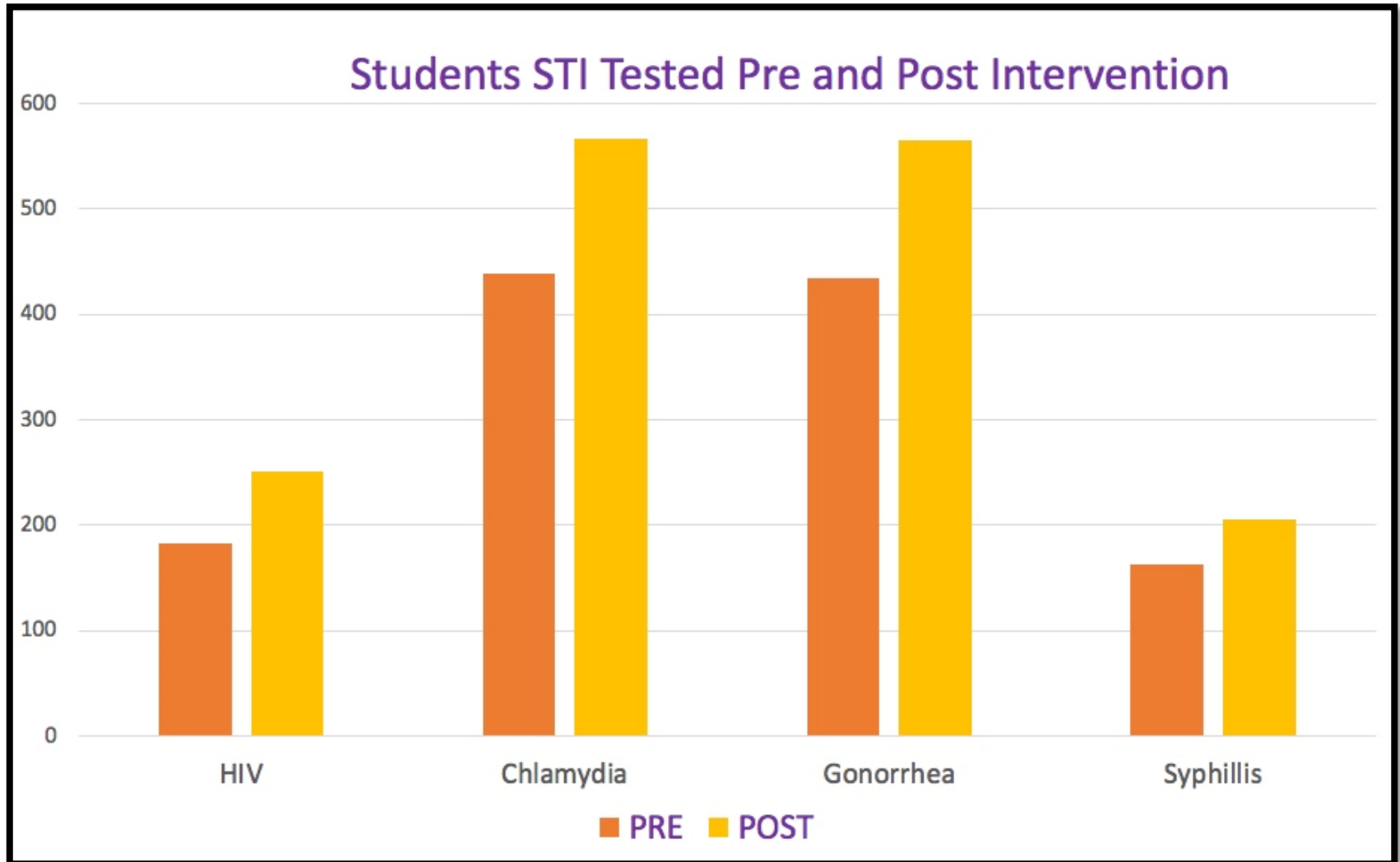
Multiple Linear Regression Model: STI Testing Behavior

Variable	B	SE B	p	t	p
Constant	5.734	1.045		5.486	.000
Intervention	-.112	.216	-.010	-.520	.603
Male	.199	.828	.026	.241	.810
White (ref)	-.191	.245	-.025	-.780	.436
Hispanic	-.438	.513	-.019	-.854	.393
Black	.471	.280	.051	1.685	.092
Native Hawaiian/Pacific Islander	-1.179	2.096	-.011	-.562	.574
American Indian	.189	.797	.005	.237	.812
Age	.288	.064	.091***	4.469	.000
Intention for STI testing	.533	.071	.165***	7.551	.000
Norms for STI testing	.340	.099	.071***	3.426	.001
Attitude for STI testing	.121	.067	.038	1.825	.068
Self-efficacy for STI testing	1.548	.075	.438***	19.572	.000
Knowledge of STI testing	.064	.034	.041**	1.894	.058
R ²		.359			
F		61.120*			**
*P<.05 ** P<.01 *** P<.001					

Multiple Regression Model: Contraception Use Behavior

Variable	B	SE B	β	t	p
Constant	2.045	.307		6.670	.000
Intervention	.037	.062	.015	.602	.547
Male	.109	.243	.061	.450	.653
White (ref)	.157	.071	.086*	2.209	.027
Hispanic	-.199	.149	-.036	-1.341	.180
Black	.050	.081	.023	.620	.535
Native Hawaiian/Pacific Islander	-.979	.615	-.039	-1.591	.112
American Indian	.203	.228	.023	.892	.373
Age	-.002	.019	-.002	-.100	.921
Intention for Condom Use	.003	.004	.022	.732	.465
Norms for Condom Use	.005	.020	.007	.260	.795
Attitude for Condom Use	.008	.013	.020	.644	.520
Self-efficacy for CU	.064	.028	.081*	2.336	.020
Knowledge of CU	-.009	.010	-.024	-.913	.361
R ²		.020			
F		2.133**			
*P<.05					
** P<.01					
*** P<.001					

Students STI Tested Pre and Post Intervention



Key Findings

- The multicomponent intervention resulted in statistically **significant improvements in *condom use behavior*** among the sample.
- The regression models indicated ***self-efficacy*** is a significant predictor of all three assessed behaviors (condom use, STI testing, contraception use)
- The multicomponent intervention was effective in **improving *overall STI testing rate***.

Social Marketing Campaign

- Print Media
- Social Media
- In-Class Promotion



PRINT MEDIA: Classroom Posters

Roadmap to STI TESTING

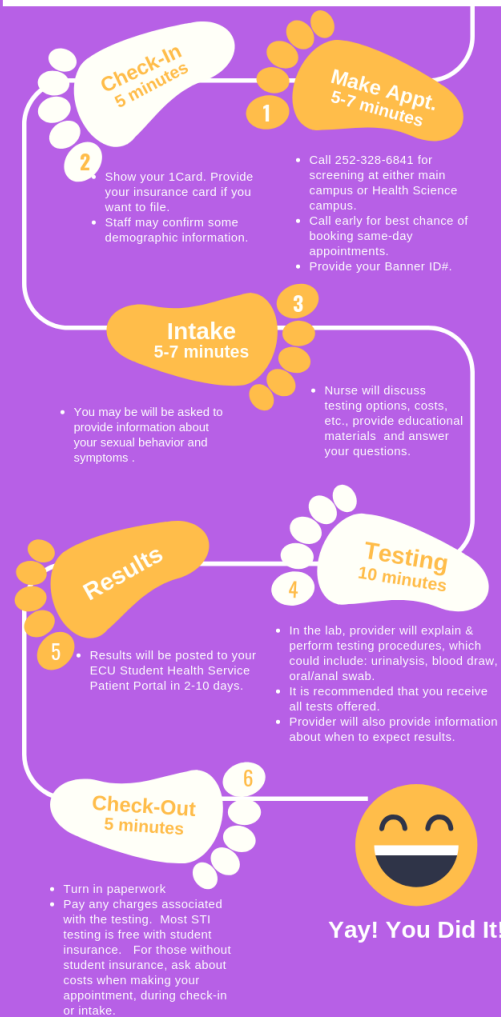
Here's what to expect at Pitt Co. Health Dept.

Located 5 miles north of campus at 201 Government Circle



Roadmap to STI TESTING

Here's what to expect at ECU Student Health



PRINT MEDIA: Bus Advertising



Get Yourself Talking
Get Yourself Tested
Get Yourself a Free T-shirt!

Get **STI tested** at either ECU Student Health (252-328-6841) or the Pitt County Health Department (252-902-2449) in April and receive a **free t-shirt!**

For more info visit:

Funded by a grant from the NC Department of Health and Human Services

SOCIAL MEDIA: Twitter and Instagram





Condom Normalization



STI Testing Promotion

You Forgot



**No worries! There's still time to get your
STI Test this semester!**

Call ECU Student Health (252.328.6841) for an appointment.

SOCIAL MEDIA: Twitter and Instagram



Consent Promotion

Getting Followers...

Follow and Win



.....
Each week,
five randomly-selected
follower will win a
\$25 Amazon gift card!

.....
Ask your instructor for details.



WEEK ONE

1

\$25 Gift Card Winners

Next Drawing* April 13th

Cassidy Keene

Lauren Paige

Sonia Stone

Miari

Hunter Smith

Next week's winners will be selected from followers who "like" or "comment." So interact with us!

Twitter @ecuhlth

Can't win if you aren't following us!

INSTAGRAM ecuhlth

The Student
Becomes The
Teacher





Brian Cavanaugh
cavanaughb@ecu.edu

Beth Chaney
chaney@ecu.edu

Karen Vail-Smith
vailsmithk@ecu.edu

Michele Wallen
wallenm@ecu.edu

Jamie Williams
tierj@ecu.edu

Thank You