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Mobile App Poised to Transform Sex Ed AccessMatters launches mobile app designed for teens

[PHILADELPHIA, PA – February 17, 2016]: In the midst of National Condom Week, [AccessMatters](#) today launched a new mobile app called "[It Matters](#)." The "It Matters" app, developed by AccessMatters with app developer Damien Leri of [Big Yellow Star, Inc.](#) in consultation with youth advisors, is free and provides teens and young adults ages 14-24 with accurate, timely information about sexual and reproductive health.

Healthy relationships and sexual health are integral to overall health and wellbeing. Unfortunately, many teens and young adults receive inadequate levels of sexuality education in school, forcing them to turn to friends or the internet for information that may not be accurate. Designed and developed with input from teens and young adults, the "It Matters" mobile app aims to address this problem by establishing a user-friendly source of information about health topics, videos, a health center finder featuring AccessMatters' Network health centers, and other interactive elements.

Users can find answers to common questions on topics such as relationships, birth control options, LGBT health, STDs, and more. The app even features a video explaining what to expect during a visit to a health center, featuring local youth from Philadelphia.

Some components of the mobile app are geo-location specific while other information included in the app can be helpful to teens and young adults nationwide. As the Title X Family Planning grantee in Southeastern Pennsylvania, AccessMatters provides funding and capacity-building support to a diverse network of health care providers. The mobile app features a "find your health center" function that allows users to search by zip code to find the closest health care provider within the AccessMatters' Network.

"The trend is continuing to shift away from consumers searching websites for health information and toward accessing mobile apps from their smartphones for up to date, accurate health information," said Melissa Weiler Gerber, President and CEO of AccessMatters. "We are pleased to unveil this mobile app in response to the changing needs and preferences of teens and young adults who can benefit from care at AccessMatters' Network health centers and consumers, generally."

As part of the launch, AccessMatters is unveiling the app this week in its network of school-based Health Resource Centers. In the coming months, AccessMatters will add more dynamic content and launch future phases of the app with increased functionality. Features may include allowing a user to set automatic reminders for health appointments or to take medication, trivia or quizzes testing user knowledge of sexual and reproductive health topics, and expanding the age range for users and providing tailored information based on age, sexual orientation, and gender.

While the "It Matters" mobile app is designed with teens and young adults ages 14-24 in mind, it provides any user with information about sexual and reproductive health topics, including where to find health services. Parents and caregivers can utilize the "It Matters" mobile app to begin conversations about sexual health with their children.

"Over the past several years, graduation rates have risen while teen birth rates have declined," added Weiler Gerber. "Yet persistent high rates of unplanned pregnancies and STDs in some communities demonstrate that there is more



work to be done to educate and protect youth. We want to ensure teens and young adults have the information and tools they need to live healthy and happy lives. The best way to do that is to reach them where they are, with candid, positive messages that resonate with them.”

The “It Matters” mobile app is designed for both Android and iPhones and is available for download in the [Google Play](#) and [Apple Stores](#).

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[AccessMatters](#) is the catalyst for providing access to sexual and reproductive health care for teens and adults in need reaching over 200,000 individuals annually. For more information about AccessMatters programs, visit www.AccessMatters.org, [@AccessMatters4U](#) on Twitter, and [@AccessMatters](#) on [Facebook](#).