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Q1 Name of your organization.

Planned Parenthood of Western PA

Q2 Grant #

20160265

Q3 Grant Period

May 16, 2016 - May 16, 2017

Q4 Location of your organization

City   **Pittsburgh**

State   **PA**

Q5 Name and Title of person completing evaluation.

Katie Horowitz, VP for Education

Q6 Phone Number:

412-258-9535

Q7 Email address.

khorowitz@ppwp.org

Page 2: Key Outcomes and Results

Q8 Total number of clients served through this grant funding:

1,276 texts received, 163 volunteers staffed IOTAS, up to and potentially more than 2,129,278 impressions (calculating all contacts through social media, in-person outreach, materials distributed, and traditional media impressions)

Q9 Describe the project's key outcomes and results based on the goals and objectives. Use the following format:State the Goal:State Objective 1:Describe the Activities, Results and Outcomes for Objective 1:State Objective 2 (if applicable):Describe the Activities, Results and Outcomes for Objective 2:State Objective 3 (if applicable):Describe the Activities, Results and Outcomes for Objective 3:

This year provided PPWP with an incredible springboard for increasing access to our sexual health textline, It's OK To Ask Someone (IOTAS). As expected, achieving a high level of visibility and broad recognition for a service like IOTAS required harnessing multiple channels, including new media and traditional advertising; maintaining a vibrant, relatable social media presence that was appealing to the target population; and continuing to conduct ongoing and widespread in-person outreach, both directly to youth and to the providers who serve them. We also sought to maintain textline operations by engaging a solid corps of volunteer staffers, an approach that would make answering a high volume of incoming texts possible and would serve as an innovative learning tool for the youth peer educators we serve. With a model that we know is working to increase access to sexual health information in Allegheny, Westmoreland, Cambria, and Somerset counties in western PA and in the hopes of sharing an effective strategy with organizations doing similar work around the country, we conducted outreach to other professionals in the field to orient them to the IOTAS model and to offer the software, curriculum, and other support materials to implement the model themselves.

Proposed objective and outcome: Execute a marketing and outreach campaign targeting 200,000 youth ages 14-19 that will promote the free, confidential sexual health textline service to youth in a four-county area through ad placement and direct outreach to over 75 youth-serving organizations across Western PA. Youth in four counties will have increased awareness of a confidential, reliable source of medically accurate sexual health information.

Digital Promotion
 Digital promotion took two forms: paid advertising and original content posted on Facebook, Tumblr, Twitter, Instagram, YouTube, and our revamped website at http://iotas.info, with a primary focus on Facebook and Instagram. A primary objective with social media properties was that they act as standalone sexual health education resources, not only promoting the textline, but also providing teens with an engaging source of sexual health information. The channels sought to strike a tone that was upbeat, positive, and welcoming, but not so silly as to undermine their credibility. Relevant hashtags drove traffic to posts and posts on each platform conformed to respective norms, including employing strategies specific to each platform to gain followers or friends.
      Very quickly, staff learned that using humor would be crucial to maintaining interest, engagement, and ultimately access for youth and young adults. As an expression of this, staff identified that the properties should tap into relevant current memes (referring to internet memes - photographs and pictures with humorous text superimposed over the image) frequently when creating posts. A discussion of internet memes in the context of a sexual health intervention may sound trite, but our work this year has demonstrated to us that mastery over this form factor for public health messaging is not trivial at all. Youth and young adults trade memes as a primary part of their experience online. As a meme evolves, posting a relevant example, especially with a new take on the subject matter can spike activity on an organization's profile, which for IOTAS also led to immediate increases in texts to the line. Just like with in-person education, meeting youth where they are and keeping them authentically engaged increases their openness to the information shared and the likelihood that they will use that information to enact healthy sexual behaviors. When young people liked, friended, or followed the profiles, this represented an important opportunity to keep them connected to IOTAS, since afterwards, our posts would appear on their daily feed, reminding them that they could access textline for any questions they might have.
      Paid advertising reached beyond these difficult to achieve "follows," to expand visibility to a highly targeted audience of youth and young adults in each of the four counties. Boosted posts (where a post made on a profile is pushed out to a broader audience) helped generate new potential followers and pushed original content out to a wide audience and standard paid ads (where an ad with a cue to action is pushed out to a defined target audience) reinforced branding visuals and directed users to the IOTAS website. Both sought to drive traffic to the textline.
      The success of the social media campaign becomes clear with a look at the analytics. Impressions - when an ad is delivered on an individual's timeline - totaled for IOTAS paid ads on Facebook and Instagram came to 1,208,935, and reach - unique individuals viewing

individual's timeline - totaled for IOTAS paid ads on Facebook and Instagram came to 1,202,935, and reach - unique individuals viewing ads - totaled 164,781. The most active form of engagement, link clicks - where users would have arrived at the IOTAS website - totaled 17,309. A later, but very successful push on Google ads to promote an original video ad was extremely successful. Over about an eight week period, impressions totaled 58,996 and views of longer than 30 seconds totaled an incredible 25,129. For individual posts, the highest levels of activity occurred on memes and our Instagram profile was the most active. One paid meme posted on Instagram garnered 2,165 likes, a massive amount of active engagement, while other posts had similarly high numbers of likes (2,003, 1,471, 1,338, etc.). Most unpaid Instagram posts paired an example of a real question from the textline with a humorous picture and routinely saw more than 50 likes per post. While it's difficult to establish a benchmark by which to measure success, a textline with multiple instances across the country, In Case You're Curious (ICYC), that uses a very similar and very engaging format typically receives between 30 and 40 likes per post, even with three times as many followers as IOTAS. Comments received on the posts themselves also reinforced youth and young adults' appreciation of the content. For example on one recent post, user shenzhenversaceupgrade posted "you guys are a great cause but your ads are even better" to which another user, tananda_love responded "...I only followed for how funny their ads are." By the end of the grant term, IOTAS' Instagram had 548 followers (exceeding even the PPWP profile) and the Facebook had 536.

Some important adjustments and additions that were made over time to the original social media strategy as outlined by the Shift Collaborative, our branding agency, included:

- Moving away from Twitter marketing and Pandora ads. Funds were instead marked for Facebook, Instagram, and ultimately Google ads for video. Twitter proved expensive and ultimately not the best platform to engage teens. Ads had average costs per click as high as $2.00 and $3.00, compared with Facebook, which ranged from as low as $0.01 to $0.30 or $0.40 per result (the algorithm for these costs differs based on ad popularity - the better an ad is working, the cheaper its cost). After much conversation and research, although Pandora was originally suggested by the Shift Collaborative in our promotional plan, we determined that while this type of advertising may be effective for other services or products marketed to youth, the fact that IOTAS is a phone number that a youth either needs to text immediately or save for later meant that an audio ad would make youth response very difficult. $5,000 was the minimum buy-in and so there was no way to do a small test run of ads without making a large investment. Rather than take that gamble, PPWP decided that splitting this funding among proven methods was a better approach.

- Any ads costing more than the aforementioned range after running for one or two days were stopped and revised or replaced to ensure cost-effectiveness.

- After seeing greater numbers of likes on our page posts with memes that were already viral among social media users, we refocused our paid boosted post ads to include only those memes which dramatically increased engagement with our profiles.

- Upon seeing greater-than-expected interest among college-age students during in-person outreach efforts, we increased our age range within social media ads to include young adults up to age 22.

- Development of a well-produced video ad helped facilitate a spike in the number of texts received on the textline. This video featured PPWP's peer educators and like many of our materials, used sample questions to encourage engagement. The video was viewed over 25,000 times, as mentioned above. (The video is available at https://www.youtube.com/watch?v=UdcrzJO14No)

Traditional Advertising

The front window of the PPWP downtown office is large with space for a 66" x 48" printed sign. Staff determined that a sign displayed here could better establish the connection between IOTAS and PPWP services. Bus ads released weekly during April and May on routes running throughout the City of Pittsburgh and immediate suburbs in Allegheny county also comprised an important channel for advertising. These ads included placements on 144 different busses in four different regions of the city during April and May. Advertising on the Port Authority busses is highly likely to reach the target audience, since so many teens and young adults use public transit, and unlike other more fleeting ads, is displayed to riders for their entire bus ride, giving them more time to think of a question or save the number in their phone. Based roughly on average overall ridership, the number of individuals who likely rode busses where an IOTAS ad was posted totaled 885,555.

Organizational and in-person outreach to youth-serving providers

Reaching even a majority of the 200,000 youth in the target communities with in-person outreach would never have been possible, given our department's capacity. As a result, we understood the importance of raising awareness and seeking buy-in amongst youth-serving providers working with young people closely every day. Organizational outreach consisted of emails, phone calls, and direct in-person canvassing of organizations either providing services to youth or in a highly trafficked business district with youth clientele. Ultimately, 124 organizations were contacted and received welcome packets, including palmcards with friendly avatars and sample questions, posters with tear-away phone numbers, and welcome letters modeling strategies for introducing the resource to youth (all

questions, posters with tear-away phone numbers, and welcome letters modeling strategies for introducing the resource to youth (all included in the mailed supplemental packet). Organizations included out-of-school time programs, recreation centers, pediatricians, OB/GYNs, social service agencies, transitional living organizations, barber shops, salons, and others. During the initial phase of this outreach, it became clear that some partners would benefit from a more detailed introduction to the service and a refresher on Planned Parenthood services. Fourteen different organizations agreed to have PPWP staff deliver half hour to hour long presentations covering these topics to a total of 283 youth-serving providers in Allegheny and Westmoreland counties including librarians, children and youth case managers, legal advocates for children, health educators, social workers, providers for youth experiencing housing instability, and resource navigators. Interestingly, during the initial outreach push, staff noticed that many college-aged students were also interested in IOTAS but were often older than the age range prioritized by the youth serving providers we were meeting with. In response, we began working with professors and groups on campus such as fraternities and sororities to present IOTAS at their class or club meetings. Our Textline Coordinator reached out to 61 different organizations and clubs, ultimately providing presentations to 255 students in seven organizations. Staff also developed new posters with college-aged models for use on campuses and with organizations serving young adults.

In-person outreach: direct to youth

Lastly, one of the most important strategies was getting marketing materials directly into the hands of youth. While social media and signage help youth to recognize and ultimately trust the brand, we believe that in-person conversations about the resource, just like any kind of warm hand-off, are likely the most powerful and immediate means of driving traffic to the the textline. During the initial summer months of the grant term, our Education Department engaged two high school peer educators to perform street outreach around the Pittsburgh area at sporting events, concerts, and other events with high youth participation. These students distributed 2,500 palmcards directly to youth. Recently, based on this model, a new volunteer team has begun doing the same work, but also including college campuses in their outreach. During four sessions, this group has distributed 400 palmcards directly to young adults on college campuses. Over the school year, high school peer educators were encouraged to distribute palmcards in their schools and to friends and PPWP educators distributed cards to each new group with whom they worked, for a total of 7,000 cards distributed through education programming.

Tabling at community events represented another excellent way to connect with youth and young adults. Tabling was performed at 21 events with an estimated reach of about 2900 people. To draw people in to our table, we developed an interactive IOTAS-branded sexual health Jeopardy pop-up banner, which was popular. At some events, organizers specifically requested that we bring the game. Although palmcards were the primary outreach tool, we quickly realized that other types of promotional materials would be both appealing and lasting, allowing youth to reference the phone number later. Through tabling and education programming, we distributed 1,200 pens, 1,000 silicon cell phone wallets, and 150 branded drawstring bags directly to youth. We ran through the initial orders of pens and cell phone wallets quickly and among students with whom we work closely, noticed that the silicon wallets stayed adhered to their phones for extended periods, allowing them access to the number over time directly on their phones. As a result, we felt strongly that these materials were an excellent use of resources.

Ultimately, through all of these outreach efforts, more than 35,000 palmcards and 1,200 posters were distributed to youth and youth-serving organizations.

Proposed objective and outcomes: Respond to an estimated 5,000 questions with medically accurate information, linking youth to services when appropriate. PPWP staff will manage a committed group of well-trained IOTAS volunteers. Youth asking questions will be linked to both medically accurate information and affordable services. Peer Educators will have increased sexual health knowledge and agency.

Incoming Text Messages

Although there were no readily available benchmarks upon which to base the projected number of texts in writing our original proposal, staff hoped that given this dramatically expanded funding for marketing, the volume of texts received would rapidly increase and the textline would receive between 13 and 15 texts per day, for a total of 5,000 texts received. Scaling up outreach and achieving name recognition turned out to be a much more lengthy process than originally anticipated. Over the grant term, IOTAS received 1,276 texts, an average over the whole term of 3 texts per day. However, taking a more recent average, we are proud to report that after much hard work, during the last two months of the grant term, IOTAS received a daily volume of texts averaging between 11 and 13, rapidly approaching the rate projected in the proposal. Although our funding period is ending and we are currently seeking additional funds, we hope to maintain this volume and to achieve continued modest increases such that we can reach a goal of 5,000 annual texts

funds, we hope to maintain this volume and to achieve continued modest increases such that we can reach a goal of 6,000 annual texts moving forward. In hindsight, we have clarity that our initial projection was optimistic and have even received some anecdotal affirmation that the number of texts we now receive is on par with other sexual health textlines in other regions. We would have liked to achieve the current volume of texts earlier in the grant term, but we feel that having seen this consistent increase demonstrates that our outreach efforts have been successful and that over time and repetition, youth and young adults are increasingly trusting and turning to IOTAS as a resource for the information that they need.

Volunteer Textline Staffers

Over the year, PPWP trained and/or maintained staffing with 24 adult volunteers and 139 teen peer educators who worked the textline, far exceeding the original number of volunteers projected. The original proposed structure of 4 hour shifts was modified slightly, allowing youth volunteers to respond on an impromptu basis when they had time and were interested in a question, and each day, a PPWP staff member or an adult volunteer acted as the bottomline staff person to ensure that questions were answered in the 24 hour response window.

Surveys were conducted with peer educators one month after their training to find out whether the training was effective. Focus groups were also conducted in three schools with peer educators who were most active in staffing the line to document youth reactions to this model of peer education. The entire preliminary report from both of these methods is included in our mailed supplemental materials. To highlight some findings, the survey showed that students' enthusiasm for the textline was reflected in the overwhelming number of students who referred IOTAS to friends or family (81%). More than half of students (53%) felt prepared to answer questions in IOTAS, and a majority also reported feeling confident in researching and suggesting answers (59%), as well as communicating (64%) the answer to their peers. In the future, PPWP would like to see a higher proportion of students feeling prepared to answer the questions and so will work to make continued revisions to the curriculum, also bearing in mind that the training this year was conducted with all students and so may have included some youth without a proclivity for this method of completing their peer education responsibilities. Next year, PPWP is likely to conduct this training only with the most interested students.

Youth in the focus groups (many of which were more likely to have staffed the textline than the general group that answered the survey) seemed to feel very prepared and felt that their work staffing IOTAS was important. Some students described feeling positive about being able to act as a resource for their peers:

"Yeah it just feels good knowing that you're actually making a difference in somebody's life just by answering one question. Because it could be a major thing or it could even be a little thing, but you telling them, just answering their question could help them in a major way."

While others who staffed IOTAS also felt that their work on the textline was helping them to gain their own knowledge and self-efficacy around practicing healthy sexual behaviors:

"I feel like we would be more prepared [to make a healthy sexual health decision] because if you compared us to someone who doesn't do IOTAS, we've talked about the situations that are similar to this and like this and we've researched it and we just have more knowledge on the possibilities and the outcomes, and what to do to make our decision and how it will affect us in the long run. So, IOTAS just helps us learn more and it teaches us and prepares us for future outcomes and possibilities."

While two other students felt strongly about the impact IOTAS was having:

"There's questions that come in every single day. And you can see people obviously feel comfortable enough to keep coming back or keep telling their friends because it [IOTAS] wouldn't be how big it is now if people weren't talking about it."

"So, okay IOTAS is Pittsburgh only, right? Why is it that? Like why is it not the whole country? That would be so great, it would be like an online community where we can talk about these things, cause like I don't know if other cities have this? Like it should at least be Pennsylvania. Pittsburgh's so small."

Proposed objective and outcomes: Develop and make the IOTAS education package available to interested organizations and other Planned Parenthood (PP) affiliates. Awareness will be increased among providers nationally about the availability of the IOTAS service as a replicable sexual health intervention. Partnerships will be established with organizations who may be interested in replicating.

After conducting a small amount of initial outreach in the fall and winter with close contacts at other PP affiliates, it became clear that stronger evaluation results would be important to obtain before engaging partners more broadly. As such, PPWP began work with evaluators from the University of Pittsburgh's Graduate School of Public Health, who will deliver a robust evaluation report by end of summer 2017. These evaluators conducted the survey and focus groups mentioned above and will be using a number of other mixed methods approaches to evaluate the program. In these conversations, PPWP encountered a number of different ideas about how organizations might think about implementation of an intervention like IOTAS (e.g. some might use the curriculum with small groups of peer educators, some might use the interface to engage different levels of staff in answering questions, organizations with a different focus may want to use the interface for topics other than sexual health). Over the year, PPWP staff, volunteers, and students also documented a number of changes to the IOTAS software interface that would make for a better user experience, as well as changes that will facilitate greater engagement of texters, such as the ability to deliver bulk messages on a regular basis to subscribers, keeping them closely connected to the resource. From all of these conversations, PPWP settled on an approach that is currently seeking to engage a small number of pilot beta tester organizations whom we will engage to help us do a final intensive round of revisions and software updates before finalizing and making a larger push to disseminate to organizations across the country.

In the meantime, PPWP has been pushing to lay the groundwork for IOTAS among professionals in the field. PPWP was accepted to present IOTAS during a workshop at the Center for Sex Education's National Sex Ed Conference in December of 2016. The workshop received positive evaluations and PPWP was able to connect with 12 professionals from a variety of organizations, including other Planned Parenthood affiliates, a university, and a health department. The VP for Education also attended the Youth Tech Health conference in May 2017, which provided an incredible opportunity to connect with a specific group of professionals engaged in work very related to IOTAS. To maximize this opportunity, the VP brought printed bookmarks describing the program opportunity and packets of promotional materials to pass out during conversations (a packet is included in the supplemental materials). The VP was able to distribute about 125 bookmarks and packets at the conference. From these efforts, PPWP is excited to be engaged in very early conversations with two organizations about the possibility of acting as beta testers, with two other strong leads on partnerships yet to be explored. A paper written collaboratively by Pitt Public Health partners and PPWP, entitled "A technology-based peer education intervention: Results from a sexual health textline feasibility study," is also under review at the American Journal of Sexuality Education, acceptance of which would further publicize IOTAS and the department's efforts on this project.

Q10 Please describe any challenges/obstacles the organization encountered (if any) in attaining goals & objectives.

1. The original marketing strategy provided to us by the Shift Collaborative was thoughtful and targeted, but very little has been published about advertising for sexual health textlines and although they bear some resemblance to other types of hotlines, they occupy a unique space with unique challenges that as we learned, were not necessarily reflected in the original strategy as laid out. We think various factors contributed to the challenging nature of marketing IOTAS. First, IOTAS is a resource without a physical location, as well as a service that individuals access at a very particular moment in time, namely when they have a question relating to sexual health. Sexual health is a stigmatized topic and so youth may be more reluctant to engage, especially in a public way (such as liking a post on social media). Sometimes a user will already have a question in mind when they encounter an IOTAS promotion. At other times and perhaps more commonly, PPWP needed potential users without an immediate question to remember IOTAS as a resource that they will access later. In this situation, where both the brand and the concept of the service itself are new, a heavy burden is placed on the promotional materials to both inform and appeal to potential texters. This means upon encountering an ad, a user had to immediately perceive IOTAS as a reliable, reasonable place to access the information that they needed; then, the materials had be memorable, so that when the question arose, the person remembered that the service was available; and lastly, the user had to be able to readily locate the phone number once they were ready to use it, no matter whether they thought to moments, days, or months after seeing an advertisement.

2. Another challenge, which unfortunately represents a much larger systemic problem, was that because several of the schools that we serve through our peer education program are extremely underresourced, some students' literacy levels are quite low. While there were a solid number of students who excelled at answering questions on the textline, unfortunately, other students experienced difficulties composing the answers in an effective way. PPWP's peer educators are youth who are passionate about sexual health and skilled at sharing that knowledge with their peers, but as regards written answers on the textline, IOTAS seems to present challenges for those with lower literacy.

3. Technology upgrades took much longer than hoped for or anticipated and while regular textline operations were not impacted, user experience was not improved in the ways that we hoped it would be over this year. Use of volunteer software developers and support people may not be sustainable in the future.

Q11 How did you overcome and/or address the challenges and obstacles?

As described in the outcomes section above, we learned time and again how important it was to be flexible in our approach to marketing and iterative in our execution of outreach strategies. Some small, but important adjustments seemed to help get at issues of perceived reliability and memorability. For example, in the winter, based on conversations with students and people at tabling events, we started to wonder if youth wanted to be connected to the resource but had difficulty immediately thinking of a question. As such, we modified our marketing materials so that instead of "Text your question…," they read "Text START to..." This led to an immediate increase in incoming texts and many texters who sent START followed up within a few days with a question. We believe that this little adjustment allowed an easy way for youth to essentially save the number in their phone, as well as potentially lending an air of credibility to the textline, since the public is used to seeing these kinds of subscription prompts in association with SMS communication. Adjustments to marketing and promotion were made almost constantly and many of the others have been detailed above.

As a test case to examine the issue of literacy among youth IOTAS staffers, PPWP recruited a small group of students from a private preparatory high school in the area, presumably with generally higher levels of literacy than other peer educators, to try to understand whether these students would be better able to maintain the tone of IOTAS in their answers. Sure enough, answers provided by these teens were often high quality enough to be sent out without any editing. While it is incredibly important to PPWP to allow any interested youth, regardless of their literacy skills, to be involved in IOTAS, it will be helpful moving forward to understand these challenges ahead of time so that greater support and training can be provided to those students who may be more likely to struggle with this method of peer education.

We sincerely appreciated being able to use the unused salary funds from the grant to compensate a portion of the work completed by our software developer, who has otherwise donated many in-kind hours of highly skilled technical work to IOTAS. This was incredibly important in the short term for the upgrades we need to begin dissemination. Moving forward, we will explore securing additional funding to compensate developers for their time.

Q12 Describe any unintended positive outcomes as a result of the efforts supported by this grant.

1. One very exciting unintended positive outcome resulted from work with the AIDS Free Pittsburgh (AFP) coalition. AFP is a public health movement working to end the AIDS epidemic in the Pittsburgh area by reducing transmission of HIV by 75 percent, increasing rapid linkage to care for people with new HIV infections, and getting to zero AIDS diagnoses in Allegheny County by 2020. One of AFP's primary strategies is increasing access to PrEP, pre-exposure prophylaxis, for high risk individuals. In western PA, public awareness of PrEP is very low and as such, AFP launched a major awareness campaign that has included bus ads, printed materials (included in the supplemental materials), a website at http://preppgh.com, and other in-person outreach. Because of PPWP's close work with this coalition, IOTAS was identified as an excellent resource through which people interested in PrEP could have questions answered. The IOTAS phone number was included on all the above listed materials and will continue to be advertised in this capacity as long as AFP's efforts continue. Excitingly, this work has also led to PPWP securing an additional grant to increase our HIV prevention work and the affiliate is now providing PrEP services ourselves, which provides for an even closer linkage to services for any PrEP questions that come into IOTAS.

2. A positive consequence that we expected, but that was more important than anticipated, was that in conducting IOTAS outreach, significant opportunities were created to raise awareness of PPWP services in general. This was especially true in the outlying counties of Westmoreland, Cambria, and Somerset. In talking to youth-serving providers in these areas, we noticed that there was a strong lack of knowledge surrounding the extent of the services PPWP offers. Our Development department, in response, created mousepads and specialized business cards with information about the counties' PPWP centers, which we distributed along with our IOTAS materials. Being distant from our administrative offices in Pittsburgh, we typically have very limited capacity to conduct outreach in these areas, so these opportunities were welcome and important for increasing access to our high quality, affordable reproductive health services for people in those communities.

3. Finally, we were interested and happy to see a greater-than-expected use of the IOTAS textline among adults older than college-age. Questions about sexual health, sexuality, and relationships persist throughout our lifetimes, and a number of adults (who mentioned their age within the text) wrote to ask us questions on the textline. These questions were about topics like marriage and divorce, transitioning from male to female as a senior, and healthy and unhealthy relationships. While adults were not our primary target population, we were happy to fill a gap that apparently exists.

Q13 Briefly describe the impact this grant has had on the organization and community served.

The S.L. Gimbel grant's impact for us has been enormous. Before the Foundation accepted our proposal, IOTAS was a labor of love that PPWP knew had great potential, but that would also require an infusion of funding and a substantial body of work to realize that potential. Our Education Department has been working since 2013 to integrate digital media and technology across our programming, with an understanding of how important these are for youth engagement and also how great the need is across our region and the entire country for better and more accessible means of sexual health education for youth overall. This grant has allowed us to establish IOTAS not only in Pittsburgh, but also in the underserved counties of Westmoreland, Cambria, and Somerset, who we know are in great need of expanded sexual health services. It has also allowed us to make incredible progress towards establishing the effectiveness of IOTAS for both youth who staff the line and those who text their questions, which will help us in turn, to share the model and all of our lessons learned with organizations across the country who are also trying to crack the nut of how to engage youth in ways that are relevant to their lives, even as new technologies emerge almost constantly. We believe that models like IOTAS have an important place in the future of sexuality education and we are sincerely grateful and proud to have had this opportunity.

Page 3: Budget

Q14 Please provide a budget expenditure report of the approved line items. Include a brief narrative on how the funds were used to fulfill grant objectives.

PPWP's proposal to the Gimbel Foundation requested $49,673 to cover the expense of salary and benefits for a staff person to do marketing and outreach for IOTAS, travel for the staff person in four western Pennsylvania counties and marketing and advertising to promote the text line in these counties.

Below are the budget and the grant expenditures:

	Budget	Actual
Salary & benefits	$24,373	$24,963
Staff Travel	$ 3,000	$ 2,971
Marketing :		
Bus ads	$10,400	$ 6,803
Digital	$ 8,900	$ 8,057
Print	$ 2,000	$ 3,600
Promotional Items	$ 1,000	$ 3,606
Total Marketing	$22,300	$22,066
Total Expense	$ 49,673	$50,000

The actual costs within each line item are within 2.5% of the budgeted amount and the full grant of $50,000 was used for the IOTAS project.   There was some variation from the budget regarding how money within the salary and marketing line items was spent, but all spending was consistent with the category. For the salary line item, the staff person hired did not need health care benefits so a savings of $2,482 was used to pay a software development consultant to make technical changes to improve the IOTAS application.

The marketing budget proposed promotion of IOTAS through advertising in four categories: traditional advertising (bus ads), digital advertising, print materials and promotional swag.   Adjustments were made during the course of the grant with the amount spent within those four categories and the type of tools used or items purchased for digital media and promotional swag. For example, Instagram and Google ads were used instead of Twitter and Pandora ads, and more promotional items were purchased than initially planned. These changes resulted in the use of marketing strategies that were most successful in reaching young people and generating increased text volume.

Page 4: Success Stories

Q15 Please relate a success story:

In a way, we consider all of the answered questions to be success stories, since each one represents a need for information and connection that was fulfilled where it otherwise may not have been. However, here are some typical and moving examples of questions texted in and the compassionate, intelligent answers composed in return by our peer educators. If the answers below were edited by adults, the edits were very minor.

Exchange #1
Texter: Hello, IOTAS. I (female) have a relationship with my boyfriend, love him, and really want to eventually marry him. However, my best friend(male) since high school as been recently showing me that he has feeling for me and flirts intensely with me. We express that we know we can't be together since I am on a relationship but I feel the things we say to each other might be bordering very sexual and I wouldn't want to do anything to make my boyfriend not trust me. I want to continue letting him know that although I've flirted with him before I don't want to continue doing this but I don't want to jeopardize our amazing and long friendship. How would you suggest to deal with a close friend who begins expressing feelings for you? Thank you!

IOTAS: Hi, thanks for asking IOTAS! This sounds like a tough situation, but It is responsible of you to acknowledge this dynamic and to prioritize loyalty to your current partner. It might be a good idea to have a face-to-face conversation with your friend. In this conversation, you may want to express exactly how you feel with "I feel" statements. Be straightforward, and tell him that there cannot be any more flirting between you two because you love your boyfriend, but also tell him how much you value his friendship. Make sure to be respectful. He may be hurt at first, but in the end you will be doing the right thing by not "playing with his feelings." If he is a true

friend, he should respect your boundaries and having this conversation with him shouldn't ruin your friendship! It may create some awkwardness but eventually, with time, things will be alright. Best of luck, feel free to text us back anytime.

Texter: Thank you very much for helping me realize the right decision. I sometimes have
a hard time sticking to my principles when I think that doing do may make others feel
Hurt.

Exchange #2
Texter: Hello I'm one of your followers and I love your account and think it's great and helpful:) but how do I know if someone likes me if we don't even talk. And I have crazy anxiety so I can't talk to him. But he always walks near me when there's clearly more room around me, he always looks at me when I pass him in this one part of the hallway, and someone told me he likes me but I'm not totally sure if I believe them. I honestly think he does but i don't know for sure cause I want him to talk to me@

IOTAS: Hello, thanks for asking IOTAS! It is totally normal to want to have someone to like you back. If you are ready, you should talk to them, don't wait around for him to talk to you! It can be nerve-wracking to talk to your crush but it is okay! The number one thing to remember is to be yourself. The best thing to do is to start slow and ease into it. Maybe start by just saying "hi" to them when you walk by them. That can help you feel comfortable speaking to them. From there you can move onto talking to them more like asking them how their day was, and keep going from there. Starting off with something small will help you feel more confident talking to them more, and they'll probably start talking to you more in return! Then when you feel ready, you can ask them out. The worst thing that can happen is he says no, which can definitely sting, but just remember: you are awesome and you don't need them to think you're awesome for that to be true!! If you're yourself and this guy doesn't like you, he's not the right fit! It's important to find a guy who likes you for you! That way when you meet someone and they like you, you know it's for all the right reasons and the connection can be great. If you try to change yourself for someone, eventually the real you will come out anyway! Good luck! Feel free to text us back anytime.

Exchange #3:
Texter: I'm worried I'm pregnant what should i do.

IOTAS: Hello, thanks for asking IOTAS! Many people have pregnancy scares and it can definitely be hard not to worry until you know for sure! A pregnancy test is the best way to know, even if other signs seem to be pointing to yes or no. Most pharmacies sell over the counter pregnancy tests and you can even get them at places like dollar stores. You can also schedule an appointment with Planned Parenthood for a pregnancy test, which can be a nice opportunity to talk to trained staff about the results, birth control, and any other health concerns you may have. You can schedule an appointment at http://bit.ly/pghfamilyplanning or calling 412-434-8971. I hope this helps! Feel free to text us back anytime.

Q16 Please relate a success story here: **Respondent skipped this question**

Q17 Please relate a success story here: **Respondent skipped this question**

Page 5: Organizational Information

Q18 Which category best describes the organization.   **Medical/Health/Public**
Please choose only one.   **Agency**

Q19 What is the organization's primary program area of   **Health & Human**
interest?   **Services**

Q20 Percentage of clients served through grant in each ethnic group category. Total must equal 100%

Respondent skipped this question

Q21 Approximate percentage of clients served from grant funds in each age category.

Respondent skipped this question

Q22 Approximate percentage of clients served with disabilities from grant funds.

Respondent skipped this question

Q23 Approximate percentage of clients served in each economic group.

Respondent skipped this question

Q24 Approximate percentage of clients served from grant funds in each population category.

Respondent skipped this question