



Seventeen Days Interactive DVD

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Technology description

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The Seventeen Days Interactive DVD is a theory-based interactive film created by Carnegie Mellon University's Center for Risk Perception and Communication and designed to educate young women about contraception and sexually transmitted infections (STIs). The film presents scenarios involving decisions that young women face in romantic relationships. The film identifies choice points, suggests risk-reduction strategies, and asks viewers to think about what they would do in a similar situation. The film is interactive, allowing viewers to choose what they want to watch. Viewers are given the opportunity to mentally practice how they would respond in hypothetical situations through the frequent use of "cognitive rehearsal."

The film centers around a pregnancy scare, presenting educational content through six vignettes, a condom demonstration, and four mini-documentaries. The mini documentaries focus on contraception, STIs and anatomy. They are varied in their approach, including real life stories, dramatized video, interactive features, clinical expertise and mechanical demonstrations.

The target audience for this video is **sexually active adolescent females aged 14-19**.



Citations and Current Studies

Downs, J. S., Murray, P. J., Bruine de Bruin, W., Penrose, J., Palmgren, C., & Fischhoff, B., (2004). Interactive Video behavioral intervention to reduce adolescent females' STD risk: A randomized controlled trial. *Social Science & Medicine*, 59, 1561-72. PMID: 15279915

Downs, J. S. (2013). Video interventions for risk communication and decision making. In J. Arvai & L. Rivers (Eds.) *Risk Communication*, Taylor & Francis, pp. 23-39.

Downs, J. S., Bruine de Bruin, W., Fischhoff, B. & Murray, P. J. (2015). Behavioral Decision Research Intervention Reduces Risky Sexual Behavior. *Current HIV Research*, 13(5):439-46. PMID: 26149165

The cost to license the Seventeen Days Interactive DVD includes fees charged by a third party vendor to manage the distribution of the DVD and shipping costs. State sales tax will be added to your order where applicable. Note that you may alternatively license 1) multiple copies of the Seventeen Days Interactive DVD at the time your order is placed or within a one year period thereafter to receive a discounted price and 2) the Seventeen Days Interactive DVD together with an additional 2 hour looping version for continuous play in a non-interactive environment (waiting room, etc). Payment by credit card can be made after agreeing to the Seventeen Days Interactive DVD license agreement. Your order will be shipped within one week of payment confirmed by your credit card. Please allow 5-7 days for delivery.

Additional Information

Seventeen Days Interactive DVD -1 copy (US Delivery Only) \$200

Seventeen Days Interactive DVD -1 copy (International Delivery) \$250

Seventeen Days Interactive DVD –multiple copies (US Delivery Only) \$200 each for up to 2 copies in an order or orders within a one year period

Seventeen Days Interactive DVD –multiple copies (International Delivery) \$250 each for up to 2 copies in an order or orders within a one year period

\$100 each for additional copies 3 through 5 within a one year period (US and International Delivery)

\$50 each for additional copies 6 through 10 within a one year period (US and International Delivery)

\$25 each for additional copies in excess of 10 (up to 20 total) within a one year period (US and International Delivery)

Boxed set: Interactive DVD and looping version for continuous play (US Delivery Only) \$400

Boxed set: Interactive DVD and looping version for continuous play (International Delivery) \$450

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