Long Live Love.
An online program to support sexual health for high school students in the Netherlands
Fraukje Monksen, Sarne van Lieshout, Pepijn van Empelen, Gerjo Kok, etc.

(Sexual) Health Program in 6 steps:
Systematic & evidence based
1. Needs Assessment
2. Stating program goals
3. Selecting theory-based methods
4. Developing program
5. Adoption & Implementation
6. Evaluation
From problem to solution

Intervention Mapping:
Key Principles
- Pose questions
- Brainstorm answers
- Look for evidence (Empirical, Theories)
- Additional research
- Formulate final answers
  > Next step
- Consider implementers
- Be S.M.A.R.T.*

Sexual Health Program in 6 steps:
Systematic & evidence based
1. Needs Assessment
2. Stating program goals
3. Selecting theory-based methods
4. Developing program
5. Adoption & Implementation
6. Evaluation
From problem to solution
**Logic Model of the Problem**

Determinants → Behavior

Knowledge, norm, attitude, etc. → Not using contraception → (teen/untended) pregnancy → QoL

Help experts, target group, teachers...

**Sexual Health Program in 6 steps: Systematic & evidence based**

1. Needs Assessment
2. Stating program goals
3. Selecting theory-based methods
4. Developing program
5. Adoption & Implementation
6. Evaluation

**Health outcomes for sexual health:**

- Stimulate contraception use
  - Buy contraception
  - Have contraception available
  - Communicate about pregnancy prevention
  - Use contraception correctly & consistently

Goal: contraception use to prevent unintended pregnancy

WHO needs to do WHAT and WHEN

**From sub-behaviors to determinants**

Knowledge → Risk perception → Attitudes & Emotions → Buy contraception

Changing behavior by changing the beliefs, cognitions etc. determines that behavior

**Sexual Health Program in 6 steps: Systematic & evidence based**

1. Needs Assessment
2. Stating program goals
3. Selecting theory-based methods
4. Developing program
5. Adoption & Implementation
6. Evaluation
How are we going to change the determinants?

Theory-based methods

- E.g. Tailored advice

### Methods (examples)

<table>
<thead>
<tr>
<th>Determinant</th>
<th>Method</th>
<th>Theory</th>
</tr>
</thead>
<tbody>
<tr>
<td>Knowledge</td>
<td>Active learning</td>
<td>Theories of information processing (ELM)</td>
</tr>
<tr>
<td>Risk perception</td>
<td>Probability information</td>
<td>Theories of risk communication</td>
</tr>
<tr>
<td>Attitude</td>
<td>Role models</td>
<td>ELM</td>
</tr>
<tr>
<td>Stigma</td>
<td>Empathy training</td>
<td>Theories of stigma and discrimination</td>
</tr>
<tr>
<td>Skills</td>
<td>Guided practice</td>
<td>Theories of self-regulation</td>
</tr>
</tbody>
</table>

### Methods & applications: example

**Behavioral goal**

Use contraception correctly and consistently

**Determinant**

Skills

- > e.g. Mention 3 ways to not forget taking contraception in time

**Method**

Guided practice, modeling, active learning

**Application**

Students collect information about contraception and develop their own answers on questions like ‘where/how to get’, ‘how to deal with side effects’, ‘how to not forget’, etc.

*Persuasion Communication matrix, Elaboration Likelihood Model, Petty et al. (2009)*

---

**Sexual Health Program in 6 steps: Systematic & evidence based**

1. Needs Assessment
2. Stating program goals
3. Selecting theory-based methods
4. Developing program
5. Adoption & Implementation
6. Evaluation

---
Sexual Health Program in 6 steps: Systematic & evidence based

1. Needs Assessment
2. Stating program goals
3. Selecting theory-based methods
4. Developing program
5. Adoption & Implementation
6. Evaluation

Step 6 Evaluation effect & process

- Use program goals to decide up on your effect measures
  Did you change what you planned to change? (determinants, behaviors)

- Use adoption/implementation goals to decide up on your process evaluation
  Did adopters/implementers do what you wanted them to do? (dose delivered/received, completeness, fidelity)

Was it effective & used as planned?

Thank you for your attention!

fraukje.mevisser@maastrichtuniversity.nl

http://interventionmapping.com/