



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.

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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”

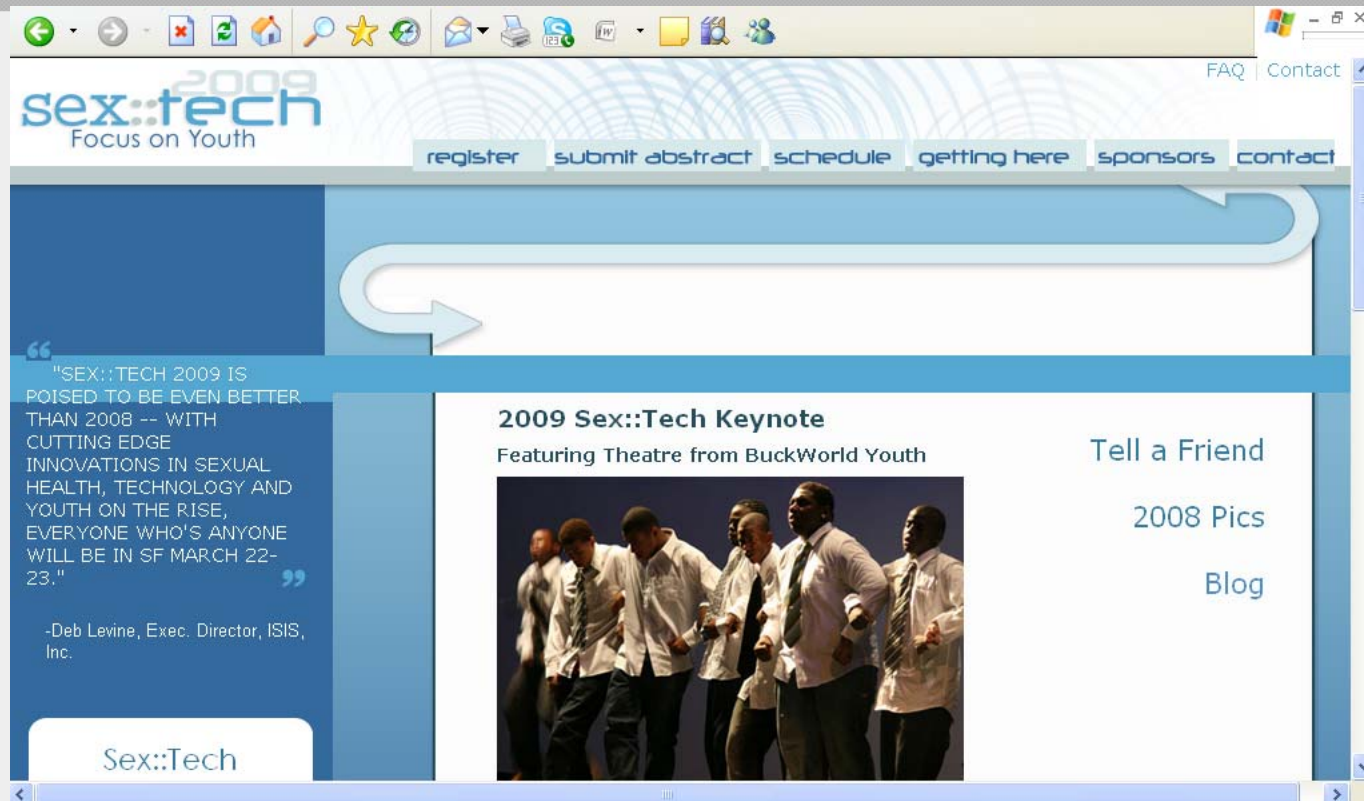
ISIS Projects for Youth

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



Internet Sexuality Information Services, Inc.

March 22-23, 2009 in SF



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





- 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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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 Engagement



What if Ur Undies Had the Last Word...

brickfishTM

Viral Map

Campaign Details

Submit Entry

Newly Popular



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 \(1 ALV\)](#)
RETURN VOTE

Top Reviewer: [Michelle says me and Jill we votes](#)

Top Voter: **Cindy**

Top Viewer: **Lauri**

Most Viral: [Click to see stats](#)

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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Contact Information



ISIS, Inc.

40913th Street, 14th floor

Oakland, CA 94612

510-835-9400

510-835-9402 fax

info@isis-inc.org

www.isis-inc.org