

Expanding Awareness of HIV Contraction in Adolescents Using TikTok

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PICO Question

- P** → Population
Adolescents aged 18-25
- I** → Intervention
What is the effect of an educational video via TikTok?
- C** → Comparison
Compared to traditional teaching methods.
- O** → Outcome
The improvement of HIV transmission, treatment, and prevention.

In adolescents aged 18-25 (P), what is the effect of an educational video via TikTok (I), compared to traditional teaching methods (C), on the improvement of HIV transmission, treatment, and prevention (O)?

Literature Search

Databases:
PubMed, CINAHL, Google Scholar

Range: 2017-2022

Key Terms:

HIV Education, HIV and low socioeconomic communities, Teaching in Adolescents



Background

HIV is more prevalent in low socioeconomic areas, and unemployment rates among people living with HIV/AIDS range anywhere from 45 to 65%.^{1,2} This contributes to mortality rates in HIV positive patients.^{1,2} Being younger (18-24) decreased the likelihood an individual had ever been tested for HIV.³ This population is therefore a clear target for HIV education and testing. Because technology is rapidly evolving, institutions face the challenge of keeping up with the changes.⁴⁻⁶ If implemented correctly, the redevelopment of teaching-learning blueprints will involve the newly developed technological inventions, like social media.^{4,6} The use of well known platforms (like TikTok) may facilitate learning by sharing video creations and displaying information in unique ways to capture the young adult (18-25) audience.^{4,5,7}

Synthesis of Findings

- Young adults ages 18-24 are more likely to never have been tested for HIV (56%) compared to those ages 25-64, of which between 26.2 and 30.6% report never have been tested.^{1,3}
- Identifying and understanding social and economic conditions such as substance abuse, violence, and income with respect to HIV/AIDS testing and contraction is vital to determine the cause of rising multi-morbidity rates in a population, as well construct the best possible interventions to decrease disease contraction and complication.¹⁻³
- Testing hesitancy and misinformation contribute to the increased prevalence of HIV in low income communities.^{1,3}
- Evolving educational modalities that incorporate gamification, game theory, or social media show great promise in their ability to outperform traditional or standard learning methods and reach a young adult (18-25) audience.⁵⁻⁷

Decision to Change

- The intervention chosen is to test the effectiveness of a social media teaching platform (i.e. Tik Tok) versus the traditional learning model in teaching about HIV(transmission, treatment, prevention).
- Implementing more relatable resources that are preferred by our target audience will better facilitate the understanding and retention of HIV curriculum.
- Evidence shows that involving social media and online learning opportunities versus the traditional teaching-learning models result in improved performance on post-test measures.
- This model will appeal to our target audience and bridge the knowledge deficit by improving overall knowledge about HIV (transmission, treatment, prevention) via TikTok.
- By the end of the month implementation period, the HIV education video will increase the knowledge and awareness of HIV in adolescents by 10%.

Evaluation

In order to evaluate the outcome, we will implement a pre and post test to determine if the intervention of using video instruction (TikTok) versus traditional teaching (lecture) resulted in more understanding.

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