yth live

youth +
tech + health

yth.org

yth live 2013 sponsors

welcome

Welcome to San Francisco. Welcome to YTH Live. This is our 6th year coming together to showcase what's NEW, what's NOW, and what's NEXT.

You might have heard a little rumor that we've changed our name. WE HAVE. And I'm so proud to bring us together under the banner of YTH, a name that reflects our commitment to YOUTH + TECH + HEALTH.

YTH Live takes on a new, deeper flavor this year, in large part because of the partnerships that have formed at the event. We have:

- The ONLY global focus on **mHealth for Youth**. Featuring Dano Beck from the Oregon Health Authority talking about Oregon Reminders and Kinga Jelinska from the Dutch Women on Waves. **Monday, 8:30 A; Monday, 11:30 A**
- A pointed emphasis on **Digital Storytelling**, including an awesome campaign with immigrant women presented by Pablo Toledo and Beth Newcomer from Camino PR. **Monday, 8:30 A**
- **Pop Culture** throughout, including, direct from LA, Amy Rardin and Carter Covington, producers of wildly successful TV shows and movies. **Sunday, 4:00 P**
- **Youth Voices** featured on the Opening Plenary (Be sure to meet our Youth Board: Anthony, Cindy, Ebony, and Max) and at the Y**outh Meetup. Monday, 6:00 P**
- Insight on **Millennials around Choice**, a panel featuring Shannon Farley of Spark SF. **Monday, 4:15 P**
- AND the scoop on **Text Messaging Success**, with Dr. Katie Malbon of Mt. Sinai's Adolescent Health Center with Sam McElvie of Mobile Commons. **Tuesday, 10:10 A**

Be sure to stop by our Exhibitors' booths with some of the awesome-est apps for youth, including Wildflower Health's **Due Date Plus** (brought to us via Rock Health) and **STD Triage** from iDoc24, a Swedish app to send photos of skin problems, including STI rashes and sores, to a qualified professional. [Wow!]

Once again, we've brought together the most amazing minds in youth advocacy, technology, and health. These are your peers. Meet them. Ask questions. Join the conversation. Then, as we see you do every year, take what you learn back the communities you serve.

Have a great YTH Live!

Deb
@DebYTH

the yth team welcomes you!

Follow @YTHorg on Twitter

Use Hashtag #YTHLive

Post photos at:
facebook.com/ythorg

Visit yth.org anytime after the conference for pics, video, slides and more.

Tell your friends to watch the plenaries via livestream at:
www.oneworld.org/ythlive

PHOTOGRAPHY NOTICE

By my attendance at the conference, I hereby grant YTH permission to make still or motion pictures and sound recordings, separately, or in combination and also give a production company approved by YTH permission to use the finished silent or sound pictures and/or sound recordings as they wish. I understand that my name will not appear with my photo, sound picture or sound recording and all photos and recordings will only be used in association with YTH and YTH Live.

ASL INTERPRETER

This year, we offer an American Sign Language Interpreter for attendees with hearing impairments.

VOLUNTEERS

The conference wouldn't be the same without our cadre of volunteers in black YTH t-shirts. Too many to list by name, YTH is indebted to them for their hours of community service. Thank you, volunteers!

VENDORS

A huge THANK YOU to the following folks for helping us produce this event. We're proud to be among your clients.

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SPONSORS

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Be The Generation
Health 2.0
Sonic.net
The Burrill Report
Rock Health

yth live program committee

Thank you, 2013 program committee, for your contributions to this event and our youth's future.

Jason Asselin

Team Leader - Health Promotion, Victoria AIDS Council

Jose A. Bauermeister, MPH, PhD

Professor, University of Michigan, School of Public Health

Daniel W. Beck

Technology Intervention Specialist, Oregon Health Authority

Alexandra Caraballo

Manager, Charitable Contributions, Kaiser Foundation Health Plan

Daniel Coronado

Division Program Analyst, Office of AIDS | California Department of Public Health

Dana Cropper Williams

Director of Training & Education, National Coalition of STD Directors

Justin R. Garcia, MS, PhD

Postdoctoral Fellow, The Kinsey Institute

Max Kamin-Cross

YTH Youth Board

Cindy Le

YTH Youth Board

Alex Medina

Coordinator of Web Content and Social Networking, Answer

Monica Rodriguez

President and CEO, SIECUS

Ebony Section

YTH Youth Board

Cory Silverberg

Certified Sexuality Educator

Author, What Makes a Baby

Anthony Sis

YTH Youth Board

Christopher White, PhD

Director, Safe and Healthy LGBTQ Youth, GSA Network

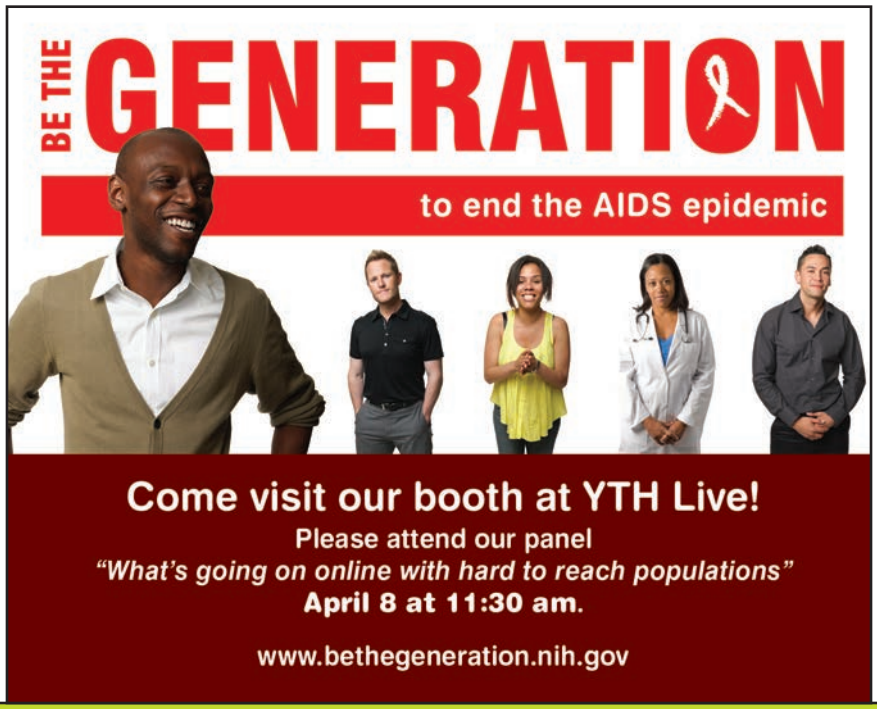
about yth

For more than a decade, you've known us as the team that has ideas, integrity and follow through. For more than a decade, our work has stood for innovation. For more than a decade, we've partnered with you to advance the health and wellness of young people.

Now we have a name that reflects our work.

YTH stands for youth + technology + health. We pilot new technologies, discover what works, and evangelize our learnings. We believe that young people deserve real information, when they need it and how they need it. We believe that the lack of access to free and low cost sexual health services disproportionately impacts low-income and minority youth—and we're working to change that.

At YTH we believe that information is power and that sexual health is not shameful. This is our mission. We're proud to share it with you. Visit us at yth.org to learn more.



yth staff

Deb Levine, BSW, MA

Founder

Bhupendra Sheoran, MD, MHA

Deputy Director and Director of Programs and Partnerships

David Begor

Senior Product Manager

Jaime Lebrija, MA

Senior Digital Media Producer

Jessica Ken

Digital Communications Associate

Arai Buendia

Program Associate

Caryn Graves

Lead Engineer

yth board

David Goldsmith

Executive Director, DOSSIA

Matthew Holt

Co-Founder, HEALTH 2.0

Jeffrey D. Klausner, MD, MPH

Professor of Medicine and Global Health, UNIVERSITY OF CALIFORNIA, LOS ANGELES

Deb Levine, MA

Founder & Board President

Marguerita Lightfoot, PhD

Co-Director, UCSF CENTER FOR AIDS PREVENTION STUDIES

Emily May

Executive Director, HOLLABACK!

Miles Orkin

Director of Accounts, AWASU DESIGN

Erica Lorraine Scheidt

Young Adult Novelist

Stewart Ugelow

Founder, Teach Fishing

exhibitors

Take some time to visit our colleagues at their Exhibit Booths on Monday. There are some really cool apps and programs out there.

Anjna Patient Education

Revolutionizing the relationship between underserved patients and their providers.

www.anjna.org

Appddiction Studio

Appddiction Studio, is a recognized leader in the development of customized applications (apps), with real-time solutions for bullying in schools, campus safety, childhood health and obesity and public transit.

appddictionstudio.com

Be the Generation Bridge

An initiative of the NIAID to establish relationships with communities most impacted by the HIV/AIDS epidemic in order to promote awareness, understanding, dialogue, and support for biomedical HIV prevention research.

bethegeneration.nih.gov

BeforeWeDo

BeforeWeDo empowers singles to manage their sexual health at home through anonymous counseling and a subscription of in-home STD test kits.

www.beforewedo.com

Sessions *

SESSIONS A behavioral health and wellness company designing human-centered programs to help people live healthier lives.

www.joinsessions.com

STD Triage

STD Triage A spin-off app developed by iDoc24, which allows anyone to anonymously send in images of their intimate or embarrassing skin problem to a dermatologist using their mobile or the web and get a speedy response.

stdtriage.com

QPid.me

Qpid.me A free simple way to share your verified STD results.

www.qpid.me

Wildflower Health *

Wildflower Health Wildflower Health makes pregnancy healthier, safer and lower cost through a mobile platform and predictive analytics.

www.wildflowerhealth.com

**Brought to you by Rock Health*

opening plenary

SUNDAY, APRIL 7TH

4 - 5 P Opening Plenary

Teen Characters & Idols: Depth, Relevancy, and Opportunity

Moderator:

Michele Noonan, PhD, Co-Founder and COO, Sexpinion, Reality TV Star

A neuroscientist by training, a reality TV star by accident, a PhD in sexy by day, an entrepreneur by night and a dreamer at heart... Michele has a PhD in neuroscience from the University of Texas Southwestern Medical Center and a BA in Psychology from Boston College. She left a Postdoctoral Research Scientist position at the California Institute of Technology to be the first female scientist on reality TV, starring on the hit CBS show Big Brother. She was hired as Chief Scientist at marketing and ad startup engage:BDR. Michele is co-author of "Train Your Brain To Get Thin," she founded PhD in Sexy and is now co-founder and COO of Sexpinion, a online sex advice startup launching this month. @PhDinSexy

Carter Covington, Co-Executive Producer of the CW's "Hart of Dixie", Creator, ABC Family's "10 Things I Hate about You"

Carter is delighted to have turned his lifelong love of television into a career as a writer/producer in Hollywood. Over the past decade he's sold multiple pilots to ABC, CBS, FOX, and MTV. After several seasons as a producer on ABC Family's hit series GREEK, he adapted the movie 10 THINGS I HATE ABOUT YOU into a comedy for the same network. He recently served as Co-Executive Producer for the second season of CW's HART OF DIXIE. Carter lives in Los Angeles with his husband Sean and their dog Pepper. @CarterCovington

Katie Elmore,
CEO, Prajna

Katie is Producer and CEO of PRAJNA Productions: Stories with Social Relevance, a Los Angeles-based production company that is focused on creating cutting edge, socially relevant television/ transmedia programming. Prior to founding PRAJNA, Katie served as Vice President of Communications and Programs for Population Media Center, an international NGO specializing in entertainment-education, for more than 6 years. Katie is also Executive Producer for a cutting edge new series that takes place in East Los Angeles called, 'East Los High' that will go to air in 2013. She produced a 70-episode novela with MTV for all of Latin America called 'Ultimo Año.' Katie received her Master's degree in Media Studies from the New School for Social Research and a B.A. in History and Sociology from the University of Vermont (UVM). @KTelmoremota

Malinda Lo,
Author, Adaptation, Ash, and Huntress

Malinda was born in China and moved to the United States as a child. Ash, her first novel, was a finalist for the William C. Morris YA Debut Award, the Andre Norton Award for YA Science Fiction and Fantasy, and the Lambda Literary Award for Children's/Young Adult, and was a Kirkus 2009 Best Book for Children and Teens. Her second novel, Huntress, is a companion novel to Ash and is an ALA Best Book for Young Adults. Formerly, she was an entertainment reporter, and was awarded the 2006 Sarah Pettit Memorial Award for Excellence in LGBT Journalism by the National Lesbian & Gay Journalists Association for her work at AfterEllen. She is a graduate of Wellesley College and has master's degrees from Harvard and Stanford Universities. She now lives in Northern California with her partner and their dog. @MalindaLo

Max Kamin-Cross, YTH Youth Board

Max is a self-proclaimed political junky and activist. He has spent the last several years helping organizations such as the ACLU, Planned Parenthood, the Bill and Melinda Gates Foundation, and MTV Networks connect with young people using new media strategies. Max is a first year at American University. @MaxKaminCross

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Cindy Le, YTH Youth Board

Cindy is working on her BS in Public Health at the University of Texas at Austin. Cindy is currently a healthy sexuality peer educator of University Health Services, student advisor for the UT Counseling and Mental Health Center, Co-Chair of the UT Student Organization Safety Board, and student Vice President of UT Phi Kappa Phi. She is also an avid foodie who reads food blogs and cooks in her spare time. @cindyhoangle

Ebony Section, YTH Youth Board

Ebony is a true Florida girl. She loves to visit the beach, visit Disney World, and go shopping. Ebony is a proud graduate of University of North Florida. She has a Bachelors degree in Health Science with a concentration in Community Health. Currently, Ebony is a health educator for the Safer Sex Intervention at Planned Parenthood of Greater Orlando Inc. She conducts one-on-one sexual education interventions that focus on empowerment and skills-building for adolescent girls. @Ebony_N_Ivory

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Anthony Sis, YTH Youth Board

Anthony is a Connecticut College junior from Chicago, IL, majoring in Gender and Women's Studies with a minor in Government. A very active student, Anthony has taken a number of leadership roles in several organizations through the Multicultural Center and

the LGBTQ Center. Anthony was a GYT (Get Yourself Tested) Campus Ambassador and wrote an article for MTV's IYSL (It's Your Sex Life) Blog titled 'Para Nuestra Cultura.' @a_sis62

Amy Rardin, Supervising Producer of CW's "The Carrie Diaries", ABC Family's "Jane by Design" and "Greek"

Amy grew up in the Northern Virginia suburbs of Washington, D.C. Upon graduating from the University of Virginia, she moved to Los Angeles to pursue a career in the film and television industry. She worked for the producer Lynda Obst (Sleepless in Seattle, How to Lose a Guy in 10 Days) before deciding she wanted to write full-time. She and her writing partner, Jessica O'Toole, sold their first feature film to Universal and have been writing ever since. The team has written feature films for Disney, Universal and MGM. They co-wrote "Material Girls" for MGM starring Hilary Duff as well as "Sydney White" for Universal starring Amanda Bynes. They transitioned into television where they served as Supervising Producers for ABC Family's "Greek" and "Jane By Design". Currently, they are Supervising Producers on The CW's "The Carrie Diaries". They have written pilots for MTV, NBC and Lifetime—all starring teen girls.

Erica Lorraine Scheidt, YTH Board Member, Author, Uses for Boys

Teaching artist and longtime 826 Valencia volunteer, Erica Lorraine Scheidt is author of the young adult novel, Uses for Boys (St. Martin's Press). This raw and lyrical novel about girls, boys, and the lies we tell ourselves was nominated by YALSA to be a 2014 Quick Pick for Reluctant Readers. Currently Erica works with teenage writers in the Bay Area, including a weekly Writers' Workshop at the YMCA Teen Center in Berkeley. @ericaLorraine

monday plenary

MONDAY, APRIL 8TH

2:30 – 3:30 P **Plenary Session**

Big Data: Interpretations for Youth + Tech + HIV

Moderator:
Susannah Allison, PhD, Program Officer at the National Institute of Mental Health

Susannah works at the NIMH within the Infants, Children and Adolescents Research Program in the Center for Mental Health Research on AIDS. The program supports neurobehavioral and psychosocial studies involving infants, children, and adolescents that are infected with HIV, affected by HIV, or at-risk for HIV. Prior to working at NIMH, Dr. Allison worked with children and families infected and affected by HIV/AIDS for 5 years in Baltimore, Miami and Washington, DC. She completed her doctorate at the George Washington University where she received her PhD in Clinical Child Psychology with an emphasis in child health psychology. @NIMHgov

Matthew Holt, Co-Chairman, Health 2.0

Matthew has spent 20 years in health care as a researcher, forecaster, and strategist. He learned from some of the best in forecasting, policy and survey organizations, like Institute for the Future and Harris Interactive. But these days he's best known as the author of The Health Care Blog and as Co-Chairman of Health 2.0, which since 2007 has been the leading conference showcasing new health technologies. For that he's been mostly self-taught! @BoltyBoy

Fard Johnmar, Founder and President, Enspektos, LLC

Fard, as President of Enspektos, a digital health marketing innovation consultancy, is a well-regarded digital health futurist and researcher who has helped expand the health industry's understanding of the current and future technology landscape. Mr. Johnmar has

worked with a diverse array of health organizations, including the Food and Drug Administration, Johnson and Johnson and Novartis on a range of digital health-related strategy, research and training initiatives. He also serves as a Fellow at the Society for New Communications Research, well-respected non-profit think tank focusing on the evolution of the digital and communications landscape. @enspektosllc

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Patrick Sullivan, DVM, PhD, Professor of Epidemiology at Emory University's Rollins School of Public Health

In addition to his professorship, Pat is the Co-Director of the Prevention Sciences Core at Emory's Center for AIDS Research (CFAR). Dr. Sullivan's research focuses on HIV among men who have sex with men, including behavioral research, interventions, and surveillance. He is the PI of NIH-funded studies to determine reasons for black/white disparities in HIV among MSM and to develop and test a couples HIV testing intervention for male couples, and the Principal Scientist for AIDSVu. @AIDSVu

closing plenary

TUESDAY, APRIL 9TH

12 – 1 P **Closing Plenary**

Secrets by the Educational Theater Group at Kaiser Permanente

For over 25 years, Educational Theatre has inspired children, teens, and adults to make better decisions for healthier lives by offering free live theatre programs to schools and communities. Our live theatre performances feature contemporary music, humor, dance, and dialogue loaded with age-appropriate health information. Our youthful performer/educators reflect our communities' diversity. Their realistic portrayals of young people's lives will pull your audience members into the performance and have them wanting to make healthy choices too. Our performer/educators are trained extensively in health issues and peer counseling. Performances and programs are created and updated by medical professionals, educators, parents, and theatre professionals.

schedule at a glance

SUNDAY, APRIL 7TH

2 – 5 P	Registration
3 – 4 P	Poster Session I
3 - 4 P	Bedsider 101
4 - 5 P	Opening Plenary

Teen Characters & Idols: Depth, Relevancy, and Opportunity

5 - 5:30 P	Welcome & Keynote
5:30 – 5:50 P	Break
5:50 – 7:05 P	Breakout Sessions

IT TAKES A VILLAGE (+ GOOGLE): High-Tech Approaches to Reducing Teen Pregnancies

YOUNG MEN WHO HAVE SEX WITH MEN: Invisible No More

REALITY TV (NOT): STUDENT DOCUMENTARY AND TEEN PARENT PANEL

IN THEIR OWN VOICES: Digital Storytelling

7:30 - 9:30 P	Reception

MONDAY, APRIL 8TH

7:45 – 11:30 A	Registration
7:45 – 8:30 A	Poster Session II
7:45 – 10 A	Breakfast
10 - 5 P	Exhibits
8:30 – 10 A	Breakout Sessions

THEORY, EVIDENCE AND PRACTICE: An Equilateral Triangle

mHealth for Youth Track

REMIND ME: Mobile Phones for Medication Adherence & Testing

LATINO & IMMIGRANT COMMUNITIES AND TECH: A Good Match

USING TECH TO IMPACT RISK BEHAVIORS AMONG BLACK & LATINO YOUTH

10:15 - 11:15 A	Breakout Sessions

BRINGING THE CLINIC TO THE (YOUNG) PEOPLE

FINDING COMMUNITIES ON FACEBOOK

TECH-BASED INITIATIVES TO IMPACT THE HEALTH OF AMERICAN INDIAN/ALASKAN NATIVE YOUTH

mHealth for Youth Track

MOBILE APPS FOR HIGH SCHOOL AND COLLEGE STUDENTS

MONDAY, APRIL 8TH - CONT.

11:15 – 11:30 A	Snack Break
11:30 – 1 P	Breakout Sessions

mHealth for Youth Track

MOBILE FOR SENSITIVE ISSUES: Abortion Stories

WHAT'S GOING ON ONLINE WITH HARD TO REACH POPULATIONS

TECHNIQUES ON A BUDGET: tumblr, Mobile Optimization and More

1 – 2:30 P	Lunch On Your Own
2:30 – 3:30 P	Plenary Session

Big Data: Interpretations for Youth + Tech + HIV

2:30 – 4:15 P	Twitter Party
3:30 – 4:15 P	Snack Break
4:15 – 5:45 P	Breakout Sessions

MILLENNIALS, CHOICE AND SOCIAL JUSTICE

FOCUS: Using Social and Mobile to Normalize HIV Testing

USE OF SOCIAL AND MOBILE BY HETERO AND GAY SINGLES

6 - 7 P	Youth Meetup
7 - 9 P	Movie Screening

TUESDAY, APRIL 9TH

7:45 – 8:30 A	Poster Session III
7:45 - 10 A	Breakfast
8:30 – 10 A	Breakout Sessions

CURRICULA: In Classroom and Out

NEW WAYS TO APPROACH SEXUAL VIOLENCE PREVENTION

USING DATA TO MOVE FORWARD

10 – 10:10 A	Break
10:10 – 11:40 A	Breakout Sessions

mHealth for Youth Track

TEXT MESSAGING SUCCESS

ADOLESCENT MSM: Prevention Dos

AN INTERNATIONAL APPROACH

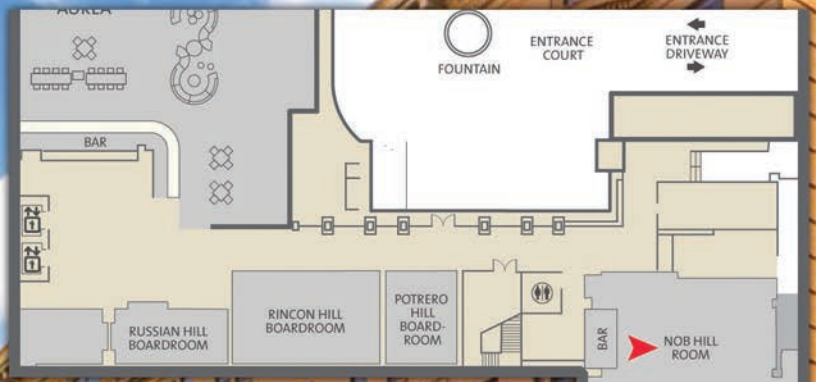
12 – 1 P	Closing Plenary

Secrets by the Educational Theater Group at Kaiser Permanente

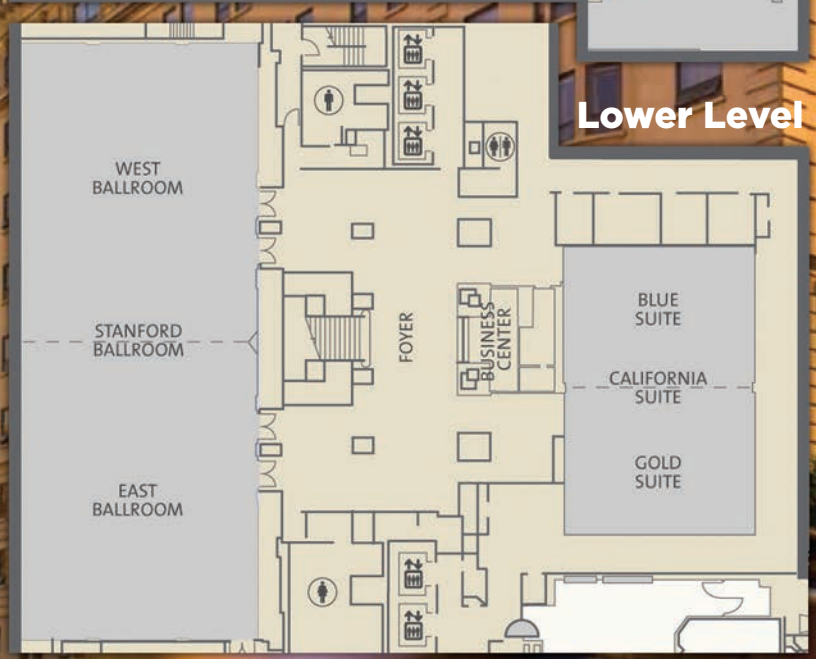
conference map

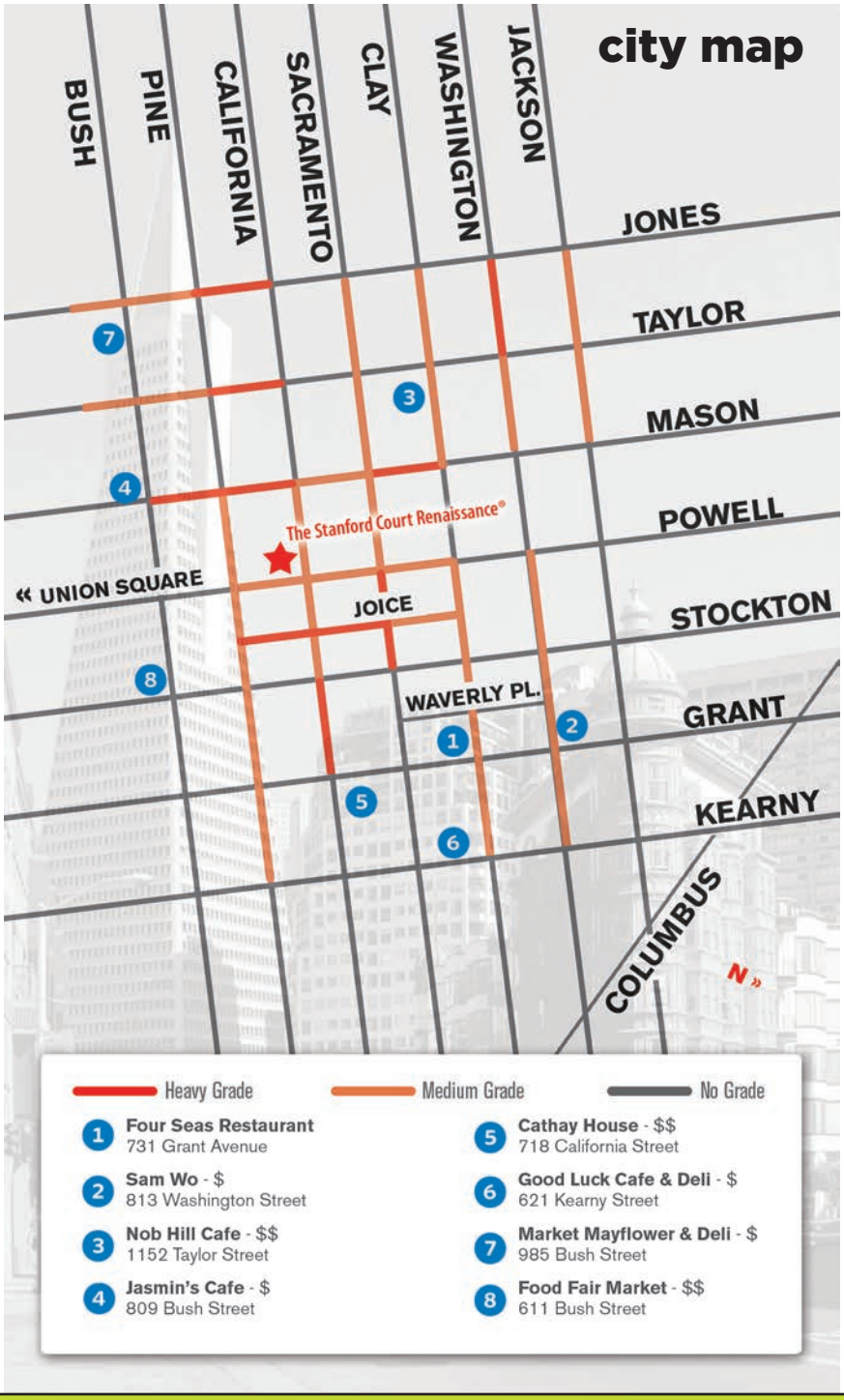
The Stanford Court Renaissance® San Francisco Hotel
905 California Street | Nob Hil
San Francisco | California 94108
Phone: 415.989.3500
www.StanfordCourt.com

Upper Level



Lower Level




city map
BUSH
PINE
CALIFORNIA
SACRAMENTO
CLAY
WASHINGTON
JACKSON
JONES
TAYLOR
MASON
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COLUMBUS
« UNION SQUARE
The Stanford Court Renaissance®
JOICE
WAVERLY PL.
Heavy Grade
Medium Grade
No Grade
1 Four Seas Restaurant
731 Grant Avenue
2 Sam Wo - $
813 Washington Street
3 Nob Hill Cafe - $$
1152 Taylor Street
4 Jasmin's Cafe - $
809 Bush Street
5 Cathay House - $$
718 California Street
6 Good Luck Cafe & Deli - $
621 Kearny Street
7 Market Mayflower & Deli - $
985 Bush Street
8 Food Fair Market - $$
611 Bush Street

session descriptions

SUNDAY, APRIL 7TH

3 – 4 P

Bedsider 101: 18-24 Year Olds Networking Hour

California Blue

NOTE: This session is for currently enrolled students in a 2-year or 4-year college, university or graduate school

Have you ever wondered how different methods of birth control measure up? Where you can find a provider in your area? Whether or not your nuva-ring can really fall out? Bedsider has you covered. Come learn what Bedsider has to offer, and how you can use it on your campus.

Bedsider.org (Bedsider) is an online birth control support network for women 18-29. Bedsider is not funded by pharmaceutical companies. Or the government. Bedsider is totally independent and the info on it is honest and unbiased. Our goal is to help women find the method of birth control that's right for them and learn how to use it consistently and effectively, and that's it. www.bedsider.org

Stefanie Boltz and Christine Church, The National Campaign to Prevent Teen and Unplanned Pregnancy

4 - 5 P Plenary and Keynote

Teen Characters & Idols: Depth, Relevancy, and Opportunity

Grand Ballroom

Moderator: Michele Noonan, PhD, Co-Founder and COO, Sexpinion, Reality TV Star, @PhD inSexy

Today's youth learn about sex, relationships, and navigating their daily lives through TV, film and book characters, story arcs, and tabloids.

Did you ever wonder:

- Who is behind the storylines in popular broadcast and digital TV shows, movies and books?
- Are the characters and story arcs true to life and representational?
- How are LGBTQ teens portrayed?

Listen in on a conversation with young adult authors, screenwriters, digital media makers and young adults themselves about the whys and hows of character development and the interactions between media, scripts and real life.

Participants:

Carter Covington, Co-Executive Producer of the CW's "Hart of Dixie", Creator, ABC Family's "10 Things I Hate about You"

Katie Elmore, CEO, PRAJNA Productions

Malinda Lo, Author, Adaptation, Ash, and Huntress

Erica Lorraine Scheidt, YTH Board Member, Author, Uses for Boys

Amy Rardin, Supervising Producer of CW's "The Carrie Diaries", ABC Family's "Jane by Design" and "Greek"

Ebony Section, Anthony Sis, Cindy Le, Max Kamin-Cross, YTH Youth Board

5 – 5:30 P Welcome and Keynote

Welcome and Introductory Remarks

Grand Ballroom

David Goldsmith, Dossia, YTH Board Member

KEYNOTE: What's New, Now and Next in Youth + Tech + Health

Deb Levine, ISIS Founder, YTH Board President

5:50 – 7:05 P Breakout Sessions

IT TAKES A VILLAGE (+ GOOGLE): High-Tech Approaches to Reducing Teen Pregnancies

Stanford West

Moderator: Nicole Bennett, MPH, DHHS, Office of Adolescent Health

These programs: BUtiful, MySelfMyHealth and Baby-CanWait - showcase what it takes to form and execute unconventional collaborations in three diverse cities. BUtiful (Be yoU! Talented, Informed, Fearless, Uncompromised and Loved), a New Orleans project for older African-American teen women; MySelfMyHealth.org, a Twin Cities project; and Baby Can Wait in Milwaukee all showcase the use of mixed media and community partnerships, along with evidence-based results in lowering the teen birth rates in their communities.

You Geaux Girl!, A Randomized Control Trial of an Internet-based Pregnancy Prevention Intervention for Young African American Women

BUtiful (Be yoU! Talented, Informed, Fearless, Uncompromised and Loved), was adapted from an evidence-based group-session HIV prevention intervention, SiHLE. A randomized controlled trial called "You Geaux Girl!" is underway to evaluate BUtiful against a web-based women's health/nutrition program, DIVAS. Women are recruited from local colleges, teen clinics, and community events. www.butifulonline.com

Jakevia L. Green, Tulane University

Nicole Angresano, Community Impact United Way of Greater Milwaukee

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MySelfMyHealth.org: Young People Taking Charge of Their Sexual Health

In 2012, Hennepin County (Minnesota) tackled high teen pregnancy rates by tossing aside scare tactics. Learn how the MySelfMyHealth campaign leveraged a highly targeted media strategy, reaching young people by surrounding their day with traditional media (bus cards, shelters, TV and mall signage) and rich digital media experiences (Pandora, Facebook, YouTube, Search) that directed youth to a responsive website. www.myselfmyhealth.org

Katherine Meerse, Hennepin County Human Services and Public Health Department

Anna Kruchowski, Haberman

Collaboration, Innovation & Taking a Risk: Milwaukee's Community-wide Approach to Reducing Teen Births

Through an evidence-based and multipronged approach, the United Way of Greater Milwaukee and their partners are working to reduce the city's birthrate among adolescents aged 15-17 by 46% by 2015. This community-wide effort involves not only young people and parents, but also faith leaders and the business community. Critical to this initiative is a dynamic mixed-media campaign that incorporated a video contest, "contracep-texting" program, and an online sexual health resource portal. We've had a 35% drop from 2006-2011 – more than halfway there! www.babycanwait.com

Sandra Serna-Smith, United Way Worldwide

Nicole Angresano, United Way of Greater Milwaukee

YOUNG MEN WHO HAVE SEX WITH MEN: INVISIBLE NO MORE

Stanford East

Moderator: Alex Medina, Answer

Trends have shown high rates of risk-taking behaviors among young men who have sex with men (YMSM), in particular, YMSM of color. Prevention researchers and educators have had a hard time reaching this population with sexual health messages, until now. Jason Mitchell at UMich has studied YMSM couples recruited via Facebook; Christopher Mejia used Grinder to reach YMSM in San Mateo, CA, and Viraj Patel talks about his work with YMSM of color in NYC using creative tailored messaging.

YMSM Couples Use of Substances During Sex and Risk-Reduction Strategies

Few studies with YMSM couples have assessed the natural history of when certain events unfold and whether the use of substances and risk-reduction strategies vary within and outside of their relationships. To address this gap, we analyzed data collected from a national, cross-sectional study with 199 YMSM couples who were recruited using Facebook advertisements. We will discuss how our findings may be used to design novel HIV prevention strategies for YMSM couples.

Jason Mitchell, University of Michigan

Using Geo-Locating Technology for YMSM HIV Prevention

YMSM are using geo-locating apps such as Grindr to connect with one another and quickly locate potential sex partners. Learn how to tap into these "virtual venues" to expand your current HIV prevention outreach efforts with minimal resources. In locations that lack identifiable gay venues and social opportunities, geo-locating based outreach strategies can be integrated effectively to promote in-person healthy sexual encounters. smchealth.org/std

Terri Lopez, San Mateo County Health System

Christopher M. Mejia, San Mateo County Health System

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theSEXword: A Participatory Social Media-Based HIV Prevention Intervention for YMSM of Color

theSEXword is a peer-led participatory intervention to reach and engage young men who have sex with men of color (YMSMC) in New York City. theSEXword aims to increase current HIV testing rates among YMSMC in NYC using online social networks and tailored messaging to promote behavior change among networks of peers.

Viraj Patel, Montefiore Medical Center/Albert Einstein College of Medicine

REALITY TV (NOT): STUDENT DOCUMENTARY AND TEEN PARENT PANEL

California Gold

Moderator: Perryn Rowland, Teen Talk Sexuality Education

Many youth are familiar with MTV's reality shows "Teen Mom" and "Sixteen and Pregnant" but most teen parents say those shows do not portray a realistic picture of the responsibilities of being a teen parent. This workshop will showcase a short digital documentary by two California high school students who followed teen moms in their community, after which a panel of teen parents will share their personal experiences and how they are using their stories to educate thousands of youth in the Bay Area about sexual health and decision-making. A youth moderator will wrap up the workshop by taking audience questions. www.teentalkca.org/teachers/teen-parent-panel

Teen Panelists: Mayerlin Genchi, Anallely Saavedra, Josie Seeley, Karla Flores

Teen Filmmakers: Erendira Parra, Nimsi Garcia

Adult Supervisor: Ana Angel, Menlo-Atherton High School

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IN THEIR OWN VOICES: DIGITAL STORYTELLING

California Blue

Moderator: Jenna Gaarde, California Family Health Council

Digital storytelling is today's extension of the ancient art of storytelling – ordinary people telling extraordinary stories. The key difference is in the incredible reach that digital platforms now give us, helping folks like YAHAnet and black college students in the Southwest be heard far and wide. These two different projects showcase digital storytelling as a sexual health/ HIV prevention advocacy tool, and an interactive way to breakdown stereotypes and reduce stigma around HIV.

Finding the Right Storyline: Creative Sexual Health Awareness and Behavior Change Through a Collaborative Youth Platform

This presentation will introduce you to the innovative work of Youth, the Arts, HIV & AIDS network (YAHAnet), a global social network for collective youth action through the arts and new media. Walking you through anonymous photo projects, interactive

condom installations, collage making, and social media strategies, YAHAnet will set up a working definition of story-telling around HIV/AIDS. YA-HAnet clarifies the role of the arts and new media in decision making and policy change on youth sexual health issues. www.yahanet.org

John Murray, YAHAnet

Talking SPACE: A Research Project about the Sexual Health Practices and College Experiences of Undergraduate Women of Color

This project uses focus groups as well as in-depth interviews to explore ways sexual health practices are mediated by the intersectional identities of black college women at a predominantly white institution in the American West, and the implications of their experiences for HIV/STD prevention and healthcare. This session covers lessons learned and presents preliminary findings, including the applicability of methodology- vignettes delivered via the Xtranormal storytelling application, a closed Facebook page linking participants, and walking interviews- as diversity and inclusion work.

Tamara Williams Van Horn, University of Colorado - Boulder

7:30 – 9:30 P Reception

Four Seas Restaurant, 731 Grant Avenue at Clay www.fourseasr.com

Walk down the hill and through the Dragon gates at the entrance to join the YTH staff, board and youth advisors for a reception in San Francisco's famous Chinatown.

MONDAY, APRIL 8TH

8:30 – 10:00 A Breakout Sessions

THEORY, EVIDENCE AND PRACTICE: AN EQUILATERAL TRIANGLE

Stanford West

Moderator: Tarik D. Walker, MD, MPH, University of Colorado School of Medicine

We all get so excited by the tech; because it's pretty awesome. And it's been clear for a few years now that the most successful, scalable programs are effective not only because of the tech, but because they use traditional public health methods: They are theory-based, conduct formative research with the communities-at-risk, and build in evaluation from the beginning. There's no denying these programs take more time, staff effort and funds. Although we're sure that once you check out these three success stories, you'll see the benefits and agree. PAUSE,

an adaption of Community Promise in New Orleans; What R U Looking 4, a pilot program being implemented in four communities across the country; and Where did You Wear It?, a theory based program for youth in Alaska, Idaho and Western Washington.

PAUSE: A Social Marketing Campaign to Enhance an Evidence-based Behavioral Intervention (EBI) with African American Youth

MAP is an HIV prevention program in New Orleans adapted from the Community PROMISE Evidence-based Behavioral Intervention that incorporates youth input into its design, implementation, and resources. MAP's core is its Peer Advocates: African American youth aged 15-18. Learn how MAP enhanced PROMISE by adding a social marketing curriculum which led to the development of an HIV testing campaign for local bisexual African American youth. iwesnola.org

Iman Shervington, Institute of Women & Ethnic Studies

Utilizing Facebook and Text Messaging in a Teen Dating Violence Prevention Initiative

The CDC is developing a youth communications program (YCP), " What R U Looking 4", to promote respectful, nonviolent dating relationships for 11- to 14-year-olds in high-risk urban communities (YHRUC) as part of Dating Matters, a comprehensive teen dating violence (TDV) prevention initiative. This presentation will discuss the reasons for utilizing these platforms, and the importance of the results of this research-based YCP to inform how we educate & reach YHRUC nationwide. www.cdc.gov/violenceprevention/datingmatters/index.html

Lauren Littleton, Ogilvy Washington

Public Health in Digital Spaces: Where Theory Meets Practice

Planned Parenthood Federation of America and Planned Parenthood of the Great Northwest use theory to inform engagement across social media platforms such as Facebook, Twitter, and tumblr, in online campaigns such as "Where Did You Wear It?", and in geolocation, QR codes, and safer sex checkins, to further their outreach to youth ages 13-24 on a national scale. www.wheredidyouwearit.com

Julia Scheinbeim, Planned Parenthood Federation of America

Nathan Engebretson, Planned Parenthood of the Great Northwest

Amy Bryant, Planned Parenthood Federation of America

mHealth for Youth Track

REMIND ME: Mobile Phones for Medication Adherence & Testing

Stanford East

Moderator: Bhupendra Sheoran, MD, MHA, YTH

We all forget things. Regularly. And it's easiest to "forget" the things we least enjoy. Like testing for HIV, or taking medications for chronic illness. Young people living with HIV say one of the major reasons they don't take their meds regularly is that the people around them don't know their status, and taking meds would "out" them. Medication and testing reminders via mobile phones have the potential to discreetly send reminders to increase both regular HIV testing and medication adherence. Hear all about it from three programs – a hospital based study in Chicago, a community program in San Diego and self-directed reminders for Oregon residents.

Text Messaging Intervention to Improve Adherence to ART among HIV-positive Youth

The purpose of this project is to evaluate whether daily text message reminders improve adherence among HIV+ youth ages 16-29. Daily text message reminders were sent to all participants (n=82) randomized to the intervention according to their medication schedule, for six months. The sample is largely young (< 25), black, male, and behaviorally infected. While these results are preliminary, they suggest short-term efficacy of the intervention.

Lisa Kuhns, Ann & Robert H. Lurie Children's Hospital of Chicago

Niranjan Karnik, University of Chicago

We All Test: Using Email/ Text Messaging to Encourage Routine STD Screening among Gay Men in San Diego

"We All Test" is a program through which 6,500 text and/or email STD testing reminders have been sent to over 2,100 MSM in San Diego County. "We All Test" is a unique program that is easy to implement, has high user-reported impact on STD testing, and can complement other prevention and testing efforts targeting MSM of all ages. www.wealltest.org

Jessica Frasure-Williams, California Department of Public Health

Victoriano Diaz, Family Health Centers of San Diego

A Better Way to Remember: Using Technology to Improve HIV Medication Adherence and Promote Regular Testing

This presentation will describe "Oregon Reminders," a new messaging service conceptualized and developed by the Oregon Health Authority and Internet Sexuality Information Services (now YTH). The service offers reminders to test for HIV/STDs every 3-6 months, to take medications daily, and to refill prescriptions monthly. Weekly messages providing health tips are also offered. Oregon Reminders users may elect to receive messages via text, email, or voice and may select or write their own reminder messages. www.oregonreminders.org

Dano W. Beck, Oregon Health Authority, HIV Prevention Program

Ruth Helsley, Oregon Health Authority, HIV Prevention Program

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LATINO & IMMIGRANT COMMUNITIES AND TECH: A Good Match

California Blue

Moderator: Arai Buendia, YTH

Latinos are the largest growing immigrant community in the United States. And perhaps, the most diverse. Hailing from Central and South America, Cuba, Mexico and Puerto Rico, the Latino community includes people of any race who are of Latin extraction or descent. These two programs are as diverse as the communities they serve: Camino PR and Breakthrough worked with immigrant women using digital video; and ELAYO at San Francisco State promotes youth voice and engagement in research on Latino/a youth sexual and reproductive health through the use of social and digital media.

Using New Media Platforms to Promote Intersectional Issues: A Case Study in Sharing Immigrant Women's Reproductive Health Stories

Hear about a highly successful campaign that used new media strategies to cut through the din of the media market and raise awareness about critical health issues within underserved populations. By combining targeted traditional and social media outreach, strategic partnerships, and weaving content into prominent media narratives, this case study demonstrates the effectiveness of new media platforms to propel complex issues into the media spotlight, with powerful results. breakthrough.tv

Pablo Toledo, Camino

Beth Newcomer, Camino

ELAYO (Empower Latino Youth): Promoting Youth Voice and Engagement Through the Use of Technology

ELAYO advocates for an intra-ethnic, youth-centered approach to research on Latino/a youth sexual and reproductive health. The research entails primary qualitative and quantitative data collection and analysis to increase our understanding of how Latino/a youth balance competing cultural and social values regarding sexuality, pregnancy, parenting and education, while assessing youth's knowledge of their sexual and reproductive health and rights and how these might vary for Latino youth who have become parents. We will showcase our documentary series as well as Project Connect, a virtual space for youth activists to collaborate and address issues of youth, rights and sexuality. healthequity.sfsu.edu/our-work/research/elayo.html

Vanessa Mercado, Health Equity Institute, San Francisco State University

Miguel Alcala, Health Equity Institute, San Francisco State University

USING TECH TO IMPACT RISK BEHAVIORS AMONG BLACK & LATINO YOUTH

California Gold

Moderated by TJ Smith, AIDS Council of Northeastern New York

Real Talk is a youth-driven prevention initiative in New York State in which teens call the shots (most of the time). This workshop will highlight the ways in which Real Talk staff and teens use technology for prevention in order to help shift social norms in their own communities via online and in-person interactions. The workshop will highlight some teen-developed technology-based projects and steps to make them. We will discuss ways teens are engaged in short term case management via texting, messaging on social networks, and email through the HMU (Hit Me Up) program. Finally, Real Talk teens will video conference with participants about how they share their projects online and in person, and how they post prevention messages via posts/tweets on their Real Talk and personal social networks.

"Real Talk" Panelists:

Denise Gary

DeSean Moore

Karina Ramirez

Devin Ray

Jay Edghill

Teen Panelists:

Fatima Gamble, Commission on Economic Opportunity

Jahrakia "Princess" Sterling, Albany Leadership Charter High School for Girls

Tamara Darnley, Commission on Economic Opportunity

Taliah Tillman, Commission on Economic Opportunity

Brittany Hamm, Trinity Institute

Jaleel Hughes, Steinmetz Boys & Girls Club

Kasheef James, Steinmetz Boys & Girls Club

Tatiana Munoz, Mt. Pleasant Middle School

Cheyenne Ortiz, Mt. Pleasant Middle School

BRINGING THE CLINIC TO THE (YOUNG) PEOPLE

Stanford West

Moderator: Jeffrey D. Klausner, MD, MPH, UCLA

Most clinics, even many adolescent health clinics, are not very modern places. While they may use electronic medical records, there is nothing much else that connects a clinical experience with the current generation of digital natives. These innovative programs studied home test kits for STIs, home-y settings for young men of color to improve sexual health; and contact tracing for NYC youth using digital media.

Feasibility and Acceptability of Home-Based STI Test Kits among Young MSM: An Online Study

In a small study, we recruited twenty participants who collected a rectal swab sample which was sent to an Emory University laboratory for CT and GC testing. Participants also collected a urine sample using the commercial Identigene STI test kit, which were sent to Identigene for CT and GC testing. Follow-up surveys looked at ease of use, confidence in accuracy, and likeliness to use test kits like the ones used in the future.

Alexandra V. Ricca, Emory University

Connecting Resources for Urban Sexual Health (CRUSH): Building a Homelike, Less Clinic-y, Youth-Friendly Sexual Health Clinic

The CRUSH project is designed to demonstrate the feasibility of expanding the East Bay AIDS Center's Downtown Youth Clinic (DYC), which currently serves youth living with HIV, into a sexual health clinic serving all youth. CRUSH will deliver comprehensive sexual health services, including pre-exposure prophylaxis (PrEP) to prevent HIV to young men who have sex with men of color (YMSMC). Formative data from this project will inform the development and implementation of technology-based PrEP education and service delivery strategies tailored to YMSMC. www.downtownyouth.org

Xavier A. Erguera, Center for AIDS Prevention Studies at University of California, San Francisco

Yamini Bhatnagar, East Bay AIDS Center Downtown Youth Clinic

Bringing STD Contact Tracing into the Age of Social Media and Mobile Connectivity

The protocols, training, and tools (telephones, home visits, and postal mail) for the tracing of exposed contacts of persons diagnosed with STIs, including HIV, were built for a different era, but are still used today. Since 2011, the NYC health department's HIV Field Services Program has used Internet dating websites, email, and texting to notify partners about HIV exposure. Early results indicate that this approach enhances the department's ability to contact individuals who lacked traditional locating information.

Chi-Chi N. Udeagu, MPH, New York City Department of Health and Mental Hygiene

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FINDING COMMUNITIES ON FACEBOOK

Stanford East

Moderator: Erica Sedlander, UC Berkeley Student

Facebook has been around for some time, and the demographics are skewing older. Advertising is inexpensive and effective and reach is both long and wide. See how three different programs use Facebook in very diverse ways with young adults: One to advertise a condom mail order program; the second to learn about user profile sharing in order to create targeted prevention messaging; and the third to recruit 20,000+ MSM in 12 days for a clinical trial.

Facebook Advertisements: From Clicks to Condoms

TakeControlPhilly, Philadelphia's teen sexual health campaign, uses Facebook advertisements to motivate teens to order free condoms online and to grow a captive audience for a Facebook page (currently at 10,500 "likes"). Over 18 months, 103,000 condoms were mailed to teens living in Philadelphia. This presentation will show which combinations of imagery and messaging were most successful at promoting condom orders and generating new "likes" for the Facebook page.
www.takecontrolphilly.org

Matthew Prior, Philadelphia Department of Public Health

Who Shares their Facebook Data? An Examination of the Behavioral Correlates in a National Sample of Young Adults

In this presentation, we examine whether young adults' likelihood of sharing their Facebook data varied by their socio-demographic and behavioral characteristics. As part of a national study of young adults' online behaviors and well-being (N=3,447; ages

18-24), we found that only 33% allowed their Facebook information to be extracted. We discuss the implications of our findings, noting how differences may influence the use of Facebook to recruit young adults, study their health behaviors, and implement interventions that require access to Facebook data.
sexlab.sph.umich.edu

Jose Bauermeister, Sexuality & Health Lab (SexLab), University of Michigan

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Recruiting Hard to Reach Populations: How Facebook Changed the Game in 2012

This presentation draws on data from the NIH-funded University of Minnesota MINTS-III study. The unprecedented recruitment success of MSM into the study screening and randomization process (n=21,900) in the space of 12 days was dramatically helped by minor changes made to the advertising platform in 2012, while strategy played an important but much smaller role. We will look at example Facebook ads from the MINTS-III study and the impact of specific modifications on demographics recruited.
www.sph.umn.edu/epi/research/hips/mints

Daniel Holsinger, University of Minnesota

Tech-Based Initiatives to Impact the Health of American Indian / Alaska Native Youth

California Gold

Moderated by Ross Shegog, PhD, University of Texas Prevention Research Center

Technology-based interventions can help American Indian / Alaska Native (AI/AN) youth on their wellness journey. Case studies of technology-based initiatives in Alaska, the Pacific Northwest, and Arizona to behaviorally impact AI/AN youth include: A) We R Native (Northwest Portland Area Indian Health Board), a multimedia resource for teens & young adults comprising an interactive website (www.weRnative.org), text messaging, Facebook, YouTube, Twitter, and print marketing; B) iknowmine.org (Alaska Native Tribal Health Consortium), a comprehensive wellness website using traditional stories, values and imagery to provide diverse health information and including expert Q&A, digital stories, and condom/STD testing kit distribution; C) Native It's Your Game (University of Texas), a computer-based HIV, STD, teen pregnancy prevention program for middle school youth culturally adapted to inform, surface, and deepen cultural components. Lessons learned have direct relevance to cultural adaptation, design

strategies, implementation strategies, and understanding of future challenges.

Amanda Gaston, Northwest Portland Area Indian Health Board

Taija Ka.choow Revels, Alaska Native Tribal Health Consortium, HIV/STD Prevention Program

Janie Caq'ar Ferguson, Alaska Native Tribal Health Consortium, HIV/STD Prevention Program

Ross Shegog, University of Texas, Prevention Research Center

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mHealth for Youth Track

MOBILE APPS FOR HIGH SCHOOL AND COLLEGE STUDENTS

California Blue

Moderator: David Goldsmith, Dossia, YTH Board Member

One third of teens in the US today have smartphones, and almost two-thirds of college students. Smartphone penetration is only increasing among all race, ethnic and socioeconomic groups of young people. Hear from some of the mobile app pioneers in the youth space: Smart Sex iPhone App geared to socially active young adults to encourage healthy choices; The Teens in NYC App which helps teens find "mad cool" doctors; and the Circle of 6 App, preventing dating violence and sexual assault on college campuses download by download -- 50,000 to date!

Smart Sex: iPhone App: Development to Delivery

The Smart Sex iPhone app is a lifestyle companion encouraging healthy choices within a sex positive atmosphere. The app features: Accurate and timely sex information (25+ fact sheets), sexual health and safety tips, links to resources, games, a comprehensive word search with complete definitions and descriptions, sex news and research updates, and sharing functions.

Joyce Lisbin, Pando Health Resources

Paul Froehlich, Pando Health Resources

Helping Teens Find Mad Cool Doctors: Teens in NYC Mobile App

In 2006, the NYC Health Department launched Teens in NYC, an innovative campaign to connect adolescents to sexual health services. As part of the program, teens assess healthcare services by posing as potential customers ("mystery shoppers") and guide material development. The Teens in NYC referral guide is available in print, online, via the NYC Call Center, and now, via a mobile app. The app includes a clinic locator, video and other content. Marketing and evaluation strategies will be shared.

Allyna Steinberg, NYC Department of Health and Mental Hygiene

Richard Mayanja, NYC Department of Health and Mental Hygiene

Circle of 6: Preventing Dating Violence and Sexual Assault One Download at a Time

Circle of 6 is a free award-winning mobile app designed to prevent dating violence and abuse on college campuses. Designed after conversations with thousands of students on hundreds of campuses, this simple app accesses users' contact lists to identify 6 people who can be counted on to assist the user and prevent a potentially dangerous situation from escalating. Designed with a companion Facebook page, Circle of 6 is the winner of the White House/ HHS Apps Against Abuse Challenge and the Institute of Medicine Award. play.google.com/store/apps/details?id=com.circleof6

Deb Levine, ISIS Ventures Inc.

11:30 –1 P **Breakout Sessions**

mHealth for Youth Track

MOBILE FOR SENSITIVE ISSUES: ABORTION STORIES

Stanford East

Moderator: Peter Belden, Hewlett Foundation

We all know the power of being "behind a screen" for discussing sensitive issues. These three diverse programs use online, mobile (SMS, mobile-optimization, mobile social) and in-person methods in strategic combination to inform, educate, follow-up appointments, and raise women's voices in our culture about their abortion experiences.

Mobile Phone Helplines and Online Services Change the Landscape of Abortion Access in Countries with Restrictive Laws

The Women on Web help service is a group of activists and grassroots groups that undermine social and political barriers to women's rights by disseminating information about the use of legal abortion pills through mobile phone helplines, SMS, web-based telemedicine services, social networks, and interactive voice response systems. Women on Web, a sister organization to Women on Waves, is a telemedicine non-profit service

that supports women's access to reliable information and medicines.
www.womenonweb.org

Kinga Jelinska, Women on Waves & Women on Web

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m-Assist Study: Can Non-Voice Use of Mobile Phones Replace the Follow-up Medical Abortion (MA) Appointment?

This randomized, controlled trial sought to assess the use of mobiles in MA. It was conducted in Cape Town, South Africa, where MA is legal but not widely available. We used SMS to coach women through home use of MA, and USSD and text-chat self-assessments of abortion completion. Medical information about contraception was provided via SMS, mobisite and MXit.
www.cell-life.org/projects/mhealth-who-abortion-study/

Katherine de Tolly, Cell-Life

Exhale: Love & Connection Diffuse Stigma & Shame

More people are talking about their experiences with abortion than ever before, from seeking emotional support before, during and after the procedure to sharing their own stories in a host of online and in-person venues. Exhale, a community of people with personal abortion experiences, will share case studies and lessons learned on what motivates women to share, what they need to feel supported while sharing and what advocates can do to support their needs, voices and their leadership. exhaleprovoice.org

Aspen Baker, Exhale ProVoice

Ronak Davé , Exhale ProVoice Fellow

WHAT'S GOING ON ONLINE WITH HARD TO REACH POPULATIONS

Stanford West

Moderator: Anjali Desai, Be the Generation Bridge

There's no one definition of hard to reach. In public health, it equates with underserved as they are not integrated into the healthcare system for a variety of reasons. Alex Lantaffi from University of Minnesota speaks to deaf MSM, and how online outreach can reduce barriers to HIV testing. Venton Jones speaks to young black gay men, and how they use social media. And REACH LA use fashion/dance competitions called "Balls" to connect with black and Hispanic LGBTQ youth.

Recruiting Deaf MSM Online to Assess HIV Testing, Prevention and Care Needs

Deaf Men who have Sex with Men (DMSM) are a high-risk, underserved population

experiencing chronic barriers to HIV testing and prevention -- principally that HIV research, testing, counseling and services are provided in English, while DMSM communicate primarily through American Sign Language (ASL). This presentation will focus on a current NIH-funded project, which explores how to use online technologies to leverage strong community engagement of DMSM.

Alex Lantaffi, University of Minnesota

Social Media Use Among Young Black Gay Men

This presentation reviews findings of a survey of black gay men and black men who have sex with men's social media use in order to inform how we effectively reach this population around the issue of HIV/AIDS. www.nbgmac.org

Venton Jones, National Black Gay Men's Advocacy Coalition

Meico Whitlock, National Alliance of State and Territorial AIDS Directors

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Social Media & the Ballroom Community: Connecting Black & Hispanic LGBTQ Youth to HIV Prevention Research

The Ballroom Community Outreach Team (BCOT), a collaboration of REACH LA, the House of Blahnik, and the House of Garcon (funded by Be the Generation Bridge) raises awareness of HIV biomedical research through live performance and follow-up social media blitzes to reach thousands of LGBTQ youth each year. As vaccines, pre-exposure prophylaxis (PrEP), microbicides, and treatment as prevention (TaP) research advances, the Ballroom Community is a prime demographic to engage and promote HIV prevention literacy. www.facebook.com/BTGBallroomCommunityOutreach

Martha Chono-Helsley, REACH LA

Damon Humes, Legacy Project/ Be the Generation Bridge

Bertram Johnson, Legacy Project/Be the Generation Bridge

TECHNIQUES ON A BUDGET: tumblr, Mobile Optimization and More

California Blue

Moderator: David Begor, YTH

There are many ways to be lithe and nimble, and get the job done without breaking the bank. These folks from Answer (Sex Etc.), Family Tree Clinic and AIDS.gov will show you how to re-use content on Tumblr to reach teenagers; adapt your website to be responsive for smartphones; and keep a community clinic tech savvy to reach your youngest patients.

Reblog This: Using Tumblr for Teen Sex Ed

Teens are trendsetting tech users, and they're flocking to Tumblr, a rapidly growing, photo-heavy microblogging platform. Learn how Answer uses Tumblr to connect teens to sexuality and sexual health info and resources in ways that are fun and highly engaging. sexetc.tumblr.com

Alex Medina, Answer

From Low-Tech to Know-Tech on a Shoestring Budget

This presentation will look at the ways in which non-tech savvy health professionals can integrate web-based and mobile technology into their delivery of sexual health education and services to youth and young adults. We will focus on how to build a cutting edge program on a shoestring budget by sharing the lessons learned through our process of upgrading and improving our utilization of technology on the Minnesota Family Planning and STD Hotline over the past two years. familytreeclinic.org

Erin Wilkins, Family Tree Clinic

AIDS.gov and Responsive Design: Making Everything Available on Mobile Devices

2012 was a banner year for AIDS.gov. The program released a redesigned website, launched three mobile apps, and had a role in hosting the International AIDS Conference in Washington, DC. We learned a lot, and failed a little, over the past year. Our goal with this session is to teach what we've learned through a significant period of our project, and inspire you to build upon it in your own communities. aids.gov

Jeremy Vanderlan, AIDS.gov

2:30 – 3:30 P **Plenary**

Big Data: Interpretations for Youth + Tech + HIV

Grand Ballroom

Moderator: Susannah Allison, PhD, National Institutes of Health, Division of AIDS Research

Panelists:

Patrick Sullivan, AIDSVu

Fard Johnmar, Enspektos

Matthew Holt, Health 2.0

Everyone's talking about big data. While there is a tremendous amount of data being collected these days by the likes of Facebook, Google, and large corps, epidemiologists have been amassing data sets about population health for years. Hear from the experts at AIDSVu about managing national HIV/AIDS data; Health 2.0 about new ways to integrate data into health tools; and Enspektos a marketing firm that speaks to the need

for accurate handling of data to inform, educate and improve our nation's health.

2:30 – 4:15 pm Twitter Party

Hold on to your Twitter handles and get ready to tweet #YTHLive at our Twitter Party on "Big Data." Tweet your thoughts, questions, and visions for making sense of young people's health data. Don't forget to give a shout-out to our expert plenary speakers @AIDSVu, @BoltyBoy and @enspektosllc

4:15 – 5:45 P Breakout Sessions

MILLENNIALS, CHOICE AND SOCIAL JUSTICE

Stanford East

Moderator: Rocio Córdoba, Ford Foundation

Studies have shown that twenty and thirty somethings care about reproductive rights and access, just in a very different way than prior generations. Until we told them, they thought that every high school student already had quality sex ed. And that getting health services was as easy as using Google maps. Hear how Advocates for Youth started a grassroots movement online to shift sex education policy; how NARAL created a modern abortion rights campaign for millennials; and how Spark and ISIS used digital storytelling to raise money from 20 and 30-something donors.

Sex Ed the City: Sex Education Justice, Policy Change, and Millennial Social Media Gurus

In California, Advocates for Youth partners with Forward Together to build the policy leadership of API youth, develop new social media practices and built an online presence. This unique partnership has built power through a cooperative network with state and local partners, prompted joint social media campaigns targeting communities of color, and built a community of youth bloggers and youth Facebook content managers committed to changing sex education policy on Amplify. www.amplifyyourvoice.org

Hemly Ordoñez, Advocates for Youth

Shanelle Matthews, Forward Together

Choice Out Loud National Campaign

In January 2013, NARAL Pro-Choice America launched Choice Out Loud, an online campaign designed to reach the millennial generation on the issue of abortion. NARAL conducted three years of research to find out what messages resonated with this generation, and how best to

reach them. In this session, we will review the findings from this research, and how we used it to tailor our images and messages used for the Choice Out Loud videos, website, and social media campaign. The campaign aims to reach 25 million millennials in the first year, and shift how this generation prioritizes the issue of abortion rights. www.choiceoutloud.org

Amy Everitt, NARAL Pro-Choice America

Sarah La Due, NARAL Pro-Choice America

Millennial Philanthropy around Choice

Myth: Millennials don't care about choice. Fact: Millennials care deeply, but the way they engage in philanthropy and activism is fundamentally different than previous generations. Spark and ISIS (now YTH) set out to use digital storytelling to debunk the myth that millennials won't give to reproductive health causes. And it worked. In this workshop, we'll show how we invested $5,000 to raise over $120,000 from new donors for choice. www.sparksf.org

Shannon Farley, Spark SF

FOCUS: Using Social and Mobile to Normalize HIV Testing

Stanford West

Moderator: Darryl Lampkin, San Mateo County Health Department STD/HIV Program

In 2010, Gilead launched the HIV FOCUS program (HIV on the Frontlines of Communities in the United States) to support CDC-recommended routine HIV screening as a standard of care. The goal of the project is to reduce the number of people who don't know their status and change public perception about HIV. HIV FOCUS operates in 10 cities. Hear from 3 of the FOCUS partners from Philadelphia, Los Angeles and Houston today about how they are integrating technology into their work.

Do One Thing: Youth Engagement in an HIV/HCV Media, Testing, and Treatment Campaign

Do One Thing addresses the unmet need for HIV and Hepatitis C (HCV) testing and care, focusing on neighborhoods with high rates of HIV and HCV infection and limited testing, treatment and care services. Do One Thing has an innovative media campaign that aims to saturate Southwest Philadelphia with messages encouraging everyone to get tested for HIV and HCV. Our media campaign

includes: a website, Twitter feed, Facebook, yard signs, posters, billboards, business cards, educational cards, outreach cards, and a dozen different promotional items. www.1nething.com

Annajane Yolken, DoOneThing, Change Everything (Philadelphia)

Boldly Using Technology to Implement and Change the Culture around Routine HIV Screening Sin Vergüenza (Without Shame)

AltaMed Health Services Corporation, the largest Federally Qualified Health Center in the nation, adopted the CDC 2006 Revised Recommendations for HIV Testing of Adults, Adolescents, and Pregnant Women in Health-Care Settings Guidelines in 2010. In 2012 AltaMed developed video training modules to educate clinic staff on HIV and routine HIV screening, integrated pop up alerts into the electronic health record (EHR) system to increase HIV testing offer rates, and created the first telenovela/soap opera web series titled Sin Vergüenza, aimed at educating patients of all ages in a culturally competent manner on the importance of HIV testing and the role stigma plays as a barrier to testing. www.altamed.org

Angel Rosario, Alta Med (Los Angeles)

Using Social and Mobile Media to Normalize HIV Testing Among Teens

The Teen Health Clinic, a system of seven health clinics serving youth, is using several new media approaches to encourage HIV testing. These include a text messaging system where updates on HIV statistics, special testing dates and the importance of knowing one's status are sent to teens. The same messages are also posted on the clinic's Facebook page. In collaboration with the University of Houston, webisodes were produced to communicate messages about HIV/STD prevention. www.teenhealthclinic.org

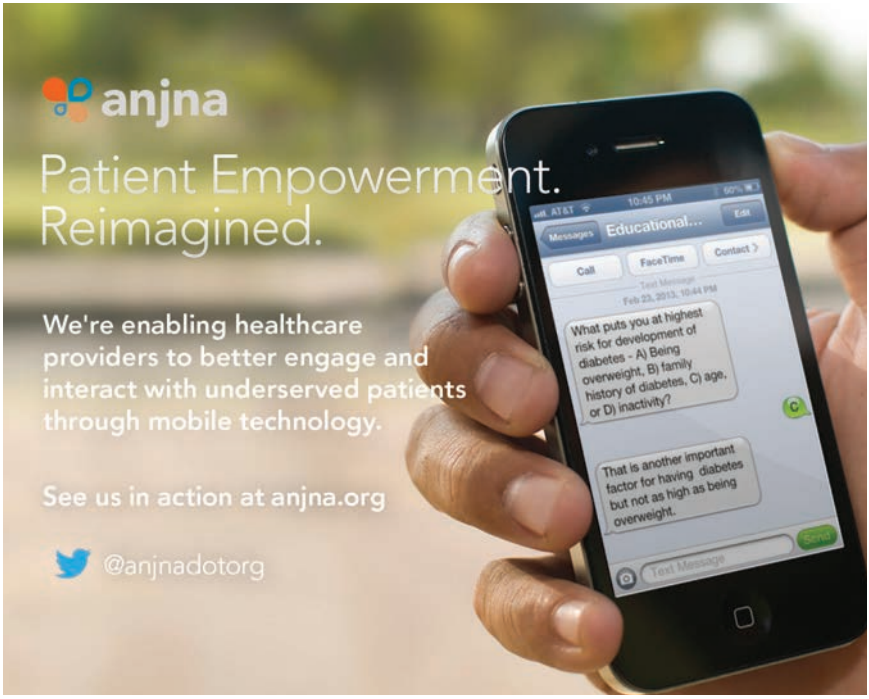
Ruth Buzi, Baylor Teen Clinics (Houston)

USE OF SOCIAL AND MOBILE BY HETERO AND GAY SINGLES

California Blue

Moderator: Susannah Allison, PhD, National Institute of Mental Health

More and more singles are using online social networking and dating sites to organize their social lives, in much the same way they use digital calendars to keep their schedules. Hear about this longitudinal study of American singles and have a peek into their patterns of social media use and decision making around romantic relationships. The



second study on this panel looked at sexting and wellness among single young men who have sex with men. Patterns showed sexting as an activity engaged in by most, without negative health consequences, and as part of an active sex life for young adult singles.

Facebook Official: Dating and Use of Social Media among U.S. Singles

Nearly one-third of the adult U.S. population is now single. Yet, little is known about this demographic group, particularly with respect to how they are actively shaping American culture, and how their dating patterns may contribute to a more complete understanding of contemporary sexuality and love. The current study explores use of social media among U.S. singles to communicate relationship intentions, to research potential dates, and to make decisions about romantic relationships. Data is drawn from a nationally representative sample of singles in the United States, collected in 2012. www.indiana.edu/~kinsey

Justin R. Garcia, The Kinsey Institute, Indiana University

Sexting and Well-Being among Heterosexual Young Adults and YMSM in the United States

We know little about the prevalence of sexting behaviors among young adults, or its association with their sexual behaviors and psychological well-being. To address these gaps, we use data from two national studies examining the online behaviors and well-being of heterosexually-identified (N=3,347) and YMSM (N=1,507) between the ages of 18 and 24. Most participants reported sexting. We found no association between sexting and depression, anxiety, or self-esteem in either sample. We discuss our findings paying attention to its implications for sexual health promotion. sexlab.sph.umich.edu

Jose Bauermeister, Sexuality & Health Lab (SexLab), University of Michigan

6 – 7 P **Youth Meetup**

Lobby Level

All young people at the conference are invited to join YTH young adult staff and the YTH Youth board for networking and light refreshments. Meet Arai Buendia in the Hotel Lobby promptly at 6.

7 – 9 P **Movie Screening**

HOW TO SURVIVE A PLAGUE

Grand Ballroom

Discussants: Steve Gibson, Director Magnet Gay Men's Health Center and Cleve Jones, Author and Activist, Founder of The Names Project AIDS Memorial Quilt

Faced with their own mortality, an improbable group of young people, many of them HIV-positive young men, broke the mold as radical warriors taking on Washington and the medical establishment.

HOW TO SURVIVE A PLAGUE is the story of two coalitions—ACT UP and TAG (Treatment Action Group)—whose activism and innovation turned AIDS from a death sentence into a manageable condition. Despite having no scientific training, these self-made activists infiltrated the pharmaceutical industry and helped identify promising new drugs, moving them from experimental trials to patients in record time. With unfettered access to a treasure trove of never-before-seen archival footage from the 1980s and '90s, filmmaker David France puts the viewer smack in the middle of the controversial actions, the heated meetings, the heartbreaking failures, and the exultant breakthroughs of heroes in the making.

TUESDAY, APRIL 9TH

8:30 – 10 A Breakout Sessions

CURRICULA: IN CLASSROOM AND OUT

Stanford East

Moderator: Michael Baxter, San Francisco Department of Public Health

We all know that much of learning in high school takes place outside the classroom. And in the core subjects - science, math, history – there has been a movement afoot to bring digital interactive learning into the school day. Hear from three teams who are extending this movement beyond the core, to sexual health, health education and gender spectrum. In Canada, folks in Alberta created an online sexual health training for public school teachers; in San Francisco, a sex-positive in-school curriculum includes elements from tumblr and text messaging; and Common Sense Media put together a gender and digital life curriculum toolkit.

Teaching Sexual Health 101: An Online Training Workshop for Public School Teachers

During this session. we will share our experience of developing and implementing professional sexual health training online. Join us as we share our experience of taking a face-to-face workshop online to increase accessibility to sexual health education training for professionals.
www.teachingsexualhealth.ca

Ray Harrison, Alberta Health Services

How Youth and Technology Can Help Create Fantastic Health Education Classes

This presentation will focus on how the city of San Francisco is implementing health education in high schools. We'll be looking at how technology is changing the state of health education classes, how health education classes can become stronger through partnerships with public health agencies and nonprofit organizations, and how social media, such as tumblr and Facebook, can be used to complement in-classroom learning.

Christopher Pepper, Health Education, Balboa High School

Marcia Zorrilla, San Francisco Department of Public Health/ Balboa Teen Health Center

Jessica Ken, YTH

Girls and Boys Online: A Gender and Digital Life Curriculum Toolkit

This presentation will provide an overview of the role of digital media in boys and girls' understanding of gender, and introduce Common Sense Media's free Gender and Digital Life Toolkit, a program designed to help students reflect on gender stereotypes in media: how we learn them, and how they shape what we consume and create. This curriculum helps students become aware of how gender impacts their digital lives, and to be aware of risky online behavior such as sexting. Results from the curriculum pilot sites nationwide will be shared. www.commonsensemedia.org/educators/gender

Kelly Schryver, Common Sense Media

NEW WAYS TO APPROACH SEXUAL VIOLENCE PREVENTION

Stanford West

Moderator: Emily May, Hollaback, YTH Board Member

The statistics are staggering. 1 in 5 high school and college students have been forced to have sex or been hit, slapped or physically hurt by a boyfriend or girlfriend. How can digital media curb the trend? These programs identify at least three ways: Transmedia games to encourage storytelling; youth-led education via social media; and documentary film combined with expert social media strategy.

Lucidity

Lucidity was designed by urban youth of color from the South Side of Chicago and the Game Changer Chicago team at the University of Chicago. Lucidity tells the story of Zaria, a young woman who struggles to come to terms with ongoing relationship difficulties and her own history as a survivor of sexual violence. Lucidity is a piece of electronic literature, an interactive world, and a digital game. This session allows participants to play Lucidity, and consider issues of sexual health learning and research with transmedia games. luciditygame.com

Stephen Heathcock (Seed Lynn), University of Chicago

Andrea Jerabek, University of Chicago

Start Strong: Building Healthy Teen Relationships through Online Tools and Offline Collaboration

Start Strong: Building Healthy Teen Relationships was a four-year, $18 million initiative funded by the Robert Wood Johnson Foundation in partnership with Blue Shield of California Foundation to

target 11- to- 14-year-olds and rally communities to promote healthy relationships. Eleven diverse communities across the United States utilized a variety of collaborative online and on-the-ground strategies to engage youth, parents and other influencers in the effort to foster healthy relationship skills in young teens. Participants will learn about the importance of, and distinction between, youth-developed and youth-informed strategies to empower teen leaders and engage young teens.
www.startstrongteens.org

Lisa Sohn, Futures without Violence

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i Will End Sexual Violence: Engaging Individuals Online for Violence Prevention

Scenarios USA makes Hollywood-quality films written by young people on topics of sexuality and sexual health. When the next film from Cleveland, Ohio centered on a young male survivor of sexual assault, Scenarios USA turned to a team of young activists to adapt existing models of sexual violence prevention for their community. By using tumblr, these youth leaders are igniting conversations and challenging their peers to get educated and take action to end sexual violence.
iwillesv.tumblr.com

David Beasley, Scenarios USA

Erin Fischer, i Will End Sexual Violence Campaign, Scenarios USA Youth Blogger

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USING DATA TO MOVE FORWARD

California Blue

Moderator: Chongyi Wei, PhD, UCSF

You'll hear in Monday's plenary about Big Data – national data sets that can be analyzed, presented and integrated into tech projects for our public health. These local projects use data too – The MPowerment project uses data from its in-person programs to inform its online practice; HANC talks about use of electronic behavioral data collection around sexual activity; and Sexual Health Rankings created an indicator to showcase the sexual health and wellness of communities in the U.S.

The Mpowerment Project: Using Technology to Move an Innovative HIV Prevention Program into Practice

The Mpowerment Project is a community-level, HIV prevention project that mobilizes and empowers teams of young gay/bisexual men through social events, small groups, a community center, publicity, and outreach. This presentation will answer: What are

best practices in delivering TA using social networking and other technologies (e.g. Facebook, Twitter, Skype)? How can social networking be used to create synergy among programs in different communities? How can TA providers reach programmatic stakeholders on different levels (i.e. Funders, Executive Directors, Supervisors and Frontline staff)? www.mpowerment.org

John Hamiga, Center for AIDS Prevention Studies CAPS, UCSF

Advancing Self-report Data Accuracy and Intervention Acceptability: Recommendations and Guidance for Electronic Behavioral Data Capture Technologies

This presentation will share key issues researchers should consider when adopting a behavioral research intervention technology; describe a collaborative project advancing HIV/AIDS clinical trials' understanding of electronic behavioral data capture best practices, cost considerations, and culturally-specific acceptability; and address ethical/regulatory implications, the effect of real-time interventions on study outcomes, and guiding principles for research and development.

Amy Ragsdale, Office of HIV/AIDS Network Coordination (HANC)

Sexual Health Rankings: A Composite Index and Ranking of Sexual Health in the United States

Sexual Health Rankings is a composite indicator built to measure and rate the sexual health of US states. This project aims to promote population-based measurement of sexual health, and to translate research findings into action to improve sexual health nationwide. sexualhealthrankings.com

Martin Downs, Variance, LLC

10:10 – 11:40 A Breakout Sessions

mHealth for Youth Track

TEXT MESSAGING SUCCESS

Stanford East

Moderator: Joanna Dawson, MPH, The Wellness Project

160 characters or < can b powerful. Uses for BC, STD partner notification, and Q&A 4youth r covered.

BC 2U: A Text Messaging Intervention for the Initiation and Continuation of a Birth Control Method

This randomized controlled trial examines if text messaging improves continuation of a birth control method by comparing adolescent females (15-19) who receive a series of educational and method-

specific text messages, with a group of similar females who receive the standard birth control counseling. The study takes place at Mount Sinai Adolescent Health Center, NY, where annually 11,000 adolescents aged 10-24 are seen for primary care, and where visits do not require health insurance or the ability to pay. textinthecity.posterous.com

Katie Malbon, Mount Sinai Adolescent Health Center

Jenny Francis, Mount Sinai Adolescent Health Center

The Florida STD Texting Project

In 2012, the Florida Department of Health STD Section made texting of STD test results a notification option for clinic clients. This project demonstrates the feasibility of (1) creating a statewide texting notification system that obtains the buy-in of youth, (2) using texting to reduce STD treatment delays, and (3) state and local health department collaboration to incorporate innovative communication methods into STD programs. Hear more about the affect this had on youth clients in the initial three counties who ad-

opted this method in the state of Florida.

Cristina Rodriguez-Hart, Centers for Disease Control and Prevention & Florida Department of Health

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Text Us UR Questions 4 Real: How Teens Use a Sexual Health Text Line

The FAQs text line run by The Door provides customized, confidential responses to sexual health and relationship questions from youth in New York City. We conducted a qualitative analysis of the questions, to better understand text line users' needs and better serve The Door's clientele. Our results demonstrate the need to support adolescents in navigating relationships and decision-making, as opposed to simply providing adolescents with information around pregnancy prevention & STDs. www.door.org/programs-services/sexual-health-birth-control/ahc-text-help-line

Myra Hellerstein, CUNY School of Public Health at Hunter College

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Long Term Engagement and Healthy Behavior: Best Practices for Communication with Teens via Text

Join Mobile Commons to discuss the best practices for creating an SMS campaign that not only engages teens, but also educates them on critical sexual health issues, and answers the questions they are often too intimidated to ask. Learn how to design an objective-driven program with the resources available to you, including how to set up real-time or automated 2-way conversations, how to integrate your text program with other media, and how to optimize your communication to increase engagement and shape behavior. Mobile Commons will discuss innovative ways to market your program to ensure that the communities you're working to serve use what you've created. www.mobilecommons.com

Sam McKelvie, Mobile Commons

ADOLESCENT MSM: PREVENTION DOs

California Blue

Moderator: Greg Rebchook, PhD, USCF Center for AIDS Prevention Studies

These two early research studies looked at new ways to integrate tech into prevention programs for MSM. The beauty of these studies was their nimbleness in collecting research data about new methods. Researchers quickly got to the data, developing and testing an interactive, mobile phone and online intervention and tailoring messages to their audiences online. Hear how they did it.

Putting Prevention In their Pocket: Developing and Testing healthMpowerment.org, an Interactive, Mobile Phone and Web-Based Intervention for YBMSM

HealthMpowerment.org (HMP) is an interactive, innovative, mobile phone and web-based intervention for young black men who have sex with men (YBMSM) that aims to reduce risky sexual behaviors, promote health and wellness, and provide a platform for community-building. This presentation will describe the intermediate preparatory steps—from usability testing to an external field trial—toward a randomized control trial and the importance of user generated feedback. We present systematic research processes and results for: Eliciting and capturing user feedback across multiple devices; applying usability testing data to continuous intervention development; and conducting internal and external field trials.

Lisa Hightow-Weidman, UNC at Chapel Hill

Using Online Focus Groups to Tailor a Text Message Based HIV Prevention Project for Adolescent MSM

Guy2Guy (G2G), a text message based HIV prevention project designed specifically for adolescent MSM (AMSM), explores this question with AMSM directly. Findings explore how AMSM use social media and text messaging to develop relationships with other AMSM and how a sexual health education program that talks about sex between men would be beneficial. Differences between sexually inexperienced and experienced youth speak to the need to tailor such interventions. www.impactprogram.org/research/projects/guy2guy

L. Zachary DuBois, Northwestern University

AN INTERNATIONAL APPROACH

California Gold

Moderator: June Sugiyama, Vodafone Americas Foundation

HIV knows no geographic boundaries, and neither does technology. These two programs, in the Netherlands and South Africa, showcase how their social media programs are integrated into their country's youth culture. In the Netherlands, it's about sexual communication and negotiation, and in South Africa, it's about connecting youth to available health services. Take a quick trip around the world, without leaving the Stanford Court during this session.

Co-creating a Safe Sex Campaign: Effectively Using Social Media to Work with Youth

Dutch youth have an excellent knowledge of STIs and condoms. They even have a very positive attitude towards condom use. They just find it difficult to bring up the subject of condoms with their partner during foreplay. See how STI AIDS Netherlands sought out online communities to create a cross media campaign that positively influenced behavior at the most irrational moment. Come hear lessons learned from the Netherlands. www.soaaids.nl/english

Erwin Fisser, STI AIDS Netherlands

Using Social Media and Cell Phones to Connect with South Africa's Township Youth: Findings from an Ethnographic Study

Through an ethnographic study of daily life of South African township youth, see how a population impacted by one of the highest HIV rates in the world gets connected to sexual health services. Methodologies utilized cell phones, social media (SMS and MXit), interviews, and focus groups to research the benefits and challenges of using technology to communicate with a rural African population.

Michelle Nebergall, Case Western Reserve University

12 - 1 P **Closing Plenary**

Secrets by the Educational Theater Group at Kaiser Permanente

Stanford West

It's senior year, and the future holds no bounds for Eddie, Monica, and their friends. Eddie is a star athlete already being recruited by several colleges; Monica is a popular honor roll student, strong in her convictions, including her commitment to abstinence. When Eddie realizes that a past experience has put him at risk for HIV and STIs, he knows that the smartest thing he can do is get tested. As secrets are revealed, a chain of strangers become forever linked—and none of them will be the same again. etnortherncalifornia.kaiserpermanente.org/secrets

poster sessions

SUNDAY, APRIL 7TH

3 – 4 P **Poster Session**

Nob Hill Room, Lobby Level

Differences in YMSM Grindr users sexual risk behavior with partners met on Grindr versus partners met elsewhere

Hailey Winetrobe, University of Southern California

Development of a cell phone app for YMSM adherence to PrEP treatment

Karina Soni, University of North Carolina

Weaving a social media web to catch YMSM: A look at the Connect Program

Lauren Tullis, Vista Community Clinic

Video game design model: merging "fun" and sexual health education

Sara Mathieu-Chartier. University of Montreal

Matching media sources with health messages: Adolescent perspectives

Trevor A. Arnett, Johns Hopkins Center for Adolescent Health

What [young] women want: A national survey of intrauterine device knowledge, attitudes and interest

Anu Manchikanti Gomez, Center for Research and Education on Gender and Sexuality, SF State

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Childhood abuse and sexual risk behaviors among HIV-positive adolescent women

Susannah Anderson, Tulane University School of Public Health

MONDAY, APRIL 8TH

7:45 – 8:30 A **Poster Session II**

Nob Hill Room, Lobby Level

Development of an interactive web-based STD self-management interventions for young women: Implications of new media use

Heather R. Royer, The University of Wisconsin-Milwaukee

Online recruitment and characteristics of methamphetamine-using men who have sex with men

Michael Wilkerson, University of Texas Health Science Center at Houston, Center for Health Promotion and Prevention Research

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Improving teen pregnancy prevention outcomes through text messaging

Amber Chandler, University of Colorado

ACASI and CERTAS reports on sexual behavior: Understanding misclassification bias in sex research

Kristen Mark, University of Kentucky, College of Education

IKnowUShould2: An STI awareness campaign to improve knowledge and increase STI/HIV testing among youth in Philadelphia

Susan Lee, Children's Hospital of Philadelphia

Online comprehensive sexuality education: Content and Delivery

Sara Silverio Marques, Public Health Institute

California Condom Access Project: Using the Internet to improve access to condoms for youth across California

Claire Feldman, California Family Health Council and CDPH

TUESDAY, APRIL 9TH

7:45 - 8:30 A — Poster Session III

Nob Hill Room, Lobby Level

Theory-based foundations for mHealth content addressing adolescent sexual health education

Tiffany Montgomery, UCLA School of Nursing

STD & HIV partner services in a new era

Tijauna Taylor, Ohio Department of Health

Outcome of health communication technology in dissemination of contraceptive use among teens in Africa

King Odor, University of Ibadan Nigeria

Planned Parenthood Chat/Text: A qualitative analysis of conversations with teens

Deborah S. Levine, Planned Parenthood Federation of America

Are we reaching our target audience? Assessing demographic characteristics of sexual health text message service users

Jessica Fitts Willoughby, University of North Carolina Chapel Hill

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YouthVoice: Strategies for empowering youth and transforming public consciousness using new media

Jenni Kotting, Illinois Caucus for Adolescent Health

How packaging of HIV prevention methods affects their use among an online sample of MSM

R. Craig Sineath, Emory University

Lessons learned from "Many Shades of Gay", an HIV-testing campaign for gay and bisexual men in San Francisco

Megan Canon, San Francisco AIDS Foundation

youth + tech + health