

PLAN A

A theory-based, evidence-informed, entertainment-education reproductive health intervention

PLAN A is a 23-minute, entertainment-education video intervention developed by Sentient Research to reduce unplanned pregnancies and sexually transmitted infections (STIs) among 18–19-year-old African-American and Latina women.

Topics addressed in **Plan A**:

- Risk perception for pregnancy and HIV/STIs
- Contraception options, with an emphasis on long-acting reversible contraception and dual contraception
- Emergency contraception
- Condom use and negotiation skills
- The importance of regular HIV/STI testing
- Discussion of sexual history, HIV/STI testing, and contraception with a health provider

Implementation options: **Plan A** was designed to be watched by young women before a clinic visit, either in a waiting room, exam room, or online at home before their appointment. It is also appropriate for other venues such as schools, after-school programs, or community organizations.

The **Plan A** intervention is:

- Easy to implement; it requires little staff time and no training
- Brief enough for clients to watch before their appointment
- Entertaining, keeping the target audience engaged over the video's entire 23 minutes
- Comprised of three stories with a range of characters to appeal to diverse audiences
- Available with Spanish and English captions
- Highly acceptable and engaging to both African-American and Latina women ages 18–19, as well as younger women and other races/ethnicities

Watch the *Plan A* trailer at www.sentientresearch.net

Plan A development: The intervention was developed using an iterative process involving adolescent health experts, clinical providers, and intensive, ongoing input from young women. The theoretical framework includes Social Cognitive Theory, the Theory of Planned Behavior, and entertainment-education theories that have been used for numerous effective reproductive health programs.

For more information about Plan A development, see:

Plant A, Montoya JA, Snow EG, Coyle K, Rietmeijer C. Developing a Video Intervention to Prevent Unplanned Pregnancies and Sexually Transmitted Infections Among Older Adolescents. Health Promotion Practice. 2018.

Program research: *Plan A* is currently in a 5-year randomized controlled impact study. Two completed studies have found very high levels of program acceptability, satisfaction, and engagement among a broad range of young women, including African-American, Latina, and White women ages 16–19.

Citations: Plant A, Walter N, Murphy S, Montoya J, Rietmeijer C. Acceptability of a Brief Entertainment-Education Video Intervention to Prevent STIs and Unintended Pregnancies Among Older Adolescents. Presented at: 2018 STD Prevention Conference; August 27-30, 2018; Washington DC.

Plant A, Montoya J, Falk G, Walsh S, Demby H, Rietmeijer C. Acceptability of *Plan A*: An entertainment-education video intervention to prevent sexually transmitted infections and unintended pregnancies among young African-American and Latina women. Presented at: 2018 APHA Conference; November 10-14, 2018; San Diego, CA.

The Plan A intervention package includes:

- DVD with three versions of *Plan A* (Including; Uncaptioned in English, English captions, Spanish captions)
- USB flash drive - includes all *Plan A* files
- User's Guide

For ordering information, contact:

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