



WHAT PARENTS WANT: EVALUATION OF A PROPOSED ONLINE INTERVENTION TO IMPROVE PARENT-ADOLESCENT COMMUNICATION ABOUT SEX

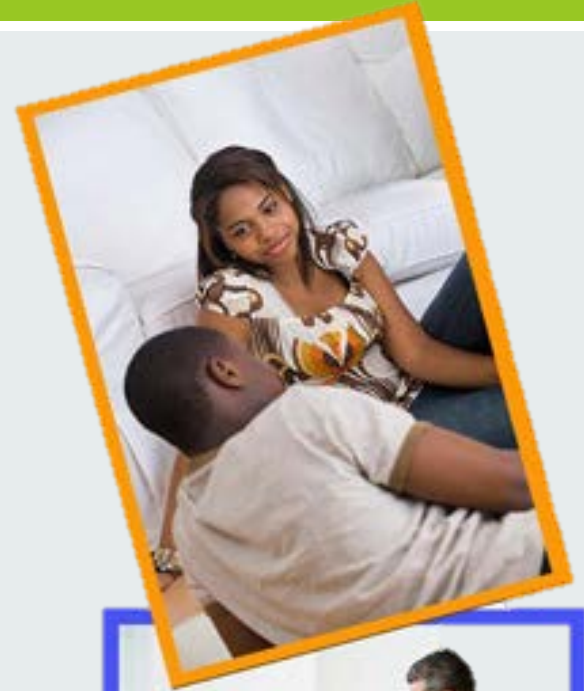
Abigail Johnson, BS, MPH Candidate
University of Pittsburgh, Graduate School of Public Health

Special thanks to: Karen Derzic and Aletha Akers, MD



Parents as Sexual Health Educators

- ❑ Adolescents report parents have the greatest influence on their decisions about sex
- ❑ Parent-adolescent communication leads to: delayed sexual initiation, increased condom and contraceptive use
- ❑ Traditionally, interventions delivered via face-to-face format



Background TYCW

3

Systematic
Review

Initial Focus
Groups

Questionnaires

Website
Prototype

Acceptability
of Website
Prototype

Research Questions

4

1. Are there additional sexual health and communication topics that parents want to see in a web-based intervention?
2. What additional resources do parents want to see in a web-based intervention?

Methods

5

- Recruitment began in September 2010
- Parents with children between ages 10-18
- Parents recruited from:
 - Adolescent and Pediatric Children's Hospital of Pittsburgh
 - Magee Womens Hospital
- Incentive: \$25 Wepay card and bus/parking ticket

Methods

6

- Nominal group technique (NGT)
 - Sexual health
 - Communication Topics

- Focus groups
 - Interactive Features
 - n=31
 - 7 focus groups

Nominal Group Technique (NGT)

7

- Small group discussion to reach consensus
- Four Step Process
 - Generating Ideas
 - Round Robin Recording of Ideas
 - Discussing Ideas
 - Voting on Ideas

Data Analysis

8

- NGT
 - Participants ranked responses in order of importance
 - Scale **1**(most important) - **10**(least important)
 - Rankings tallied across focus groups
 - Responses prioritized based on numerical value

- Traditional Focus group discussion
 - Audio transcribed
 - Thematic analysis
 - Code book developed
 - Transcripts coded by 2 independent researchers

Participant Demographics

9

Characteristic (n=29)	n (%)
Gender	
Women	25 (86)
Men	4 (14)
Race/Ethnicity	
White	8 (28)
Black	19 (66)
Hispanic	--
Other	2 (6)
Marital Status	
Single, Never Married	16 (55)
Married	5 (17)
Widowed	1 (4)
Divorced	3 (10)
Separated	4 (14)
Education	
High School/GED	11 (39)
Some College, No Degree	8 (29)
College/Graduate Degree	9 (32)

Results: Sexual Health

Our list

- Abstinence
- Condom use
- Contraception
- Anatomy
- Puberty
- STIs
- Healthy Dating

Focus group list (Top 10)

1. Abstinence
2. How to choose a partner
3. STDs
4. Teen pregnancy
5. When is it appropriate to have sex
6. Age appropriate information
7. Being intimate without having sex
8. Peer pressure
9. Sexting
10. Birth control

Results: Communication

11

Our list

- Relationship building
- Conversation starters
- Active listening
- Roadblocks and building blocks to communication
- Teachable moments
- Handling difficult topics
- Backing off

Focus group list (Top 10)

1. How to start the conversation about sex
2. Family session
3. Don't shelter child
4. Self-respect
5. Start talking early
6. Be honest
7. Maintain positive personal values
8. Be positive
9. Being proud of your body
10. Using teachable moments

Results: Interactive Features

12

Our list

- Glossary of terms
- Frequently asked questions
- Resources
 - Books
 - Other websites
 - National organizations
 - Local health services
- Chat room
- Ask the expert

Focus group list Themes

- Ask the expert
- Chat rooms
- Links to face-to-face programming
- Supplementary information delivery modes
- Co-learning with child

Discussion

13

- Sexual Health
 - Topics recommended consistent with existing programs and TYCW proposed content
 - New topics:
 - Sex and technology (i.e. sexting)
 - LGBT issues

- Communication Skills
 - Topics recommended consistent with existing programs and TYCW proposed content
 - New topics:
 - Values, self-esteem, family discussion

Discussion cont (Interactive Features)

14

- Main findings: individualized feedback, online and offline peer support, using other communication tools and inclusion of adolescents

- Parents' recommendations consistent with web interactive features found to increase effectiveness of online health promotion programs

- Remaining questions
 - Who should lead expert and peer support discussions?
 - How do we optimize the use of supplementary delivery modes?
 - What about the youth?

Summary

15

- When adolescents talk about sex with their parents they are less likely to engage in risky sexual behaviors
- Parents are interested in online interventions to improve their sexual health knowledge and communication skills
- Sexual health and communication topics addressed in the prototype TYCW intervention are appropriate for our target audience
- Interactive features that emerged from the focus groups should be explored

References

Centers for Disease Control (CDC). [HIV/AIDS Surveillance Report, 2006](#). Atlanta: US Department of Health and Human Services, Centers for Disease Control and Prevention; 2008;18:11.

Centers for Disease Control (CDC). Gaining Consensus Among Stakeholders Through the Nominal Group Technique. <http://www.cdc.gov/healthyouth/evaluation/pdf/brief7.pdf> (Accessed 4/9/11)

Guttmacher Institute. *U.S. Teenage Pregnancy Statistics National and State Trends and Trends by Race and Ethnicity*.2006. New York: The Guttmacher Institute.

Hoffman, S.D. *By the numbers: The public costs of adolescent childbearing*, 2006. Washington, DC: The National Campaign to Prevent Teen Pregnancy.

Weinstock H, Berman S, Cates W. Sexually transmitted diseases among American youth: Incidence and prevalence estimates. *Perspectives on Sexual and Reproductive Health* 2004;36(1):6-10.