Safe in the City
A Video-based Waiting Room Intervention that Reduces Incident STIs among STD Clinic Patients

LCDR Andrew Margolis, M.P.H.
Division of HIV/AIDS Prevention
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Advancing Policies to Prevent STDs, HIV and Teen Pregnancy
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19,000,000 incident STIs annually U.S.

Waiting rooms in medical settings provide an underused opportunity to reach patients who are thinking about their health (“teachable moment”)

Yet behavioral interventions with counseling or multiple sessions are difficult to implement in busy medical settings

Recent interest in simple, easy to use, and low cost interventions for waiting rooms

Effectiveness of stand-alone video in ‘real-world’ setting was unknown
Intervention Development Considerations

- Be easy and inexpensive to administer
- Result in minimal interruption of patient flow
- Require few clinic resources, especially staff time
- Be acceptable to diverse clients
What Is the Intervention?

- 23-minute video
- 3 story lines
- 2 cartoon animations
  - Condom variety and selection
  - Instructions for use
- Posters in waiting and exam rooms

NOW SHOWING!!!
Story Line 1 – Paul and Jasmine

Things are getting more serious between Paul and Jasmine, but Paul has a sexual encounter with Teresa. Teresa gets an STD and tells Paul. Now Paul has to tell Jasmine.
Story Line 2 – Rubén, Tim and Christina

Rubén’s girlfriend, Christina, does not know about his interest in men. After meeting in a bar, Rubén and Tim have a casual sex encounter. Days later, Christina suspects something is wrong. She insists on a visit to the STD clinic.
Teresa has recently met Luis. After her STI scare with Paul, Teresa is serious about wanting to use condoms. Now she has to convince Luis who is initially turned off by her perseverance.
Sample Poster

What Will Paul tell Jasmine?

Watch "Safe in the City"
Denver Waiting Room

2nd TV
Overview of Evaluation

- **Population**: ~40,000 patients attending 3 STD clinics from December 2003 – August 2005
- **Study design**: 2 arm controlled trial
- **Arm assignment**: alternating 4-week control & intervention periods
- **Data collection**: Systematic review of clinic data & external surveillance records to ascertain new STI diagnoses
RESULTS

Safe in the City associated with nearly a 10% reduction in new STIs
CDC Diffuses Safe in the City

- Simultaneously, SITC homepage and online kit request form launched on “Diffusion of Effective Behavioral Interventions” (DEBI) website: [www.effectiveinterventions.org](http://www.effectiveinterventions.org)

- SITC viewed on DEBI site over 18,000 times
Safe in the City Kit Materials

- DVD with video and pdf posters
- User’s Guide
- Now Showing poster
- CDC documents
### Safe in the City Kit Requests
(June 24, 2008 – July 24, 2009)

<table>
<thead>
<tr>
<th>Agency type</th>
<th># of kit requests</th>
</tr>
</thead>
<tbody>
<tr>
<td>STD Clinics</td>
<td>460</td>
</tr>
<tr>
<td>Health Departments</td>
<td>285</td>
</tr>
<tr>
<td>Health Services Clinics</td>
<td>264</td>
</tr>
<tr>
<td>Community-Based Organizations</td>
<td>281</td>
</tr>
<tr>
<td>Family Planning Clinics</td>
<td>195</td>
</tr>
<tr>
<td>Others (e.g., Hospitals, Univ. Research, Univ. Student Health Centers)</td>
<td>452</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>1,937</strong></td>
</tr>
</tbody>
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Evaluation of Implementation

- How many clinics were actually using the intervention?
- What were the challenges to implementing SITC?
- What were areas for technical assistance?
Follow-up on the Initial Launch

- Call clinics to conduct 2 brief surveys and to offer technical assistance
  - Clinics requesting technical assistance
  - Random sample of STD clinics

- Two webinars with intervention developers
Among Clinics Completing Both Telephone Surveys (n=81)

- Approximately 50% had integrated SITC by Call 1
- Most of these clinics (79%) continued to show SITC by Call 2
- Of the clinics NOT showing SITC at Call 1, almost half were showing SITC by Call 2
Reasons for not showing the video

- 33% TV/DVD player purchase
- 15% Not appropriate for their clients
- 12% Pending approval
- 40% Other reasons
  - Too busy, staffing, lost DVD, using it outside of the clinic, developing augmenting materials
Safe in the City Resources

- Order the video and view past webinars on the Safe in the City webpage at [www.effectiveinterventions.org](http://www.effectiveinterventions.org)

- FAQs posted on the Safe in the City webpage at [www.safeinthecity.org](http://www.safeinthecity.org) (includes video links)

- Additional questions can be sent to [interventions@aed.org](mailto:interventions@aed.org)

- Research article [http://www.plosmedicine.org](http://www.plosmedicine.org) (search ‘Safe in the City’)

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Safe in the City
Research and Diffusion Team

Centers for Disease Control and Prevention
Lee Warner, Andrew Margolis, Jocelyn Patterson, Craig Borkowf, Camilla Harshbarger

Denver Public Health
Cornelis Rietmeijer, John Douglas, Doug Richardson

Education Development Center, Inc.
Lydia O’Donnell, Athi Myint-U, Carl O’Donnell

Long Beach, California State University and Department of Health and Human Services
Kevin Malotte, Shelley Vrungos, Nettie DeAugustine

San Francisco Department of Public Health
Jeffrey Klausner, Gregory Greenwood, Carolyn Hunt
LINK TO “Safe in the City” VIDEO CLIP:

http://www.safeinthecity.org/about/index.php#preview