



Internet Sexuality Information Services, Inc.



Sex::Tech

Using New Media to Advance Sexuality Education with Youth



**Deb Levine, MA, Executive Director and
Founder**

Internet Sexuality Information Services, Inc.

February 3, 2009

ISIS, Inc.

- 501(c)3 organization founded in 2001
- Creating new & effective tools to reach people with critical sexual health information
- Developing high-tech solutions for sex education and sexual health promotion

Youth Online

- 93% of teenagers are on the Internet (Pew)
- American youth aged 8-18 average 44.5 hours per week in front of a screen (KFF). The only thing they do more is sleep.
- 70% of 12-14 year olds have their own cell phones

Technology Today

- Today's youth grew up with technology
- Today's youth are multi-taskers, in a state of constant "partial attention"
- Today's youth do not see the Internet or cell phones as a tool; Technology is an indispensable part of their lives.

World of Choice

How do youth cut through the clutter?

- 1) Search tools
- 2) Traditional media ads combined with online marketing (see it on MTV, then YouTube)
- 3) Word-of-mouth: “I trust people like me”

ISIS Projects for Youth

- Sex::Tech Conference, March '09
- SexINFO: Text messaging for urban youth
- inSPOT: STD ecard notifications
- inBrief: Underwear design contest



March 22-23, 2009 in SF



The screenshot shows a web browser window displaying the 'sex::tech 2009 Focus on Youth' website. The browser's address bar is empty, and the Windows taskbar is visible at the top. The website header includes the 'sex::tech 2009 Focus on Youth' logo and navigation links: 'register', 'submit abstract', 'schedule', 'getting here', 'sponsors', and 'contact'. A large blue arrow graphic points from the right side of the header towards the main content area. On the left side, there is a quote: "SEX::TECH 2009 IS POISED TO BE EVEN BETTER THAN 2008 -- WITH CUTTING EDGE INNOVATIONS IN SEXUAL HEALTH, TECHNOLOGY AND YOUTH ON THE RISE, EVERYONE WHO'S ANYONE WILL BE IN SF MARCH 22-23." attributed to Deb Levine, Exec. Director, ISIS, Inc. The main content area features a section titled '2009 Sex::Tech Keynote' with the subtitle 'Featuring Theatre from BuckWorld Youth' and a photograph of a group of young men in white shirts and ties performing on stage. To the right of the photo are links for 'Tell a Friend', '2008 Pics', and 'Blog'. The 'Sex::Tech' logo is visible in the bottom left corner of the website content.

a new text message service for youth



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Txt "5" for STD info

- If u have sex, u can get an STD + not know it. Dropin get checked FREE 356 7th St. 8-4 MWF, 1-4 TuTh free RAPID HIV tests HipHop 415-337-4719 MTh 1-5

> Plan B:

If you just had sex & are worried you might be pregnant, [click here](#).

> About You...

If you are 12-17 and your sex partners are male, female and/or transgendered, [Click Here](#) to find out about lifestyle choices & STDs that could concern you.

Text "**sexinfo**" to 61827

*Standard text messaging charges will apply

Designed by health educators at [I.S.I.S., Inc.](#) with funding from the San Francisco Department of Public Health, [STD Prevention and Control](#), and programmed by [Hip Cricket](#).

 Full Circle Fund



SexInfoSF.org

> SexInfoMobile

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- Youth focus groups found text messages to be a private, accessible, and culturally appropriate way to receive health information



an anonymous peer-to-peer online STD
partner notification program



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[ABOUT THIS SITE](#) | [COMMUNITY GUIDELINES](#) | [FAQ](#) | [CONTACT US](#)

VISIT A SITE NEAR YOU

- TELL** them if you've been exposed to an STD
- LEARN** about STD cures and treatment
- FIND** local testing resources



- ▶ **US: Cities**
 - San Francisco
 - Chicago
 - Los Angeles
 - New York City
 - Philadelphia
 - Portland
 - Seattle
 - Washington, DC

- ▶ **US: States**
 - California
 - Colorado
 - Florida
 - Idaho
 - Indiana
 - Massachusetts
 - Minnesota
 - Wisconsin

- ▶ **International**
 - Ottawa
 - Toronto
 - Romania

inSPOT.org Statistics

- 750 people visit the site everyday
- 200 people send cards per month to 500 recipients
- 80% of cards are sent anonymously
- 80% of cards include a personal message
- 51% of people receiving cards click-through for more info about testing and treatment

in Brief: What if ur undies had the last word?

- Contest launched spring '08 with corporate partner: BrickFish
- Design artwork and slogan to put on underwear to promote sexual communication before you get naked
- 700+ entries, over 500,000 engagements

Campaign: In Brief: What if Ur Undies Had the Last Word

[Current Entries](#)
[Viral Map](#)
[Campaign Details](#)
[Submit Entry](#)
Newly Popular v



Campaign Engagement

Total Activity: 188,078
Entries: 227
Reviews: 23,057
Votes: 24,843
Views: 139,951
Time Left: 32 days, 12:5

Today's Stats:

Top Score: [xJoshx \(I ALV RETURN VOTE\)](#)
Top Reviewer: [Michelle says me and Jill we votes](#)
Top Voter: [Cindy](#)
Top Viewer: [Lauri](#)
Most Viral: [Click to see s](#)

Most Viral Entries:





The Future

- Work in schools and in communities simultaneously
- Make learning about sex as fun and interactive as 1) other subjects and 2) the anticipation of having sex.
- Develop a national MODEL and POLICY for culturally relevant interactive sex ed using Internet and mobile devices



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