



# Safe in the Village: Developing a sexual health video program for American Indian and Alaska Native youth

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Jaclynne Richards, *“Qalukisaq”*, BA  
HIV/STD Prevention Program  
Alaska Native Tribal Health Consortium  
Anchorage, Alaska, US

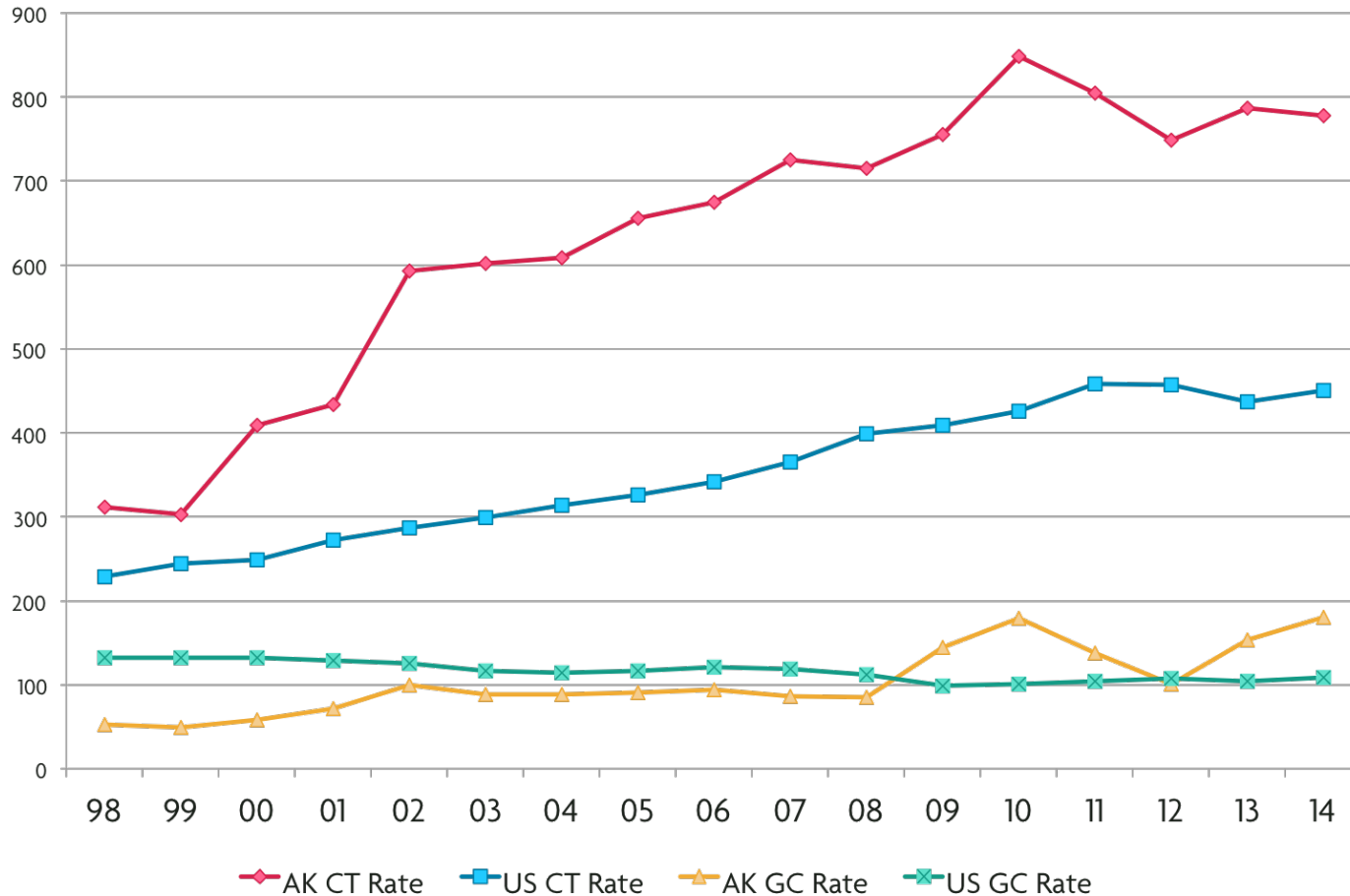
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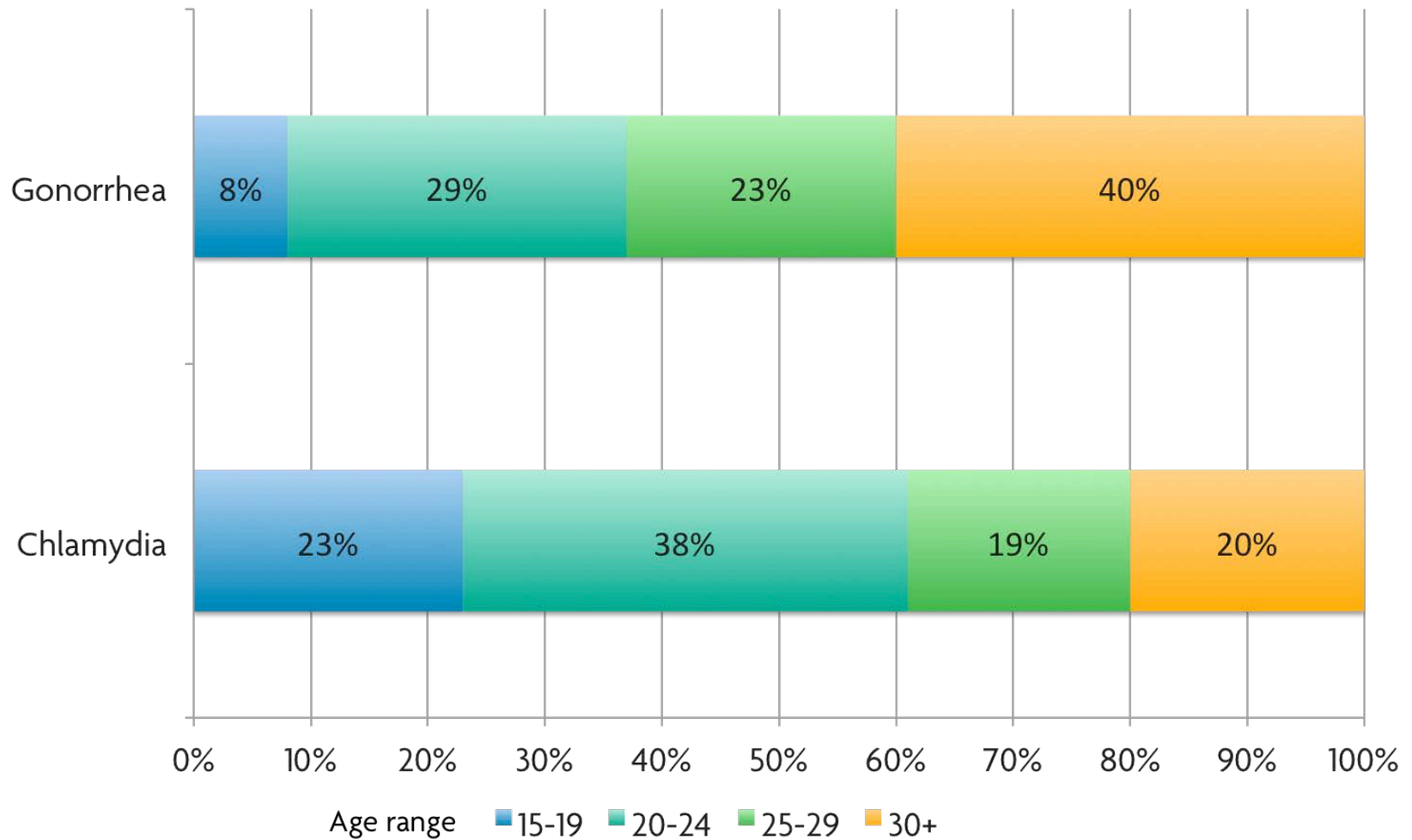
ALASKA NATIVE  
TRIBAL HEALTH  
CONSORTIUM

# Background

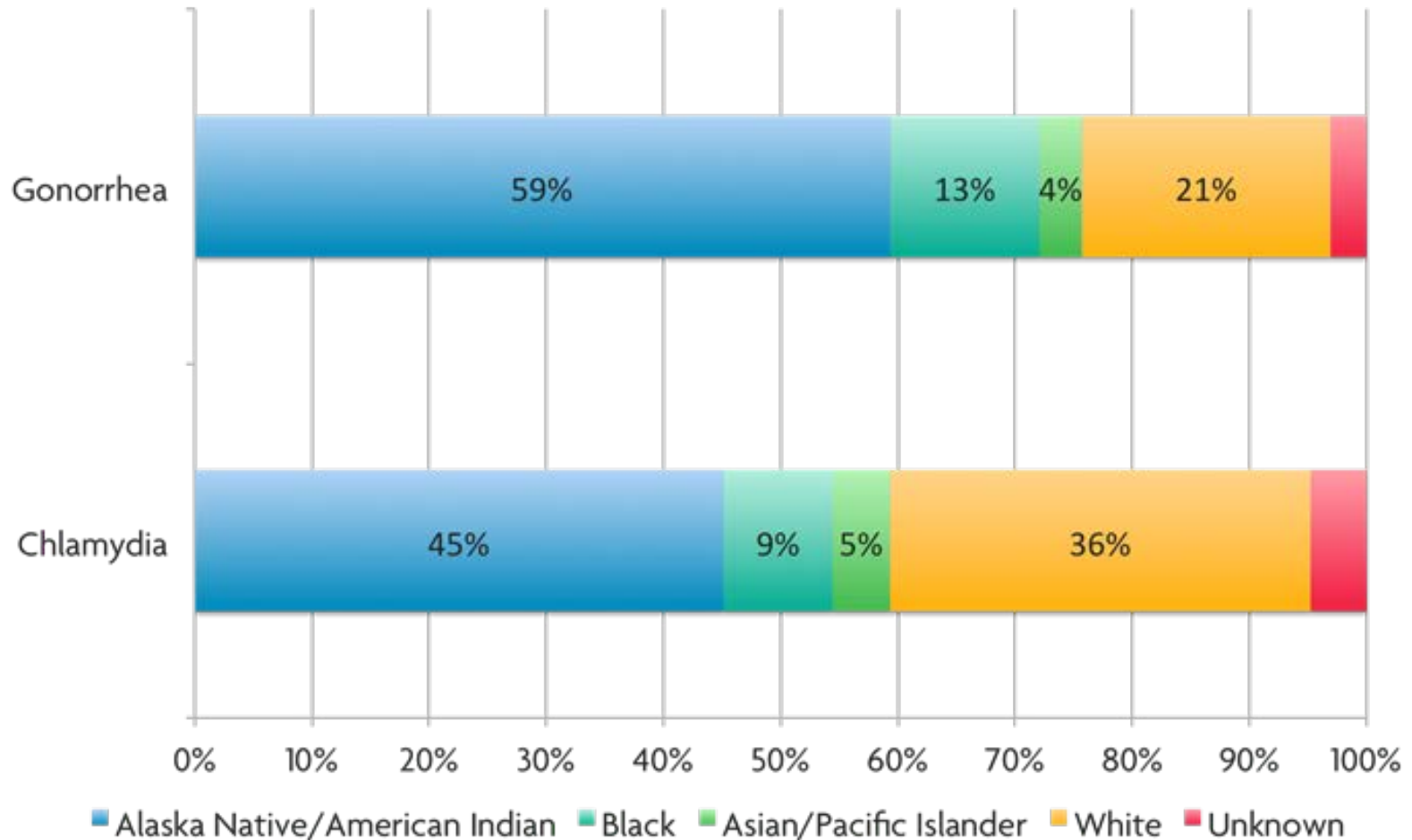
## Chlamydial & Gonococcal Infection Rates, Alaska and United States 1998-2014.



# Chlamydia & Gonorrhea Case Proportions by Age, Alaska 2013.



# Chlamydia & Gonorrhea Case Proportions by Ethnicity, Alaska 2013.



# 2015 HIV First Diagnosed in Alaska (n=22)

- 6 (27%) were also diagnosed with AIDS
- 17 (77%) were male
- 10 (45%) were Men Who Have Sex with Men (MSM); 9 (41%) were Heterosexual
- 9 (41%) were Alaska Native/American Indian, 7 (32%) were White; 4 (18%) were Black
- 12 (55%) were living in Anchorage/Mat-Su at the time of diagnosis; 10 (45%) in rural AK

# The Need

- AN youth in rural Alaska are particularly impacted by high rates of STDs
  - Northwest and Southwest Alaska experience the highest rates of CT and GC in the state and a very young population.
- STDs increase the risk of acquiring HIV
- AN youth have lack access to evidence-based sexual health programs that are culturally and age appropriate

# Overview

## Goal:

To develop a culturally and age appropriate healthy relationship and sexual health program for Alaska Native high school aged youth

## Objectives:

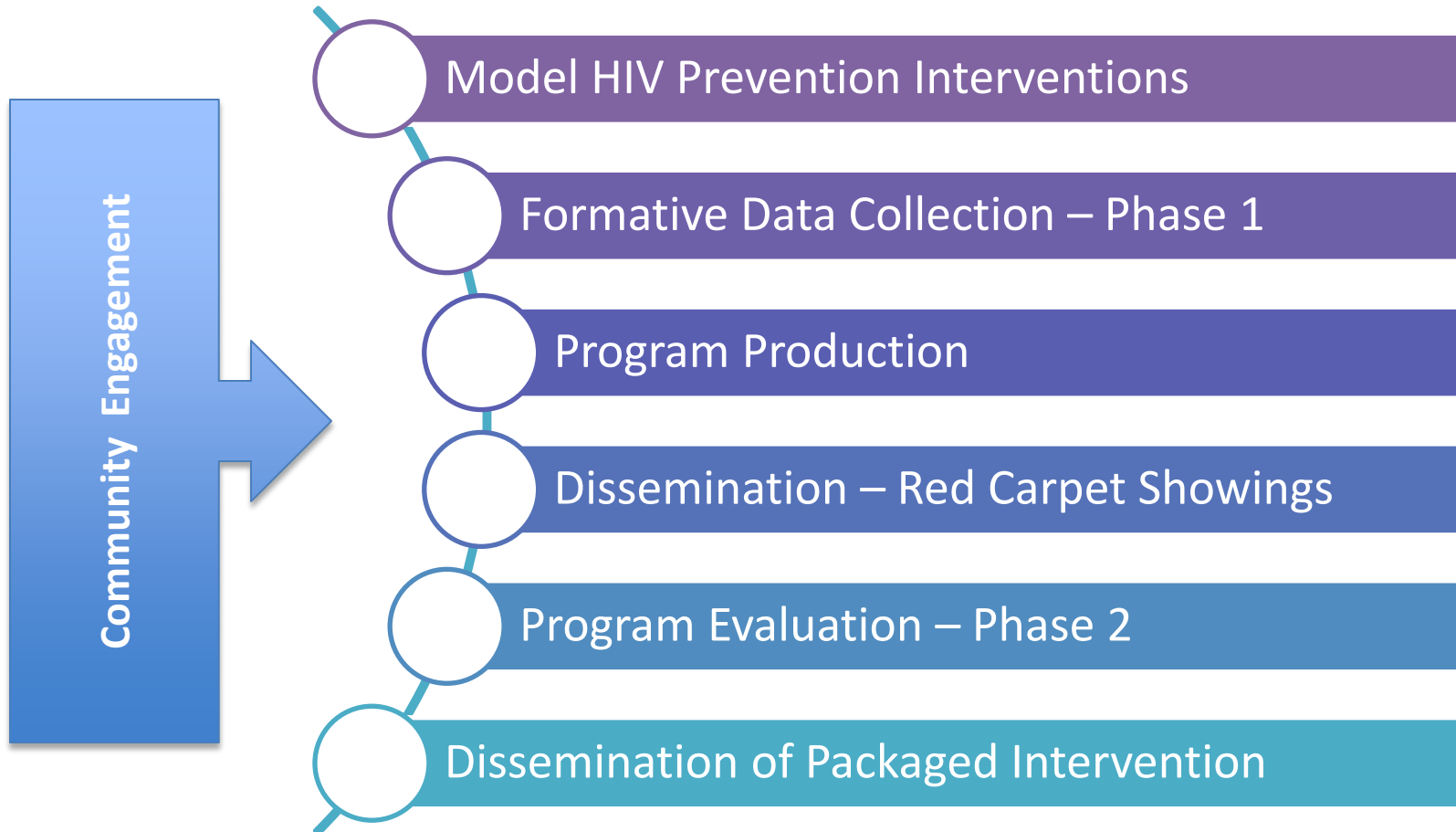
- Understand sexual norms and risk/protective factors
- Develop an evidence-based intervention that addresses unique needs of AN youth in rural community
- Produce a cost-effective intervention that is short and easily implemented
- Determine the effect of the sexual health program on self-reported knowledge, attitudes, perceptions and behaviors

# Community Engagement

- Work with tribal entities to obtain research approval and community support
- Find local champions, community stakeholders and key informants
- Employ local site coordinators
- Involve Community Advisory Committee to provide guidance and input
  - Tribal leadership representatives
  - Site coordinators
  - Parents (including young parents)
  - Youth representatives
  - Healthcare providers (Community Health Aides)



# Development Process



# Model EBI

- **Safe in the City:** 23-minute HIV/STD prevention video for STD clinic waiting rooms deemed effective to reduce STDs among clinic patients. Includes DVD, User's Guide and posters.

## But...

- ✓ No STD clinics outside of Anchorage, the largest urban center
- ✓ Setting is the City and not a rural community
- ✓ Featured young couple do not represent AN/AI youth
- ✓ Featured vignettes and animations are too sexually suggestive and not culturally appropriate

# Safe in the City Snapshots



?



What Will Paul tell Jasmine?

watch MILEENDFILMS safe in the city 



What would you do?

watch MILEENDFILMS safe in the city 

# Formative Data Collection Methods

- In-depth interviews to examine knowledge, attitudes and behaviors related to STDs and HIV
  - Basis for developing a video intervention with culturally appropriate key messages
  - Basis for evaluation framework
- Cultural Consensus Surveys
  - Ascertain the degree of agreement among participants on key themes (a test of cultural knowledge)
- Obtained Alaska Area IRB approval and tribal approvals

# Formative Data Collection Results

## Study Location

- ❑ 5 communities in southwestern and northern Alaska (n= 97)

## Key Prevention Themes/Messages

- ❑ **Sex and STIs** (e.g.: respect for other teen's decision to delay sexual activity)
- ❑ **Interpersonal violence** (e.g.: stand up and speak up against acts of harassment)
- ❑ **Having trusted adults** (e.g.: it's important to have a trusted adult within the family or community to talk to)
- ❑ **Alcohol abuse** (e.g.: it's ok to say no to drinking and using drugs and still have friends to hang out with)

# Production

- Hired local production company Mirror Studios
- Developed script based on formative data
- Vetted script through advisory committee
  - Are locations and scenarios reflective of rural communities?
  - Are words and language authentic?
  - Are characters realistic?
  - Are depicted situations and events realistic?
  - Are the key messages clear? Are they culturally appropriate?
  - What needs to be changed? Suggestions?
  - Name suggestions or working title Safe in the Village?
- Once the advisory committee approved the final script filming began in Anchorage and Kotzebue
- Post-production editing





# Safe in the Village

- 3-4 hour long sexual health video program called Safe in the Village to start conversations about STDs and healthy relationships
- 34 min. movie that can be shown alone or with supplemental actor interviews (25 min.) as a group intervention
- Facilitator Guide
- Poster for workshop and clinic advertisement

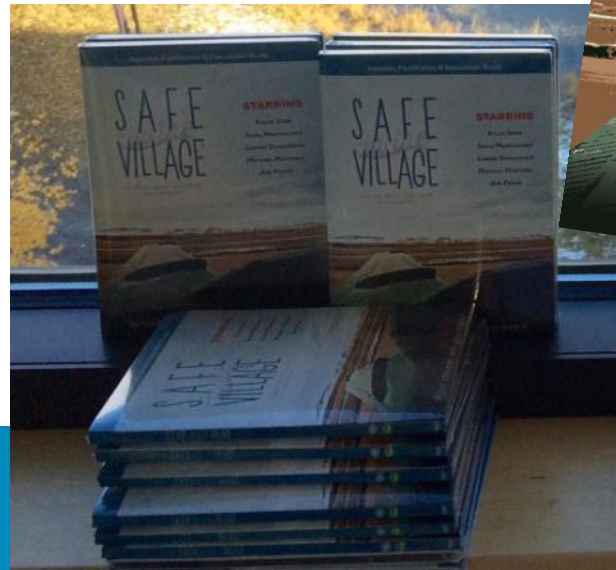
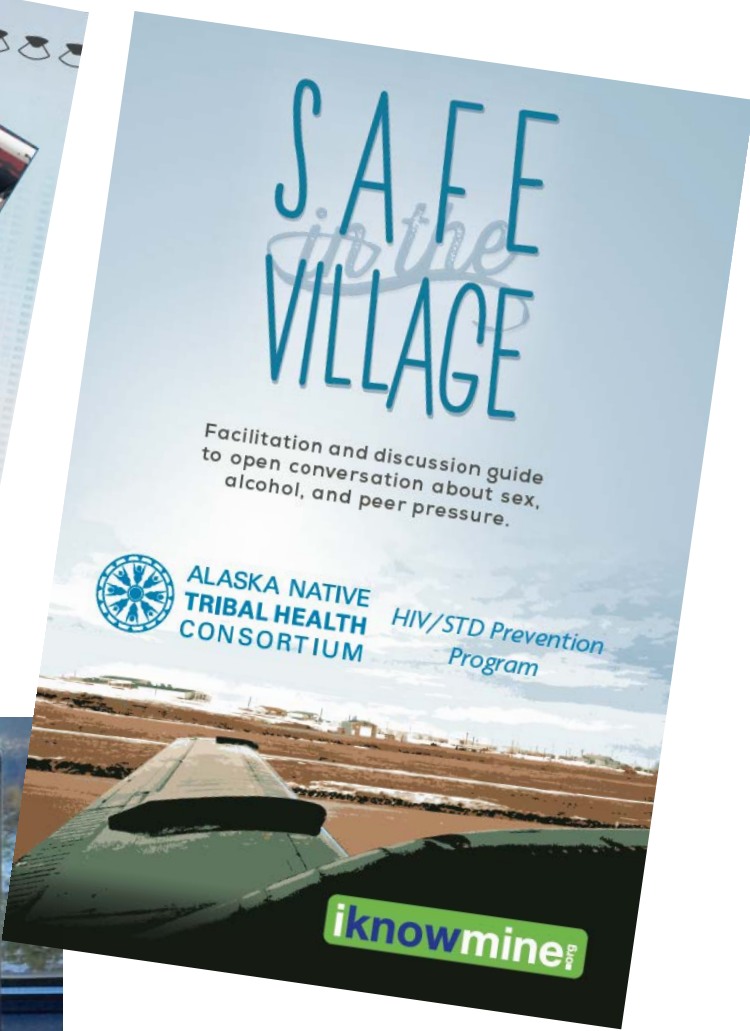
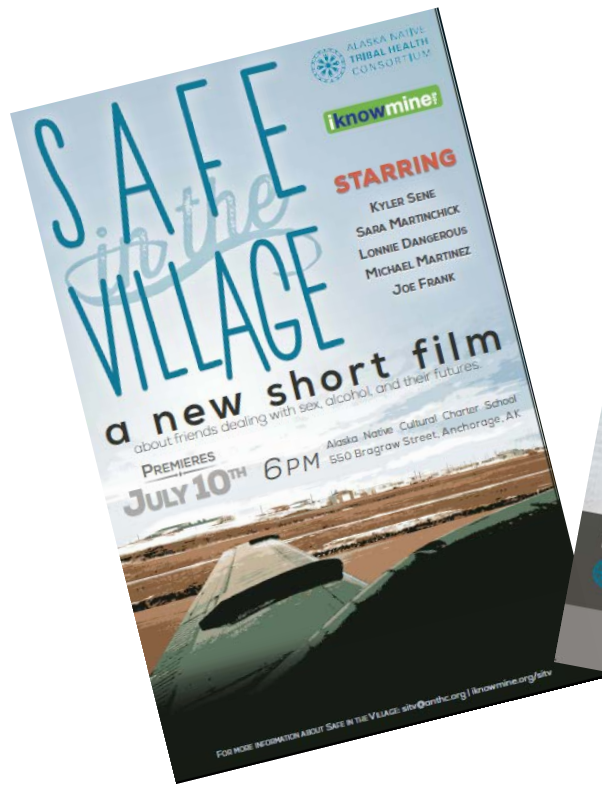


# SITV Evaluation

- September 2014 – December 2015
- 5 new communities in southwestern and northern Alaska (n= 105) with youth ages 15-19 years old
- Implemented facilitated Safe in the Village workshops in schools and community settings
- Participants filled out surveys before and immediately after the workshop and an online follow up survey 6 months after
- Data analysis is ongoing

# Dissemination

- Held movie premiere in Anchorage in 2014
- Held red carpet showings in 2014
- Dissemination of packaged intervention through [www.iknowmine.org/sitv](http://www.iknowmine.org/sitv)
- Social media campaign that includes releasing the movie as mini-episodes
- The movie soundtrack will also be released on iTunes, CDBaby and Amazon as part of the social media campaign
- Air on GCI statewide community channels
- Postcard mail out announcing SITV to providers
- Create online SITV facilitator training module
- [www.healthynativeyouth.org](http://www.healthynativeyouth.org) portal for AN/AI culturally appropriate curricula



# Thank you! Questions?

## Contact:

Jaclyne Richards  
Community Outreach Specialist  
[jkrichards@anthc.org](mailto:jkrichards@anthc.org)

Connie Jessen  
Program Manager  
[cmjessen@anthc.org](mailto:cmjessen@anthc.org)  
907-729-3955

Website  
[www.iknowmine.org/sitv](http://www.iknowmine.org/sitv)

