Development and specification of an intervention to increase condom use amongst young people accessing chlamydia self-testing websites

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Chance2Change

• 18 mth project funded by MRC PHIND

• To develop an intervention to increase condom use amongst those using internet chlamydia self-testing services

• Chlamydia testing is freely available to all 15-24 year olds in England

• Approx 250,000 tests per year via this route

• Attracts hard-to-reach groups

• Missed opportunity to intervene / teachable moment
What is the intervention?

- Embedded within existing user e-pathway for self-testing
- Users are directed to intervention following order of self-test kit
What is the intervention?

- Consent & Registration
- Tailoring: barriers to condom use
- Access to up to six intervention components (one unlocked per day)
- Once unlocked will continue to be accessible
- Reminders to access (from our system and referrer)
What is the intervention?

- Condom sample box
- Condom order/delivery service
- Carrying case
- Talking heads videos
- Condom demo video
- Real sex videos
Process of development

- Intervention Mapping (Bartholomew et al 2016) – framework for intervention development
- Set behavioural goal:
  *Use condoms correctly and consistently at every sexual intercourse*
- Break down into performance objectives:
Performance Objectives

1. Decide to use condoms
2. Obtain condoms
   1. Identify where and how to access condoms
   2. Select preferred type of condom
   3. Buy/request condoms
   4. Maintain supply of condoms
3. Make condoms available at all times
4. Make partner aware of intention to use condoms
   1. Identify when to make intention to use condoms known
   2. Have plan for what will say/do to make intention to use condoms known
   3. Have plan for how to deal with/pose solutions to partner’s disagreement/refusal to use condoms
5. Correctly use condoms
Process of development

- Needs Assessment
- Identify determinants of behaviour
  - Review of reviews (Keer et al., 2014)
- Deliberate focus on targeting negative associations with condom use (pleasure, enjoyment, spontaneity cf. risk)
<table>
<thead>
<tr>
<th>Performance Objectives</th>
<th>Attitude</th>
<th>Perceived Norms</th>
<th>Self-efficacy</th>
<th>Behavioural Capability</th>
<th>Resources</th>
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</thead>
<tbody>
<tr>
<td>1. Decide to use condoms</td>
<td>A 1a Believe that condom use won’t reduce own sexual pleasure</td>
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<tr>
<td></td>
<td>A 1b Believe that condom use won’t reduce partner’s sexual pleasure</td>
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<td>A 1c Believe that sex can be enjoyable with condoms</td>
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<td>A 1d Believe that condom use won’t reduce spontaneity</td>
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<td>A 1e Believe that condoms are effective and reliable in preventing STIs</td>
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<td>A 1f Believe that at risk of STIs if don’t use condom (incl with steady partner)</td>
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<td>P1 Recognise that others in their peer group use condoms</td>
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Process of development

- Identification of practical strategies
  - Workshop
    - Groups working on each performance objective
    - Tools to maximise creativity
    - Whole group discussion
  - Ideas continued to evolve; further user input
<table>
<thead>
<tr>
<th>Intervention component</th>
<th>Change objective</th>
<th>Determinant</th>
<th>BCT</th>
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</table>
| Condom trial box       | A 1a Believe that condom use won’t reduce own sexual pleasure | Attitude | Associative learning – condom becomes a conditioned stimulus associated with arousal (conditioned response) as users are encouraged to masturbate with condom and reflect on pleasurable sensations  
Increase positive emotions - User asked to focus on pleasurable sensations when using condoms  
Behavioural experiments – belief (that sex with condoms is conducive to pleasure) is created through the interpretation of experience when trying out the different condoms  
Re-attribution – explain that condoms which are uncomfortable/reduce pleasure are often ill-fitting and therefore users need to spend time finding the right one for them |
| B2.2 Identify preferred type | Behavioural capability | Behavioural experiments – test out different condoms to see which is most comfortable/pleasurable |
| R3.a Identify place to store supply of condoms | Resources | Adding objects to the environment – new storage for condoms  
Restructuring the physical environment – use existing product/space to store condoms |
Now and next steps

• Content and web interface is currently in development
• Involvement of working group throughout: co-design
• Usability testing in Jan
• Apply for funding for trial in 2017 (randomize users of freetest.me)
Thank you

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