SAFE IN THE CITY

A Video-Based Waiting-Room Intervention for STD Clinic Patients

FACT SHEET

Program Overview
Safe in the City (SITC) is a 23-minute HIV/STD prevention video for STD clinic waiting rooms. This video has been shown to be effective in reducing sexually transmitted diseases (STDs) among diverse groups of STD clinic patients. Safe in the City can be easily integrated into the clinic waiting room, requires very little staff time to set up with no disruption to clinic flow, and requires no counseling or small-group facilitation. Safe in the City was designed as a looping video where multiple playback options allow users to customize intervention delivery.

Safe in the City aims to increase condom use and other safer sex behaviors, and thereby reduce infections among patients who view the video while in the clinic waiting room. Safe in the City is based on Social Cognitive Theory, the Information-Motivation-Behavioral Skills model, and Theory of Planned Behavior.

The video contains three interwoven vignettes that model young couples of diverse racial/ethnic backgrounds and sexual orientations in various types of relationships negotiating safer sexual behaviors.

In between vignettes, two animated video segments feature a “condom-man” who demonstrates proper condom use and the variety of condoms available. The intervention also includes posters that direct patients’ attention to the video.

Core Elements
The Safe in the City video incorporates key prevention messages to:

- Increase intentions to use condoms
- Build self-efficacy for testing, facilitating partner testing and treatment
- Build self-efficacy for practicing safer sex, and the acquisition, negotiation, and use of condoms
- Build skills for facilitating partner testing and treatment
- Build skills for practicing safer sex, and the acquisition, negotiation, and use of condoms
- Model appropriate behaviors around practicing safer sex

Target Population
Safe in the City was developed for STD clinic patients from diverse cultural backgrounds and sexual orientations who view the DVD in the clinic waiting room.

Program Materials
The following items are included in the kit: Safe in the City DVD, User’s Guide, 1 hardcopy “Now Showing” poster, and other downloadable posters.

Research Results
Safe in the City was evaluated in a large-scale two-arm controlled trial with long-term follow-up of approximately 40,000 patients in three STD clinics. SITC was associated with a 9% reduction in STDs among patients who were exposed to the video compared with those who were not. The largest effects were observed among male patients (13% reduction) and those diagnosed with an STD at their first clinic visit (14% reduction).

For More Information on Safe in the City
To obtain more information about Safe in the City or request a kit, please visit www.effectiveinterventions.org. If you do not have access to the web, you may also call (866) 532-9565 or email interventions@danya.com.