F1.4: Enhancement of an HIV Prevention Curriculum for Text Message Mobile Cell Phone Delivery with African American Youth

Author List:
Presenting Author: Judith B. Cornelius
Additional Author:

Presenting Author: Judith B Cornelius

Address: 259 Derosa Drive
Hampton, Virginia 23666
United States
Ph: 757-827-0293
Fax: 704-687-6017
Email: jbcornel@uncc.edu
Institution: UNC Charlotte

Presentation Preference: Research Abstract

Abstract Categories:
Research Interest Groups (RIGs): Health Promotion/Self-care
Research Interest Groups (RIGs): Minority Health

Abstract:
Introduction: In the United States, approximately 200 million children aged 5 to 24 and 80% of all teens 13 to 17 years of age own a mobile cell phone (MCP). This generation of youth feels an affinity with MCP communication that defies understanding by an older generation of parents, teachers, and health educators. MCP technology provides an important opportunity to impart simple and portable health information using text messages, pictures, and the World Wide Web. Enhancing an adolescent HIV prevention curriculum for MCP text message delivery appears practical and feasible in reaching a large number of adolescents with evidence based HIV prevention messages. The purpose of this pre-pilot phase was to: 1) adapt the Becoming a Responsible Teen (BART) curriculum for enhanced text messaging delivery using MCP technology and 2) examine the feasibility and acceptability of this approach with African American teens. The assessment focused on problems with the delivery of the text messaging format and participants’ recommendations for changes in the language or content with the messages.

Method(s): A descriptive study using a mixed methods approach was conducted with a Teen Advisory Committee of 12 African American teens 13 to 18 years of age. The teens received BART HIV prevention messages once daily for 3 weeks via their MCPs. The messages consisted of pictures, video clips, and text messages, which the teens provided a response to each day. At the end of 3 weeks, the teens were able to debrief and provide qualitative data about the experience. Descriptive statistics were used to analyze frequency of responses to the messages.
**Results:** The 3-week text message response rate was 80%. Errors with message delivery and equipment problems were identified and corrected. Overall the majority of teens enjoyed staffs’ responses to their text messages and questions. Contrary to previous research, they did not find the messages annoying or intrusive to their daily activities.

**Discussion & Conclusions:** Knowledge gained from this study will be instrumental in designing HIV prevention interventions that can be delivered entirely using MCP technology. Health care providers can use the findings of this study to explore additional opportunities to impart health information via MCPs.

**Abstract History:**
This abstract has not been presented or accepted for presentation in whole or in part at the SNRS or other scientific meeting.

**Financial Disclosure:**
No, I (or a member of my immediate family) have not received something of value* from or own stock (or stock options) in a commercial company or institution related directly or indirectly to the subject of my presentation.

**FDA Disclosure:**
I will not be describing any pharmaceutical and/or medical device.

**Non-Exclusive License:**

**Submitted by:**
jbcornel@uncc.edu