

Seventeen Days Interactive Content

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Technology description

Seventeen Days Interactive Content

The Seventeen Days Interactive Content 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 film 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

For more information:

<http://www.seventeedays.org/>

Availability

The Seventeen Days Interactive Content is available via a license from Carnegie Mellon University for noncommercial research and educational purposes. The interactive content may be accessed at the following url: <http://seventeedaysweb.org/#/app/access> by entering the activation code issued to you by email (at the email address you designate when you license the Seven Days Interactive Content through this website), generally within 2-5 business days of confirmation of your credit card payment. The cost to license the Seventeen Days Interactive Content includes fees charged by third party vendors to manage the distribution of the licenses and to host the Seventeen Days Interactive Content. State sales tax will be added to your order where applicable. Note that you may alternatively license multiple activation codes to access the Seventeen Days Interactive Content at the time your order is placed to receive a discounted price.. Payment by credit card can be made after agreeing to the Seventeen Days Interactive Content license agreement. Your activation code(s) will be issued via email within 2 business days of confirmation of your credit card payment, and expire one year after the date of issuance.

Additional Information

Seventeen Days Interactive Content –Single User License (1 activation code) \$10

Seventeen Days Interactive Content –Multiple User License Bundle (25 activation codes*) \$100

*Note: You may provide any single activation code to one other user to access and view the Seventeen Days Interactive Content and may not be further transferred by or among users

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