Evaluation of a culturally responsive healthy relationships video program for American Indian/Alaska Native youth

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Learning Objectives

• Participants will be able to describe the methods used to evaluate Safe in the Village.
• Participants will be able to describe the outcomes of the Safe in the Village evaluation.
The Need

- Alaska Native youth experience high rates of sexually transmitted infections (STIs)
- STIs increase the risk of acquiring HIV
- If not treated, STIs can have long term negative health outcomes
- AN youth lack access to evidence-based sexual health programs that are culturally responsive
Goal

Create a culturally responsive and age appropriate healthy relationship and sexual health program for Alaska Native high school aged youth

How?

➢ Understand sexual norms and risk/protective factors
➢ Use youth perspectives to develop a program that is relevant and meaningful for AN youth in rural communities
➢ Produce a program that is short and easily implemented
➢ Determine if the sexual health program changes self-reported knowledge, attitudes, perceptions and behaviors
SITV Development Process

1. Model HIV Evidence-Based Interventions (EBIs)
2. Alaska Area IRB and tribal reviews and approvals
3. Formative Data Collection & Analysis – Phase 1
4. SITV Production
5. Red Carpet Showings and feedback
6. SITV Evaluation – Phase 2
7. SITV Dissemination
Community Engagement

• Tribal entities to obtain research approval and community support
• Local champions, community stakeholders, and key informants
• Local site coordinators
• Community Advisory Committee to provide guidance and input
Phase 1: Formative Data Collection

- Alaska Area IRB approval and tribal approvals (October 2011 to September 2012)
- In-depth semi-structured interviews (n=97)
  - Examine knowledge, attitudes and behaviors related to STDs, HIV and relationships (n=56)
  - Basis for developing a video intervention with culturally responsive key messages
  - Basis for evaluation framework and outcomes
- Cultural consensus survey (n=38)
  - Ascertain the degree of agreement among participants on key themes (a test of cultural knowledge)
Formative Data Collection Results

Key Prevention Messages

- **Sex and STIs** (e.g.: respect for other teen’s decision to delay sexual activity)
- **Interpersonal violence** (e.g.: stand up and speak up against acts of harassment)
- **Having trusted adults** (e.g.: it’s important to have a trusted adult within the family or community to talk to)
- **Alcohol abuse** (e.g.: it’s ok to say no to drinking and using drugs and still have friends to hang out with)
Safe in the Village (SITV)

• 3-4 hour youth workshop
  – 34 min. movie
  – 25 min. actor interviews
  – Facilitated group discussion
• Stand alone in clinic/hospital waiting rooms
• Supporting materials
  – Facilitator guide
  – Poster for workshop and clinic advertisement
  – Movie Soundtrack
  – Online training @ www.iknowmine.org/sitv
Phase 2: Evaluation Data Collection

- September 2014 – December 2015
- SITV workshops in 5 schools/community settings (n=105)
- Quasi-experimental design (no control groups)
- Pre- and post-surveys plus an online follow up survey 6 months after
Evaluation Results

• Total 105 AI/AN youth
  ➢ 54% male; mean age = 16.3 years, SD = 1.1 years

• Knowledge, attitudes and perceptions regarding sex and STIs improved significantly (p=0.03)

• Male participants’ increased understanding that it is wrong to pressure someone into sex (p=0.005)

• Approximately 53% of participants completed a second follow-up survey online
  ➢ No significant changes
  ➢ Non-respondents higher risk group

• Shared cultural model for sexual health & healthy relationships strengthened over time (ratio=4.6)
Limitations

• Quasi-experimental design and no control group
• Small sample size
• Brief program meant to start conversations about sexual health and healthy relationships
• 53% response rate for online follow-up survey
Conclusion

- Positive short-term impact on knowledge, attitudes and perceptions of AI/AN high school youth
- Positive impact on behavior not demonstrated
- How can we engage at-risk AI/AN youth more?
SAFE VILLAGE

a new short film

July 10th 6PM

SAFE VILLAGE

What choices will you make?

Facilitation and discussion guide to open conversation about sex, alcohol, and peer pressure.
Where can you get SITV?

• Order DVD at [www.iknowmine.org/sitv](http://www.iknowmine.org/sitv)
• Online on iknowmine YouTube channel
• Healthy Native Youth web-portal [www.healthynativeyouth.org](http://www.healthynativeyouth.org)
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