

MILE END FILMS

safe in the city



User's Guide





Safe in the City: A Health Intervention for STD Clinics

User's Guide

WHAT IS SAFE IN THE CITY?

The Safe in the City intervention is a 23-minute, educational video that has been proven effective in reducing sexually transmitted diseases (STDs) among STD clinic patients in three cities in the United States (Warner, Rietmeijer, Klausner et al, 2006). Research results showed a 9% overall reduction in STDs among those exposed to the video compared to patients who were not exposed to the video. The strongest effects were seen among men (13% reduction) and patients who had an STD at the time they saw the video (14% reduction). This intervention has the potential for widespread use by STD clinics because it is brief, inexpensive, and easy to implement.

Safe in the City was developed for clinic patients from diverse cultural backgrounds. This intervention aims to increase condom use, and thereby reduce new STD infections among patients who view the video in an STD clinic waiting room.

The *Safe in the City* video draws primarily from Social Cognitive Theory, the Information-Motivation-Behavioral Skills (IMB) model, and Theory of Planned Behavior.

Topics addressed in the video include:

- 1) Condom use and partner negotiation skills
- 2) Enhancing attitudes and self-efficacy in using condoms with different types of partners
- 3) Perception of HIV and STD risk
- 4) Knowledge and comfort regarding condom selection and purchase
- 5) Knowledge and comfort with different types of condoms to address barriers to condom use
- 6) The importance of being tested and encouraging sex partners to be tested for STDs



WHY WAS *SAFE IN THE CITY* DEVELOPED FOR STD CLINIC PATIENTS?

- Patients who seek diagnostic or treatment services at public STD clinics are at high risk of acquiring repeat STD infections subsequent to their first infection (Newman, Warner & Weinstock, 2006).
- Individuals who are infected with STDs are at least two to five times more likely than uninfected individuals to contract HIV if they are exposed to the virus through sexual contact (CDC, 2004).
- STD clinics provide access to men and women who are likely to be infected with an STD and who may acquire other infections.

WHY USE *SAFE IN THE CITY*?

The *Safe in the City* intervention is:

- Effective in reducing STD infections among people with diverse cultural backgrounds
- Easy to use with no special training or space requirements
- Highly replicable and requires very little staff time, with no disruption to routine clinic flow
- Inexpensive
- Brief enough for patients to see most or all of it before they are called to their exam
- Appealing to diverse STD clinic audiences

WHAT CAN BE DONE TO PREPARE FOR IMPLEMENTATION?

Safe in the City has been shown to reduce the number of lab-confirmed STDs among patients attending STD clinic waiting rooms. There are a number of steps you can take to maximize the benefit of this video-based intervention in your clinic.

Introduce all clinic staff to the new intervention

Prepare the entire clinic for the intervention. This shows that management considers the intervention to be an important part of clinic services. Show staff members the video and discuss how it will be used, giving them a chance to ask questions, raise concerns, and make suggestions. This will also provide an opportunity to explain how staff can support the intervention. For example, receptionists can suggest that patients watch the video, and clinicians may wish to discuss the video with patients during or following their examination.

Put someone in charge of the intervention

Designate someone to make sure that the DVD is loaded into the player, the TV is turned on, and the DVD player is started each day. Designate someone to make sure that the DVD is stored safely at the end of each day. Approach back-up staff to do these tasks when the main person is not at work. Have a protocol for reporting and resolving equipment problems.

Ensure adequate placement of televisions and speakers

Make sure all seating locations in the waiting room directly face a television. Sound volume levels as well as quality are also important to maximize patient attention and viewing. Determine whether your television speakers are sufficient. Sound quality can be easily degraded by challenging acoustic conditions like large rooms or ambient noise.



Consider adding additional speakers to optimize sound. If additional speakers are used, try not to place them in close proximity to staff members seated near or next to the waiting room.

Place *Safe in the City* posters in the waiting and exam rooms

The package includes one poster designed to draw attention to the video. Electronic versions (PDF files) of all posters are located on the DVD for printing. These posters also reinforce the prevention messages of the video. Consider displaying these posters throughout the clinic in the waiting room, exam rooms, hallways, bathrooms, or other appropriate locations.

Determine the best playback frequency for your clinic

The more patients who see the video, the greater the overall benefit will be for your clinic population. To this end, *Safe in the City* was designed to be played periodically throughout the day. You are encouraged to show the video as often as possible. However, a variety of factors should be considered in determining how often to play the video at your clinic. For example, if your clinic patients typically experience long wait times, reducing the playback frequency may prevent patients from being over exposed to the video. On the other hand, clinics with short wait times, or waiting rooms where patients rotate in and out often, may benefit from a greater playback frequency.

There is an option underneath "setup" on the menu screen of the DVD which allows you to choose the playback frequency that may work best in your clinic: 1) continuous, 2) a 10-minute interval or 3) a 20-minute interval.

Solicit feedback from your patients

Your patients can tell you a lot about their experiences watching the video. Ask them about it. Could they see and hear it all right? How much of the video did they see? What did they learn from it? If they didn't watch it, why didn't they? Use their feedback to inform and improve your presentation methods.

WHY WAS *SAFE IN THE CITY* DEVELOPED?

With approximately 19 million new cases of sexually transmitted diseases occurring each year in the United States, primary prevention of HIV/STDs among persons who are sexually active remains a high public health priority (CDC, 2004). Direct medical costs associated with STDs in the United States are estimated at \$13 billion annually. STDs can have serious health side effects. Untreated, they have been associated with infertility, ectopic pregnancy, cervical cancer and acquired immunodeficiency syndrome (AIDS). (Bouyer et al., 2003; Fleming & Wasserheit, 1999; Newman et al, 2006). There is a need for and interest in simple, easy-to-use, and low-cost effective interventions.

HOW WAS *SAFE IN THE CITY* DEVELOPED?

Safe in the City was developed using an iterative four-step process involving multiple stakeholders. The stakeholders were clinic managers, clinic staff, health department representatives, and STD clinic patients.



This four-step process included:

- 1) identification of an appropriate theoretical framework, intervention medium, and key messages;

- 2) collaboration with a film company to integrate the framework and key messages into an entertaining product;
- 3) a multi-step participatory process involving members of the intended audience (i.e., STD clinic patients), clinic staff, and community reviewers; and
- 4) pilot testing to determine structural barriers to viewing the video in clinic waiting rooms.

Safe in the City was tested in a large-scale evaluation study that involved long-term follow-up of approximately 40,000 patients in three STD clinics (Denver, Long Beach, and San Francisco) who had been systematically assigned to the video intervention or to regular waiting room conditions (Warner et al, 2006).

WHAT IS INCLUDED IN THIS PACKAGE?

The following items are included in this package:

- ***Safe in the City* DVD with video and posters**
- **User's Guide**
- ***Safe in the City* "Now Showing" Poster**

Video: The video in the DVD includes a series of "soap opera" style vignettes. A brief summary of each vignette follows:

Paul and Jasmine: Paul and Jasmine are a new couple ready to move their relationship to a more serious level. Paul suggests that they stop using condoms, but is persuaded by Jasmine that it is important that they keep being "careful." When Paul has a brief fling with an ex-girlfriend, Teresa, things become more complicated—particularly when Teresa informs him that she has been diagnosed with an STD and suggests that he get tested. He is faced with the decision of what to do and what to tell Jasmine.

Teresa and Luis: Teresa meets Luis at a restaurant where she works. He asks her out, and she agrees. She is surprised at how quickly things heat up. Cautious after a past STD diagnosis, Teresa insists that they use a condom despite Luis' initial resistance. After Teresa's effective negotiation, Luis becomes determined to find a condom—despite their current lack of one.

Ruben and Tim: Ruben has been involved in an ongoing, but not exclusive, relationship with a woman named Cristina. One evening while out at a bar, Ruben meets Tim who is now single after breaking up with his boyfriend. They share a few drinks, one thing leads to another and Tim and Ruben have a casual sexual encounter. Several days later, Cristina observes Ruben's symptoms of an STD. Angry and hurt, she insists they visit the STD clinic.

Animation Segments: In addition to the dramatic vignettes, the video includes two short animation segments which demonstrate, in a humorous way, the availability of various types of condoms and the correct way to use a condom.

Posters: The intervention includes ten different posters consisting of one or more stills from the video. The posters are intended to either direct attention to the video or reinforce key messages from the video. One poster accompanies this *Safe in the City* package. Electronic versions



(PDF files) of all posters are included on the DVD for printing. On a Windows computer, posters can be accessed by opening "My Computer" then right clicking on the disc itself. Once you have done this select "Explore" from the drop down menu. Then open the folder named "DATA" and select the appropriate file. On a Macintosh computer, posters can be accessed by double-clicking on the DVD icon, opening the folder named "DATA" and selecting the appropriate file.

Condoms: In addition to the video and posters, clinics implementing Safe in the City are encouraged to provide condoms and lubricant as part of the intervention.

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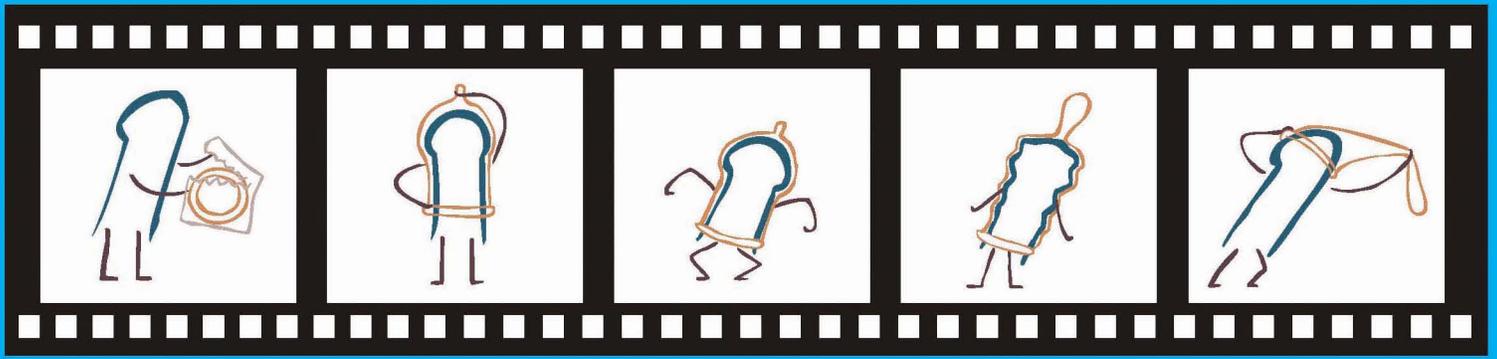
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