

SexC App (Sex and Contraception) - A Social Media Approach

The SexC app is a learning adventure which allows the user to define their sexual path and make decisions from their real life experiences. Any contraceptive users will have the ability to learn and problem solve their situation in the event of contraceptive misuse. The contraceptive failure rate in users is related in large part to problems of compliance. Prescriptive instructions and the potential for contraceptive mishaps such as missed pills, Nuva-Ring falling out or the Evra Patch falling off can lead to imprecise corrective action or non-compliance and the potential for future pregnancy.

Evidence from the Canadian Community Health Survey states that in 2003-2005, 42% of Canadian Males and 31% of Canadian females' aged 20-24 years had multiple sexual partners in the last year. Teen pregnancy poses increased health risks to both mother and child. Ontario data from 2007 indicates the teen pregnancy rate for women 15-19 years of age was 25.7 per 1000. This rate is significant from a Public Health and determinants of health perspective (MOHLTC).

Contraceptive knowledge is very complex and often lined with potential problematic experiences that are unexpected and require immediate intervention. The creation of this app will allow users to make virtual decisions based on real life experiences. All scenarios are examples of real life contraceptive stories which allow the user to select options and recommended actions based on the challenge defined. Not following through on the recommended action could result in consequences such as a Sexually Transmitted Infection or pregnancy.

For example, the storyline will have you deciding whether or not to have sex with your new boyfriend, but you forgot to take your birth control pill for the past two days. What do you do? The user will select from real life options and outcomes will populate. If the user selects "Have sex" the app will recommend "because you have missed your pill two days in a row you are not protected from pregnancy. Take 2 pills for the next 2 days and use a condom. Other problematic scenarios may include your nuva-ring falling out or your patch falling off. Recommended actions will populate based on further questioning ie. What week did your Nuva ring fall out? Did you re-insert immediately or wait xx days?

If the user decides to have sex but not use protection the story line ends with "congratulations your estimated due date is XXXX or congratulations you have Chlamydia. The app can then recommend to the user to visit their closest Sexual Health Centre to receive Plan B or STI testing. The app will also have frequently asked questions available to the user and could have contraceptive reminder ability.