

**HIV PREVENTION INFORMATION FOR TEENS ONLINE
PHASE I**

The purpose of this SBIR Phase I project entitled Sexual Health Information for Teens Online (SHIFT-Online) is to develop and distribute research-based products via the web to increase adolescents' sexual health knowledge and increase refusal and negotiation skills by providing accurate research-based information in engaging online activity formats. Specifically, the project will develop 1) An engaging web site designed for teens, and developed using Web 2.0 concepts, that presents sexual health information and skill building resources as a series of engaging new media activities developed using research-based activities drawn from effective youth pregnancy/STI/HIV/AIDS prevention programs; 2) A Spanish language version of the web site and activities that is culturally tailored for adolescents whose primary language is Spanish; and 3) The SHIFT-Online Activity Bank for practitioners. The Activity Bank will provide practitioners with the ability to download or access the activities and incorporate them into their existing or new teen sexual risk reduction programs. The project will be heavily informed by members of the target audience using methods such as focus groups, interviews and in-person and long distance usability testing.

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