




**Youth + Phones = Perfect Match, Right?**

**Youth Centered Design for Digital Health Results**

December 11, 2018

Laiah Idelson MSPH

[laiah@yth.org](mailto:laiah@yth.org)

The background of the slide features three young women. On the right, a Black woman with a colorful patterned headband looks directly at the camera with a serious expression. In the center, a white woman with blonde hair is smiling. On the left, another woman is partially visible, looking down. The text is overlaid on a semi-transparent dark grey rectangle.

**Young people  
deserve real  
information **WHEN**  
they need it, **HOW**  
they need it.**

# What we do

## Discover

What works

## Innovate

Health solutions for youth  
through youth-centered design

## Lead

Through training and digital  
strategy



# Join us In San Francisco for YTH Live 2019

## Share your work in front of 400+ Influencers in Health, Technology, and Youth Innovation

This year will mark the 10th anniversary of our YTH Live Conference and over a decade of connecting health professionals, young innovators, and tech experts. Come celebrate this milestone with us, reflect on our past successes, and help to forge our path into the future.



May 5-6, 2019 | Bespoke | 845 Market St. | San Francisco



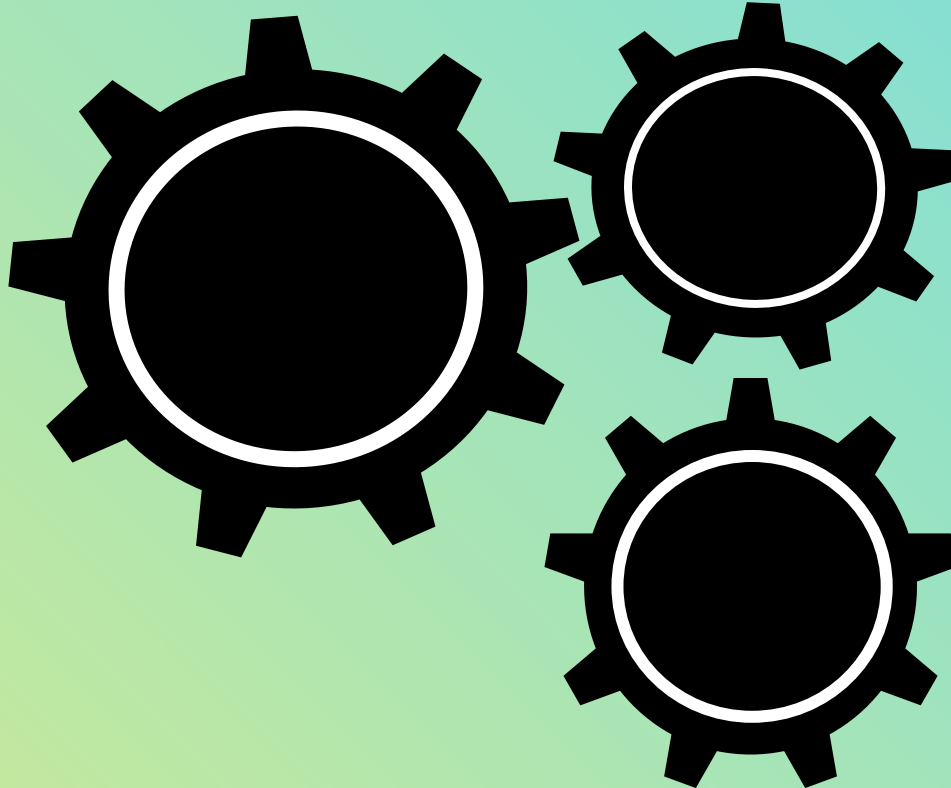


# What is Youth Centered Health Design?



# What is Youth Centered Design?

Youth  
Centered  
Health  
Design



Human  
Centered  
Design

Positive  
Youth  
Development

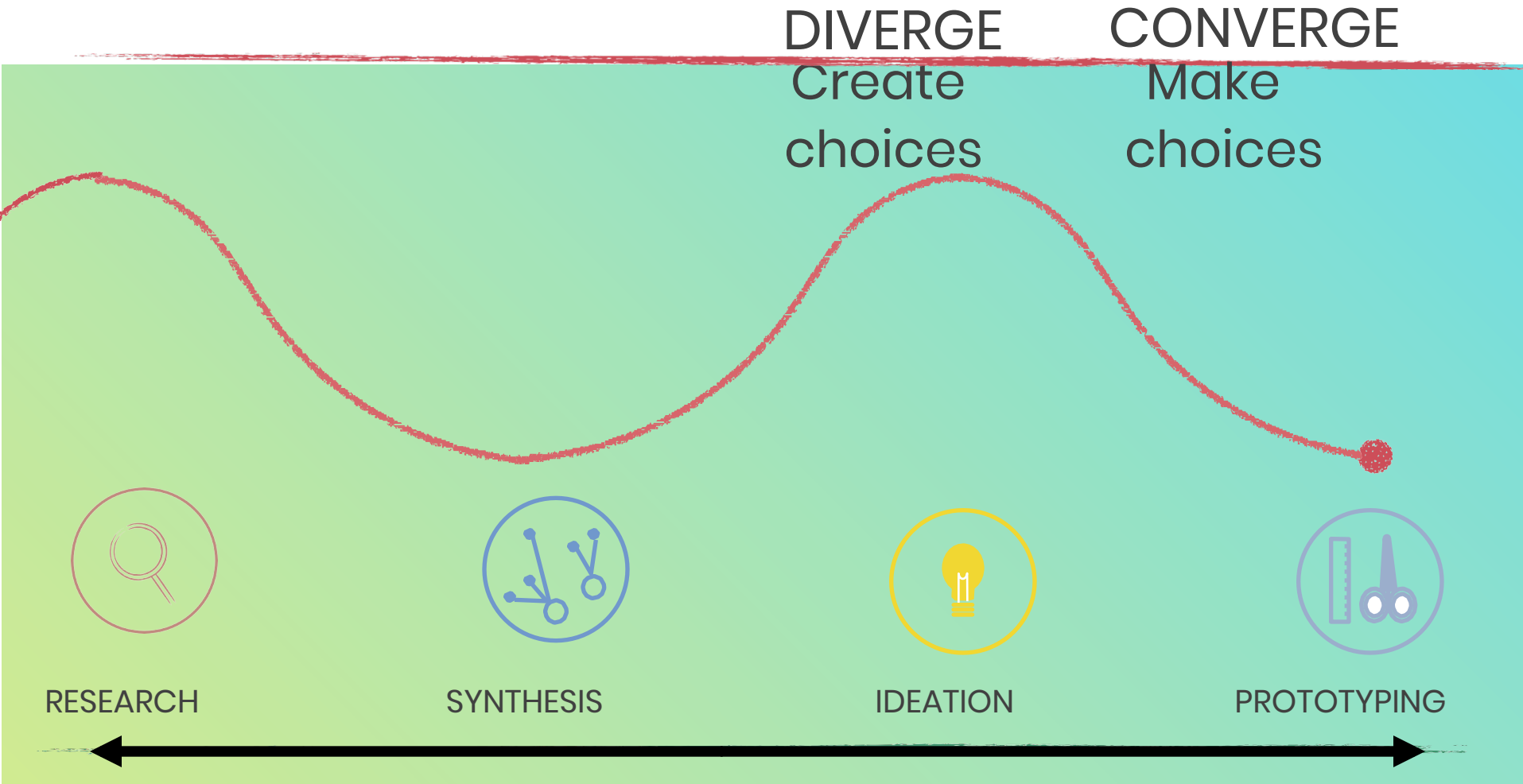


# What is Youth Centered Design?

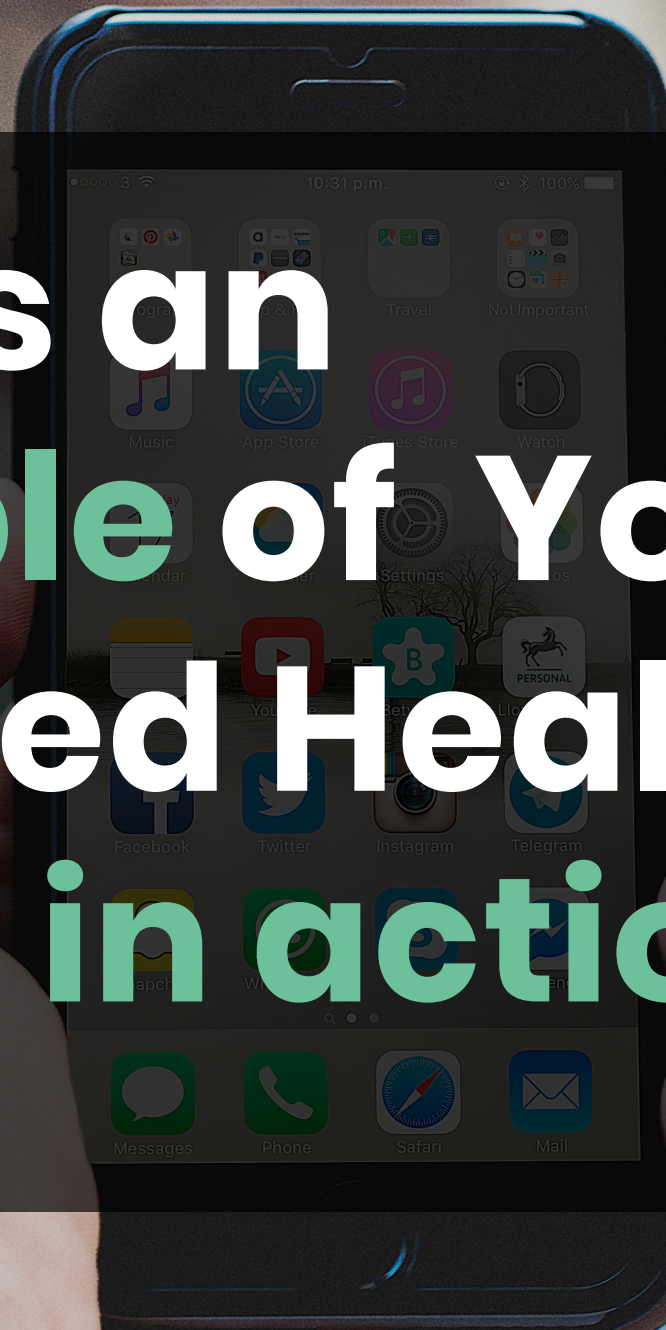




# What is Youth Centered Design?



**What is an  
example of Youth  
Centered Health  
Design in action?**





# ZonaSegura





# ZonaSegura: Original Idea

¿QUIEN ESTARÁ EN LA LISTA?

Usas tu Círculo de 5 para comunicarte inmediatamente con tus 5 compañeros/ras más confiables en un momento de necesidad.

QUE TODOS SEPAN



Zona Segura

1 ZonaSegura: Boundaries are all about respect. You and your partner should know what is too far in all aspects of your relationship so that both of you feel safe.

2 ZonaSegura: No matter how long you've been with someone or how many times you've done something, you have the right to say no at any time for any reason.



# Prototyping

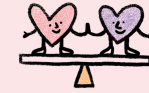
Prototyping makes ideas tangible.

By putting concepts in front of people, we learn quickly what works without spending resources developing a flawed idea.

# Prototyping



Tienes derecho a:



Una relación saludable, basada en igualdad y respeto



Decir "no" en cualquier momento y por cualquier razón



Informarte y decidir sobre tu salud y seguridad sexual.



Sentir y expresar dolor



Hablar con quien quieras, contraseñas propias y privacidad



Decir tu opinión y necesidades para que tu pareja las tome en cuenta



Darle prioridad al autocuidado



Juntarte con tu familia o amigos



Cometer errores y/o cambiar de opinión



Controlar tu propio dinero y tus pertenencias



Salir de una relación no saludable



Decidir participar o no en actividad sexual con tu pareja, incluyendo el sexting.



# Prototyping for Evaluation

Prototypes that involve quizzes, games, or interactive SMS' can assess users' knowledge and attitudes and can guide your programmatic development.

Questions

Total Score 1,390 Rank 10th

## Sexual Health

1 of 10

How old do I want to be when I have a child? (Select one)

Under 20

20-24

☒ 25-29

30-35

Older than 35

Next

Save draft

# Prototyping For Results

**Evidence  
accelerates  
innovation**

-Clear Horizons





**YTH collaborates with  
youth to build on their  
resiliency and wisdom  
to stimulate creativity  
and innovation.**





**Questions?**

**Contact:**

**Laiah Idelson, MSPH CHES**

**Strategic Partnerships & Innovation Lead**

**[laiah@yth.org](mailto:laiah@yth.org),**



# Join our network



yth.org

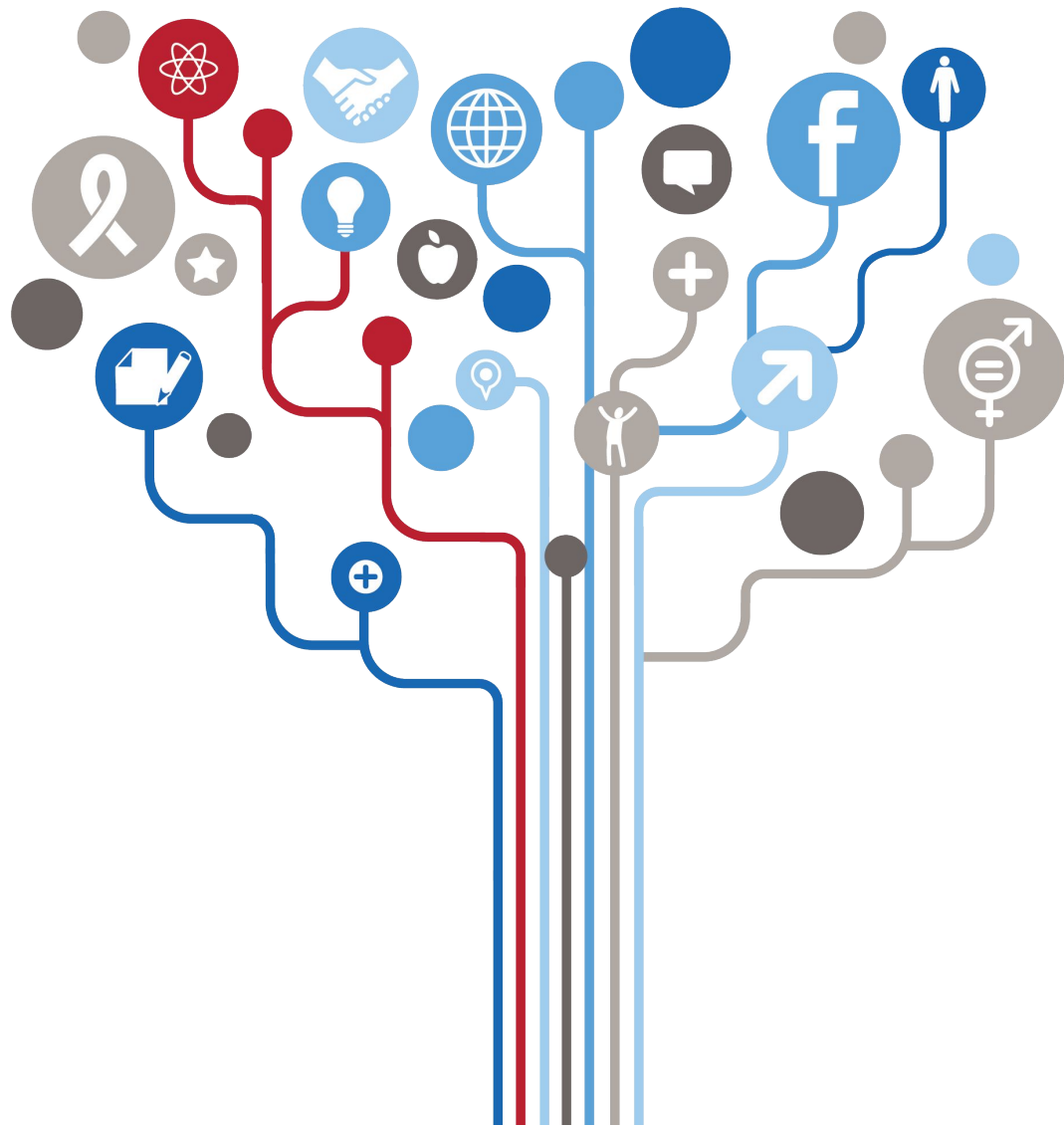


@YTHorg



facebook.com/YTHorg





# SMART CONNECTIONS

Social Media to improve  
ART Retention and  
Treatment Outcomes  
Among Youth Living with  
HIV in Nigeria



**USAID**  
FROM THE AMERICAN PEOPLE



**PEPFAR**  
U.S. President's Emergency Plan for AIDS Relief

**YOUTH**  **POWER**

# Youth Living with HIV (YLHIV)

- YLHIV, ages 15-24, experience higher loss to follow up (LTF) and poorer adherence than adults
  - Less likely to remain on treatment at 12 months after starting
  - More likely to experience treatment disruptions
- Many underlying contributors to poor adherence and retention
  - Fear of stigma or disclosure to others
  - Lack of social support
  - Limited knowledge about the disease



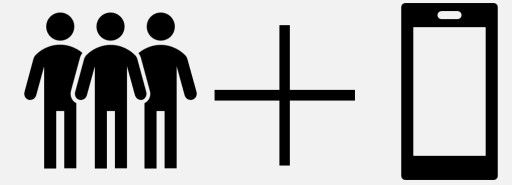


# Existing Evidence

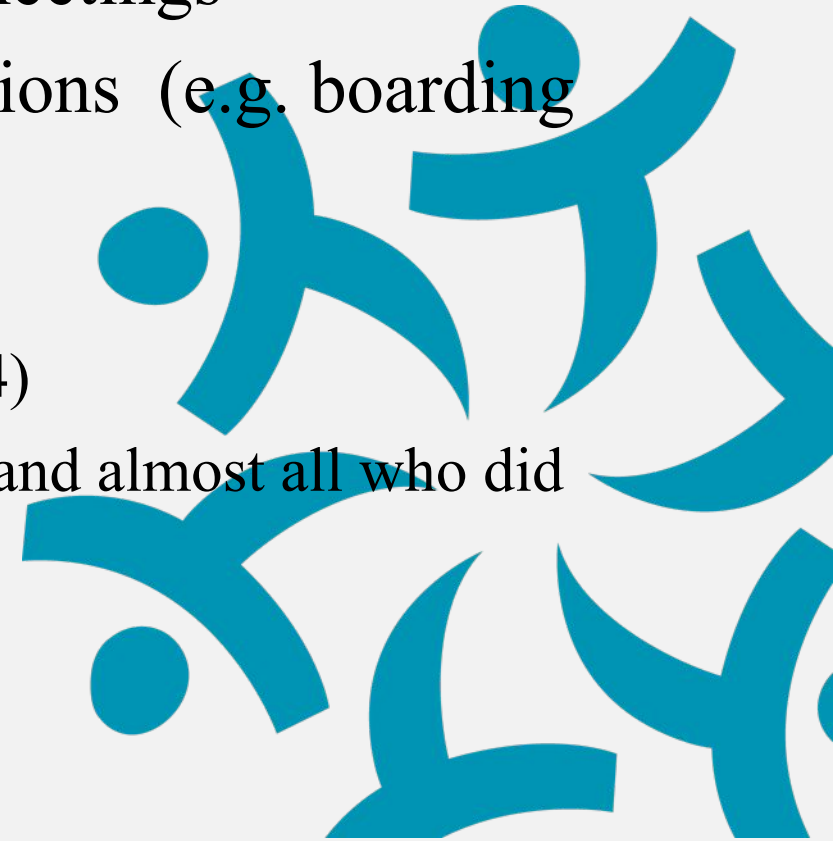
- Little published evidence on interventions targeting YLHIV
- One recent review found
  - Group counseling/support groups have some positive effects on HIV outcomes with adults
  - Two social media interventions to improve social support for YLHIV shown to be acceptable and feasible



# Why Virtual Support Groups ?



- May overcome barriers to attending in-person meetings
- Particularly suited to specific youth sub-populations (e.g. boarding students, rural, hard-to-reach populations)
- Phone ownership in Nigeria is high
  - 89% of Nigerians 18 years+ own a mobile phone (2014)
  - >50% of girls and women 12-30 years owned a phone and almost all who did not own a phone had access to a phone (2012)



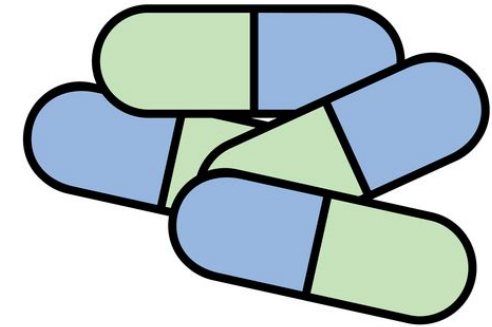


# Our Goal:

*Develop and test an intervention designed to improve retention in health services among YLHIV*

## **Adherence:**

taking ART correctly every day



# Intervention

- Groups of 15-20 YLHIV with one trained facilitator
- 11 bi-weekly online educational sessions
- Sessions delivered through “secret” Facebook groups



# Intervention Topics

1. Understanding HIV
2. Treatment and Adherence
3. Disclosure
4. Exploring your feelings
5. Nutrition and Health
6. Reproductive Health
7. Positive Health, Dignity, and Prevention
8. Stigma, Discrimination, and Rights
9. Violence

## KEY MESSAGES: Treatment and Adherence



ART can lower how much HIV is in the blood and helps people with HIV stay healthy.



ART can stop working if you do not take it every day.



ART can make some people feel badly. If this happens to you, don't stop taking it. Talk to your doctor.



**USAID**  
FROM THE AMERICAN PEOPLE



**PEPFAR**  
U.S. President's Emergency Plan for AIDS Relief

**YOUTH**  **POWER**



# Conceptual Model

## Barriers

- Misconceptions about HIV transmission
- Poor treatment literacy
- Confusion/ fear associated with new diagnosis
- Weak support networks
- Fear of stigma



## Intervention Components

- Informational messaging
- Social support
- Access to trained provider



## Immediate Outcomes

- Improved knowledge and attitudes about HIV and HIV treatment
- Improved self-worth
- Increased support network
- Increased informational, emotional and appraisal social support



## Impact

- Increased likelihood of retention in care
- Improved treatment adherence



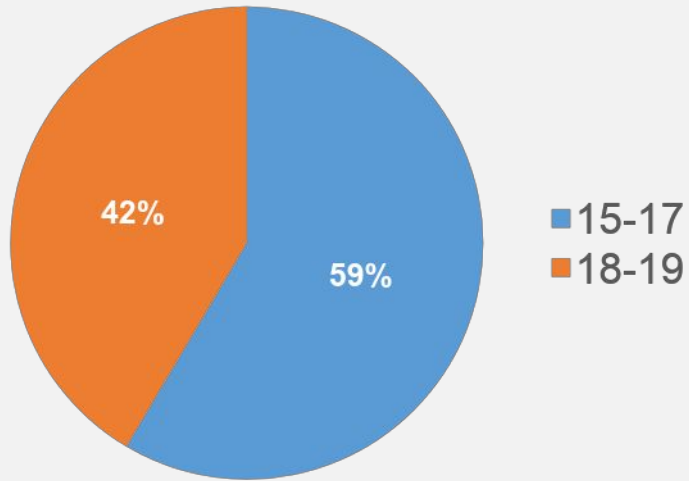
# Feasibility Study Overview

- Feasibility study of online (Facebook) structured support groups for ALHIV ages 15-19
- Setting: ART clinics in Akwa Ibom
- Participants:
  - ALHIV 15 to 19 years
  - Not currently part of a support group
  - On ART for at least 6 months

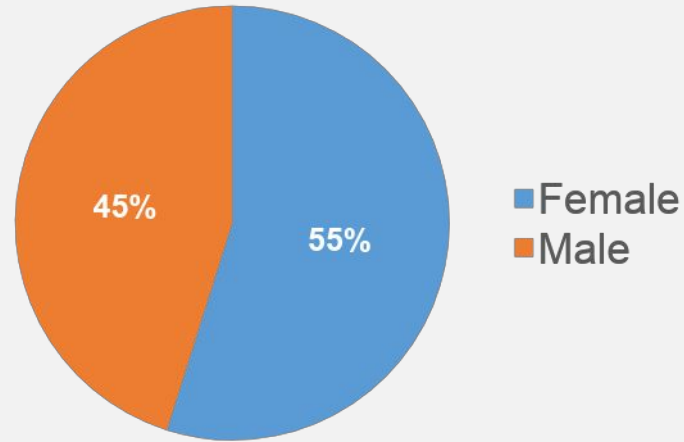


# Feasibility Study Participants

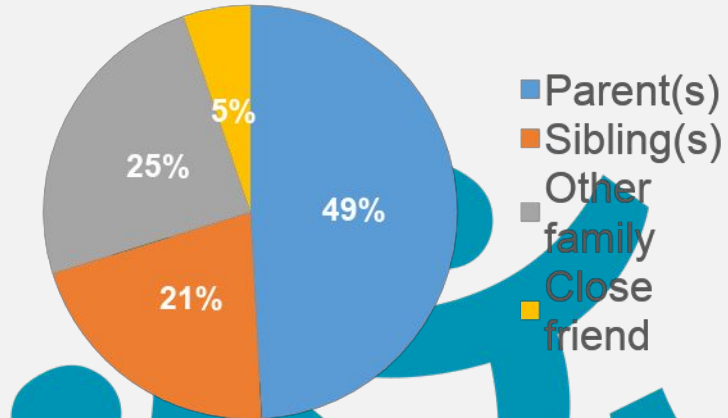
AGE



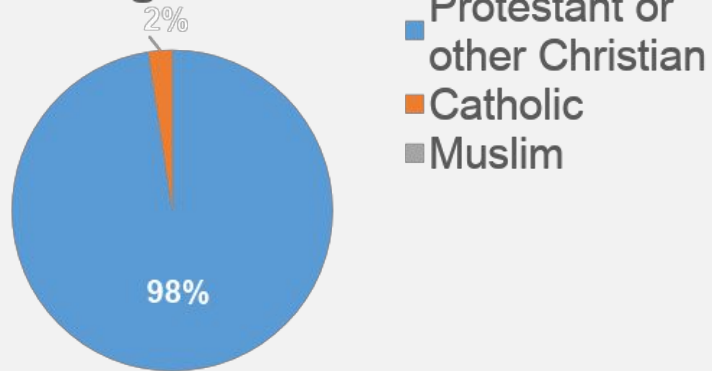
Sex



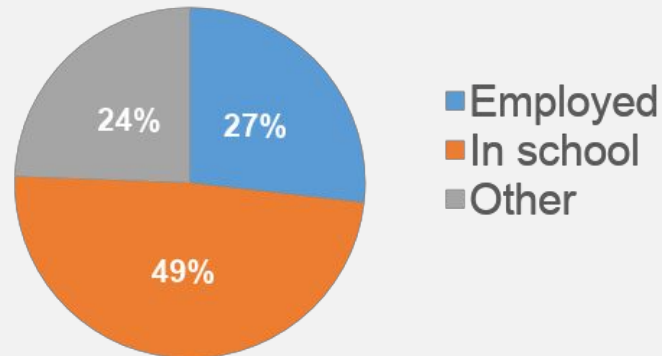
Disclosure To



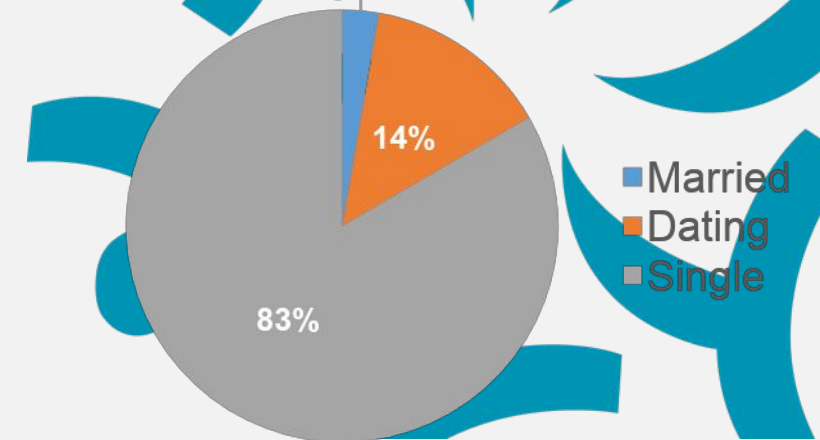
Religion



Employment



Relationship Status



**USAID**  
FROM THE AMERICAN PEOPLE



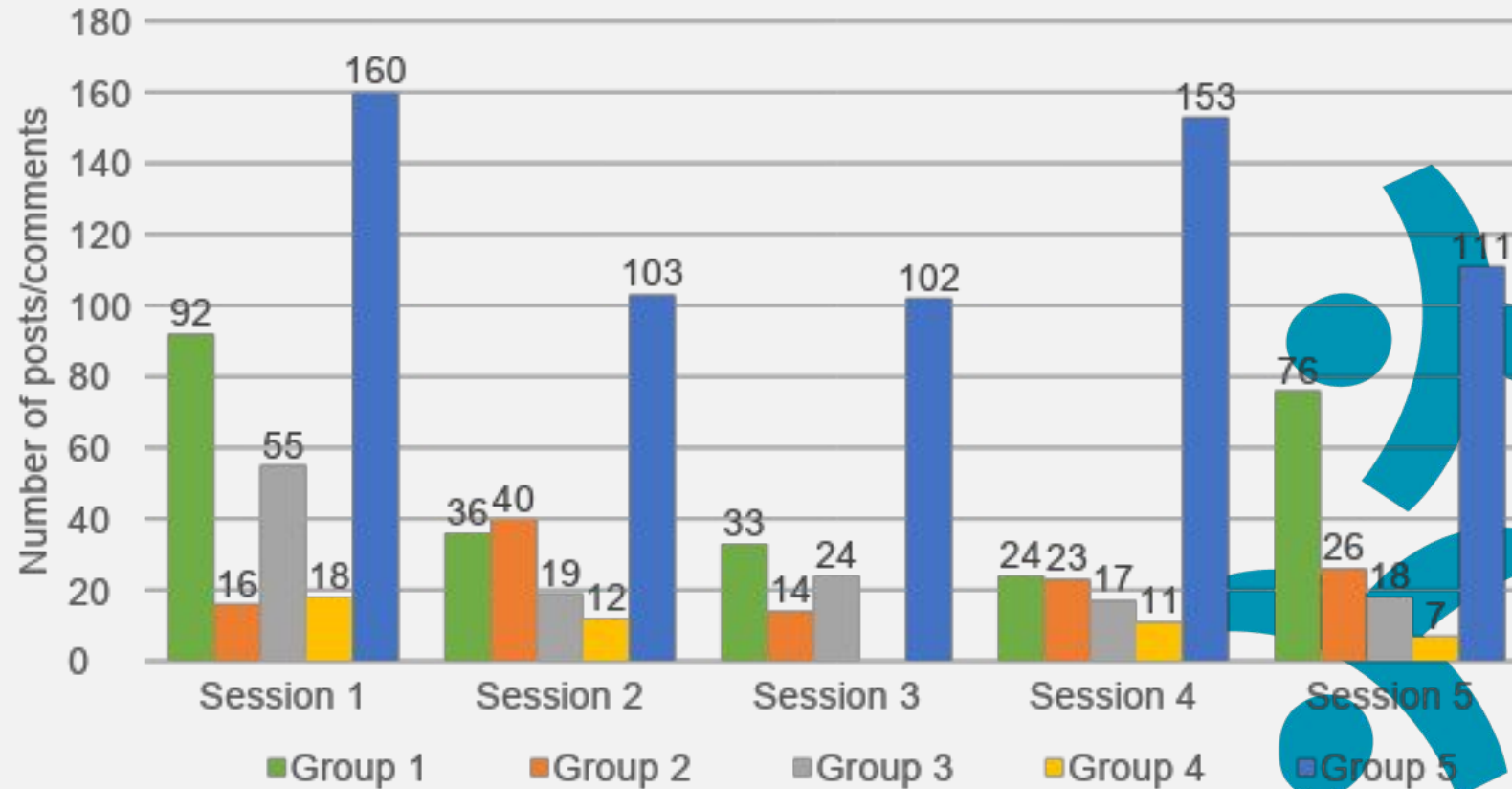
**PEPFAR**  
U.S. President's Emergency Plan for AIDS Relief

**YOUTHPOWER**



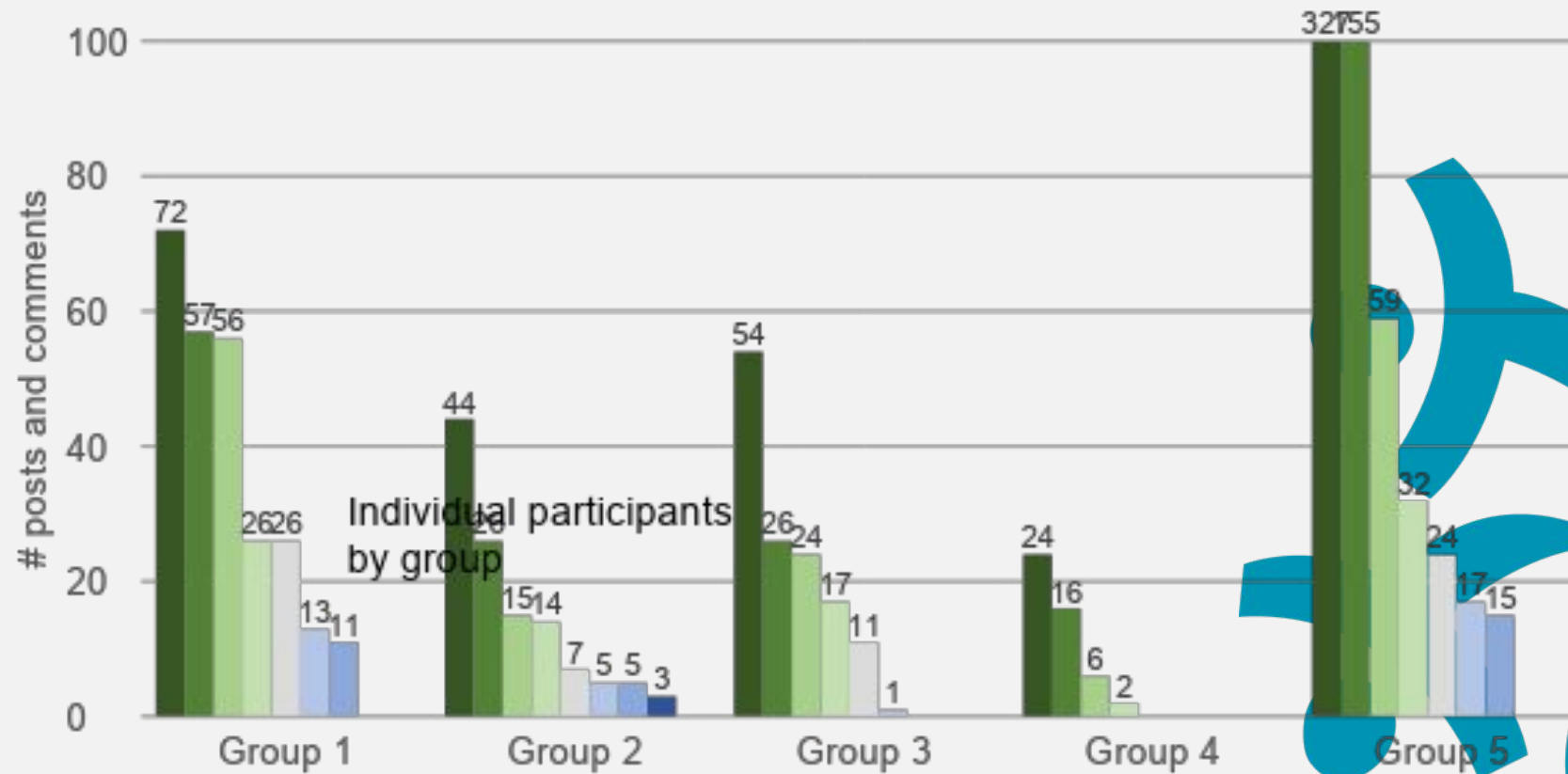
# Intervention engagement

Figure 4. Number of posts per session, by group.



# Intervention engagement

Figure 5. Participant Posts and Comments, by Group.



**USAID**  
FROM THE AMERICAN PEOPLE



**PEPFAR**  
U.S. President's Emergency Plan for AIDS Relief

**YOUTHPOWER**

# Feasibility Study Findings and Conclusions

- Most sessions delivered as intended and on-time.
- Participants were enthusiastic about the intervention.
- Results suggest intervention is feasible
- Social media may be leveraged to provide information and support

*Ok, I...I want to use this time to thank you for the support online support group. It really helped those adolescents. When... had it been that I have had that kind of chance when I was adolescent because I had this thing....seventeen years ago, at least I would have learn more, but notwithstanding, I'm still learning. So I so much thank God that these adolescents learn these things when they needed it. It was ok, so they should continue to encourage them.*

— Facilitator

*I love it because it makes us to interact, what we are, what we suppose not to know, we know about it, so I love it, I love the Facebook chat [...] I love it because we interact with our friends having friend chat, talking... -17 yo. Female*





Thank You!!!!