

# Using Technology to Increase Provider Capacity in Sexually Transmitted Disease (STD) Prevention Programs



Amy Vanessa Smith<sup>1</sup>, Lidia Carlton<sup>1</sup>, Jasmin Delgado<sup>1</sup>, Miriam Garfinkel<sup>1</sup>, Paul Gibson<sup>1</sup>, Cindy Levin<sup>1</sup>, Anna Steiner<sup>1</sup>, Dana McCurdy<sup>1</sup>, Carol Kong<sup>1</sup>, Jen Shockey<sup>1</sup>, Stacy Vogan<sup>1</sup>, Joan Chow<sup>1</sup>, Jackie Provost<sup>2</sup>, Rebecca Braun<sup>2</sup>, Liz Worthy<sup>3</sup>, Sandi Goldstein<sup>3</sup>, John Efers<sup>4</sup>, Alice Gandelman<sup>1</sup>, and Gail Bolan<sup>1</sup>

<sup>1</sup> STD Control Branch, California Department of Public Health, Richmond, Long Beach, Fresno, Oakland, and San Jose, CA; <sup>2</sup> California Family Health Council, Los Angeles and Berkeley, CA; <sup>3</sup> California Adolescent Health Collaborative, Oakland, CA; <sup>4</sup> San Luis Obispo County Office of Education, San Luis Obispo, CA

## BACKGROUND

- 72% of government workers use the Internet at least several times a day; school staff are frequent users, followed closely by non-profits workers
- 53% of all adult Internet users have gone online to do research for trainings

## OBJECTIVES

- Increase provider access to medically-accurate, sexual health information via technology-based tools
- Increase provider capacity to integrate accurate STD information into programs

## METHODS

The California STD Control Branch (CSTDCB), in collaboration with the California Family Health Council (CFHC) and the Adolescent Sexual Health Working Group (ASHWG), developed several electronic tools and distributed them via online downloads:

- SWAP** – a free, online resource-sharing site:  
[http://www.stdhivtraining.org/material\\_swap\\_home.html](http://www.stdhivtraining.org/material_swap_home.html)
- Online Youth Social Marketing Toolkit (YSMT)**  
[http://www.stdhivtraining.org/ysmt\\_home.html](http://www.stdhivtraining.org/ysmt_home.html)



- Online Course: STD Overview for Non-Clinicians**  
[http://www.stdhivtraining.org/online\\_courses.html](http://www.stdhivtraining.org/online_courses.html)



- STD 101 for Teens PowerPoint and Educator Guide:**  
<http://www.stdhivtraining.org> (Resources; Educational & Program)



**5. Core Competencies (CC) for Adolescent Sexual and Reproductive Health; CC Human Resources Guide:** [http://www.californiateenhealth.org/CC\\_registration.php](http://www.californiateenhealth.org/CC_registration.php)

**6. ASHWG Integrated STD/AIDS/Teen Birth Data Tables:**  
[http://www.californiateenhealth.org/download/ASHWG\\_Integrated\\_Data\\_Tables.pdf](http://www.californiateenhealth.org/download/ASHWG_Integrated_Data_Tables.pdf)

**7. Presenting on STD Racial Disparities Facilitator Guide:**  
<http://www.cdph.ca.gov/programs/std/Documents/Presenting-on-STD-Racial-Disparities-FAQ-Guide.pdf>

**8. Podcasts on Depression and Transgender Health:**  
<http://www.stdhivtraining.org> (Resources; Podcasts)



Google Analytics and internal website software reports counted webpage views and download hits. We conducted additional user evaluations for SWAP, the online *STD Overview for Non-Clinicians* and the YSMT using web-based survey tools.

The California STD Community Interventions Program (SCIP) conducted an online evaluation of youth providers in 11 local health jurisdictions in CA to measure use of online SCIP tools as well as how SCIP increased capacity of local sexual health and STD/HIV prevention programs.

## RESULTS

Provider use of online sexual health information increased through new online products; counted in pageviews, registrants and downloads:

**Table 1:** Total number of downloads, pageviews and registrants as of 2/15/10 for web-based, provider capacity-building products in order of amount of time online.

Web-based Products	Amount of Time Online	Number of Downloads & Registrants	Number of Unique Pageviews
SWAP materials exchange site	2 years and 5.5 months	38,673	15,154
Youth Social Marketing Toolkit	2.5 months	N/A	5,231
STD Overview for Non-Clinicians online training course	3 weeks	763	N/A

Products Placed Online	Amount of Time Online	Number of Downloads
STD 101 for Teens PowerPoint	2 years and 2.5 months	1,253
Core Competencies for Adolescent Sexual and Reproductive Health	1 year and 2 months	430
STD/AIDS/Teen Births Integrated Data Tables	1 year	1,950
STD Racial Disparities Guide	10.5 months	1,710
Spanish STD 101 for Teens PPT	8.5 months	32
Depression Podcast	7.5 months	332
Transgender Podcast	7.5 months	341
Human Resources Guide for Core Competencies	3 weeks	84

**Table 2:** Total number of downloads as of 2/15/10 for provider capacity-building products in order of amount of time online.



### SWAP Materials Exchange Site User Evaluation:

- 37% of 62 respondents had downloaded SWAP materials
- 67% of 51 respondents found what they needed from the SWAP site

**Table 3:** SWAP Site Evaluation Results From Users (N=54):

SWAP site elements evaluated	Exceeds Expectations	Meets Expectations	Below Expectations	N/A
Materials	20%	52%	4%	24%
Visuals	17%	52%	7%	24%
Search Function	11%	56%	4%	30%

Provider knowledge and capacity to integrate information increased:

### Course Evaluation Results for the Online *STD Overview for Non-Clinicians*:

As of 2/12/10, 157 participants completed the retrospective, post course evaluation.

**Table 4:** Participants showed statistically significant increases of an average of 1 point on all 7 skill-based course objectives on a 5 point Likert scale where 1=not at all confident and 5=very confident (N=157):

STD Overview Course Objective	Mean Response "Before"	Mean Response "After"	Mean Change Increase
1. Describe common STDs and their symptoms	3.41	4.40	+ .99
2. Summarize STD trends locally and nationally	2.83	3.96	+ 1.13
3. Describe the relationship between HIV and other STDs	3.47	4.43	+ .96
4. Describe which behaviors are high risk for STD transmission	3.77	4.50	+ .73
5. Explain how some methods for STD risk reduction may differ from those of pregnancy prevention and sexually transmitted HIV	3.55	4.37	+ .82
6. Describe the negative effects of STD infections, especially for women and newborns	3.47	4.32	+ .85
7. Provide clear and simple risk-reduction messages about STDs to various priority populations	3.49	4.35	+ .86

### Average respondent rating on course satisfaction:

- "Agree" it was worth my time: 4.4 (median: 4.0) on a 5 point Likert scale (1=Strongly Disagree to 5=Strongly Agree)
- "Very Useful": 4.5 (median: 5.0) on a 5 point Likert scale (1=Not at all Useful to 5=Very Useful)

### Youth Social Marketing Toolkit (YSMT) User Evaluation:

- Over half (53%) of respondents (N=16) plan to create a social marketing campaign directed to youth within one year.
- 56% of respondents said they were either Likely or Highly Likely to use the YSMT to help develop a social marketing campaign and 31% said they were Somewhat Likely.

### Results from the Evaluation of the California STD Community Interventions Program (SCIP) of the CSTDCB:

Of local community providers surveyed (N=395) who used SCIP provider capacity-building tools:

- 64%** were either more or much more confident in explaining STD data or other STD facts to others
- 55%** were either more or much more confident in discussing issues related to racial/ethnic STD health disparities
- 39%** updated materials with new STD prevention messages, data and facts
- 20%** implemented the STD 101 for Teens in their programs

## CONCLUSIONS

Overwhelming usage of downloaded resources and new web-based trainings and tools demonstrates how cost-effective, electronic modes of professional development can:

- Increase provider access to STD and sexual health information
- Expand provider capacity and skills
- Improve the overall quality of STD prevention programs

## IMPLICATIONS

- Provision of technical assistance in electronic methods increases online tool development among public health and community providers
- Availability of electronic resources decreases costs in staff time, travel for trainings, printing and shipping
- Online tools increase access to vital, medically-accurate STD information for professional development and program improvement

Contact: Amy V. Smith, MPH  
Health Promotion and Health Education Unit Chief  
STD Control Branch, California Department of Public Health  
850 Marina Bay Parkway, Bldg. P, 2<sup>nd</sup> Floor, Richmond, CA 94804  
(510) 620-3182 amy.smith@cdph.ca.gov