

Safe in the City

**A Video-based Waiting Room Intervention
that Reduces Incident STIs among STD Clinic Patients**



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**Presentation for The Council of State Governments
Advancing Policies to Prevent STDs, HIV and Teen Pregnancy
July 31, 2009**



Why is this Important?

- 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



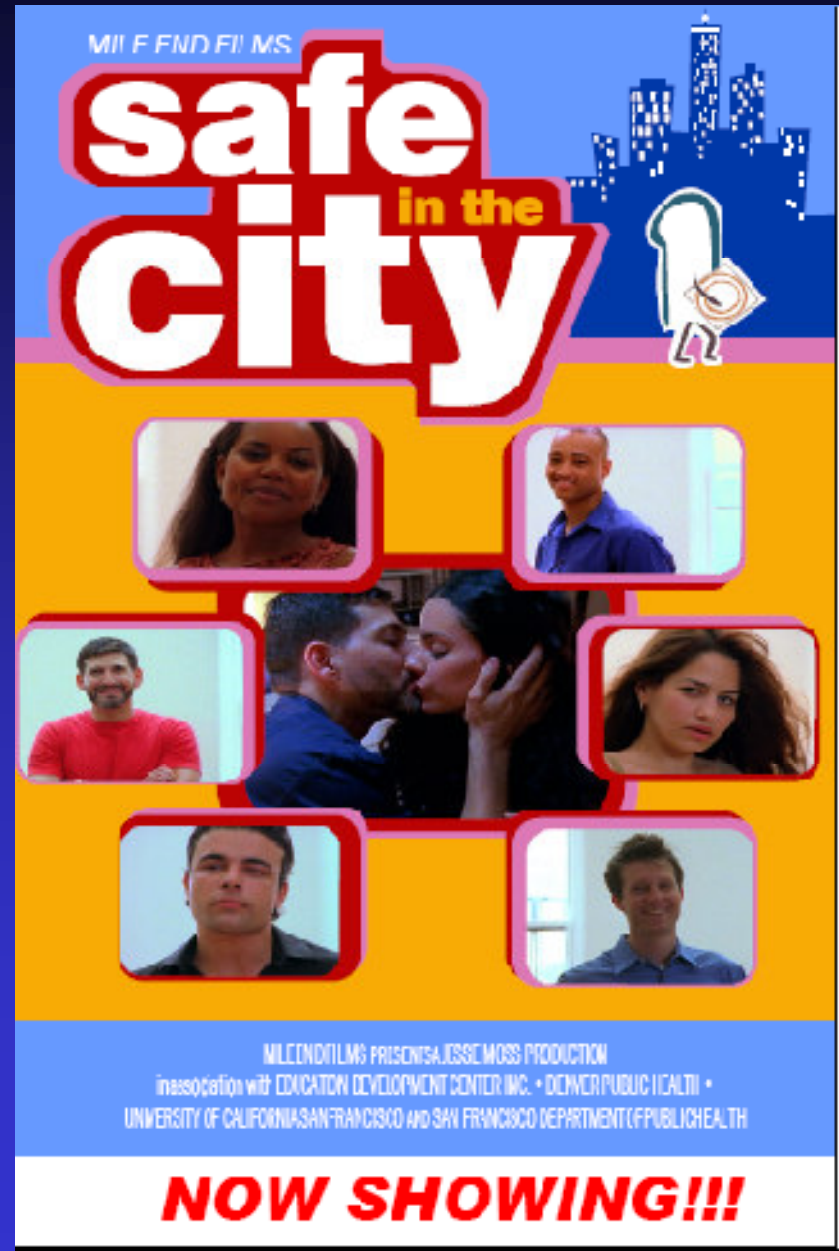
Intervention Development Considerations

- 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

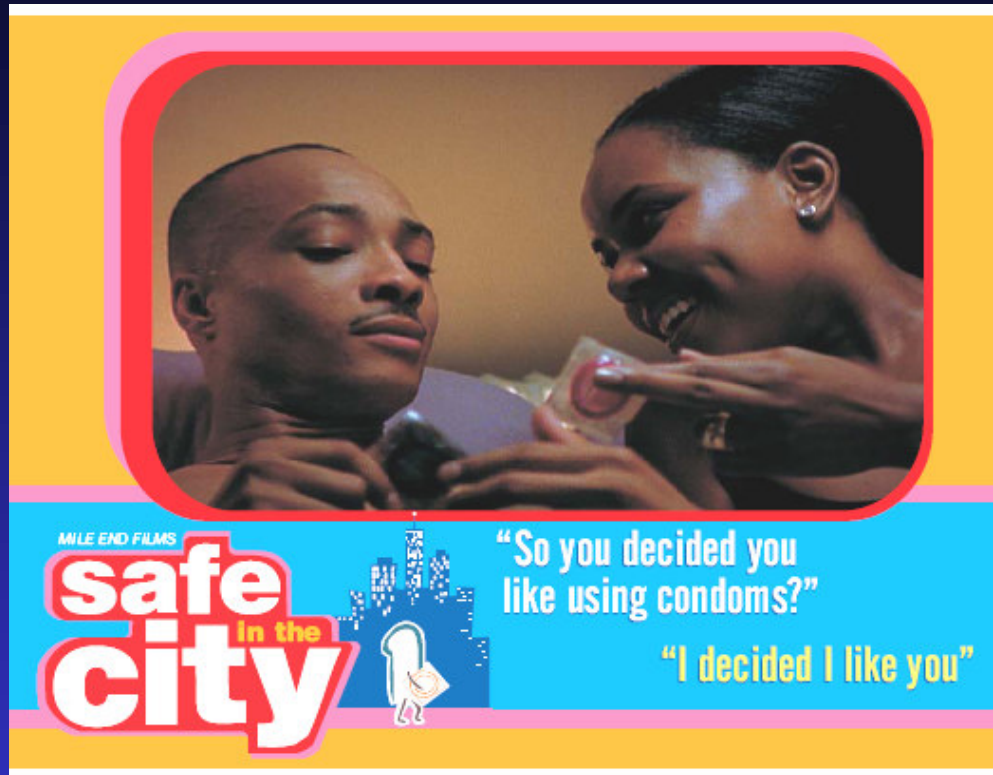


What Is the Intervention?

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



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.



Story Line 3 – Teresa and Luis



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



Denver Waiting Room



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



Effect of a Brief Video Intervention on Incident Infection among Patients Attending Sexually Transmitted Disease Clinics

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Funding: This study was funded by the Centers for Disease Control and Prevention (CDC), where technical assistance was provided through a federal cooperative agreement in the design and conduct of the study; collection, management, analysis, and interpretation of the data; and preparation, review, and approval of the manuscript. The findings and conclusions in this article are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.

Competing Interests: The authors have declared that no competing interests exist.

Academic Editor: George Davey Smith, University of Bristol, United Kingdom

Citation: Warner L, Klausner JD, Rietmeijer CA, Malotte CK, O'Donnell L, et al. (2008) Effect of a brief video intervention on incident infection among patients attending sexually transmitted disease clinics. *PLoS Med* 5(6): e135. doi:10.1371/journal.pmed.0050135

Received: January 18, 2008

Accepted: May 6, 2008

Published: June 24, 2008

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Abbreviations: STD, sexually transmitted disease

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ABSTRACT

Background

Sexually transmitted disease (STD) prevention remains a public health priority. Simple, practical interventions to reduce STD incidence that can be easily and inexpensively administered in high-volume clinical settings are needed. We evaluated whether a brief video, which contained STD prevention messages targeted to all patients in the waiting room, reduced acquisition of new infections after that clinic visit.

Methods and Findings

In a controlled trial among patients attending three publicly funded STD clinics (one in each of three US cities) from December 2003 to August 2005, all patients ($n = 38,635$) were systematically assigned to either a theory-based 23-min video depicting couples overcoming barriers to safer sexual behaviors, or the standard waiting room environment. Condition assignment alternated every 4 wk and was determined by which condition (intervention or control) was in place in the clinic waiting room during the patient's first visit within the study period. An intent-to-treat analysis was used to compare STD incidence between intervention and control patients. The primary endpoint was time to diagnosis of incident laboratory-confirmed infections (gonorrhea, chlamydia, trichomoniasis, syphilis, and HIV), as identified through review of medical records and county STD surveillance registries. During 14.8 mo (average) of follow-up, 2,042 patients (5.3%) were diagnosed with incident STD (4.9%, intervention condition; 5.7%, control condition). In survival analysis, patients assigned to the intervention condition had significantly fewer STDs compared with the control condition (hazard ratio [HR], 0.91; 95% confidence interval [CI], 0.84 to 0.99).

Conclusions

Showing a brief video in STD clinic waiting rooms reduced new infections nearly 10% overall in three clinics. This simple, low-intensity intervention may be appropriate for adoption by clinics that serve similar patient populations.

Trial registration: <http://www.ClinicalTrials.gov> (#NCT00137670).

The Editors' Summary of this article follows the references.



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
- 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)

| Agency type | # of kit requests |
|--|-------------------|
| STD Clinics | 460 |
| Health Departments | 285 |
| Health Services Clinics | 264 |
| Community-Based Organizations | 281 |
| Family Planning Clinics | 195 |
| Others (e.g., Hospitals, Univ. Research, Univ. Student Health Centers) | 452 |
| Total | 1,937 |



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
- FAQs posted on the Safe in the City webpage at www.safeinthecity.org (includes video links)
- Additional questions can be sent to interventions@aed.org
- Research article <http://www.plosmedicine.org> (search 'Safe in the City')



Safe in the City

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LINK TO “Safe in the City” VIDEO CLIP:

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

