Cincinnati Children's

# Healthcare Education Website

## Research Presentation

6 February 2015


**DESIGN TEAM**

**Blake Lane** - Project Leader
**Ryan Fennessey** - Motion Design
**Kyle Cypher** - Interaction Design


livewell COLLABORATIVE + Cincinnati Children's change the outcome

# Project Brief

**Currently, preparation of foster youth for entry into independent living focuses on a broad range of skills and occurs 6-18 months prior to aging out of foster care in three settings: foster placement, classroom didactics, and mandated healthcare visit.**

- It is the expectation and responsibility of adults in a teen's current placement (i.e., foster parents, staff in group homes, caseworkers) to promote independent living skills in all youth ages 15 and older.
- Second, there is a required classroom-based curriculum that all youth must complete before they are moved into their own apartment.
- Finally, there are mandated visits with the CHECK Foster Care Clinic at CCHMC, which provides comprehensive health evaluations concurrent with a move to independent living.

livewell COLLABORATIVE + Cincinnati Children's change the outcome

# Problem Statement

**Problem**

There are not systematic education materials provided to youth that addresses:
- health
- access to healthcare
- healthcare utilization
- how to navigate the healthcare system

# Problem Statement

**Problem**

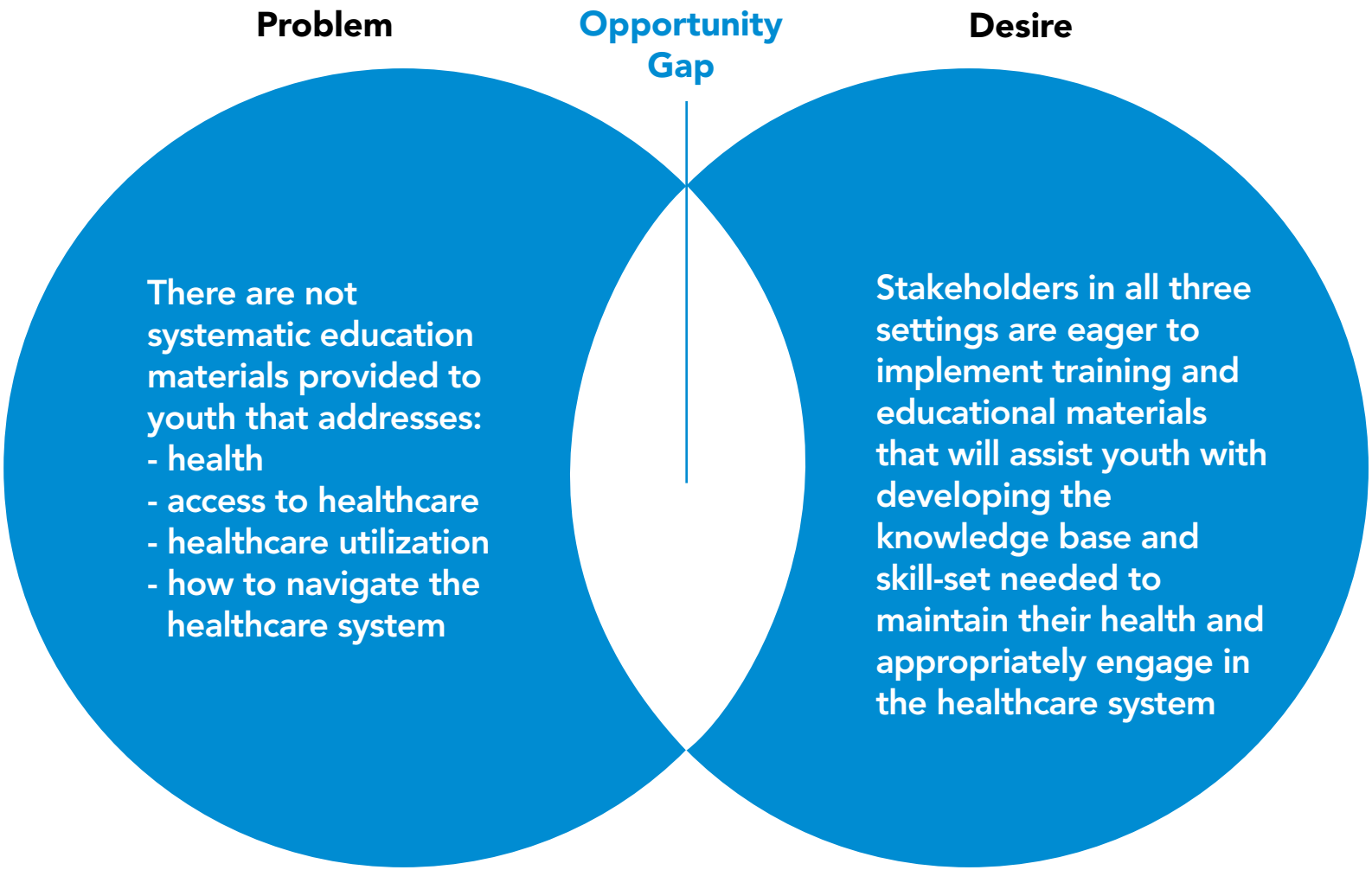
There are not systematic education materials provided to youth that addresses:
- health
- access to healthcare
- healthcare utilization
- how to navigate the healthcare system

**Desire**

Stakeholders in all three settings are eager to implement training and educational materials that will assist youth with developing the knowledge base and skill-set needed to maintain their health and appropriately engage in the healthcare system

livewell COLLABORATIVE + Cincinnati Children's change the outcome

# Problem Statement




livewell COLLABORATIVE + Cincinnati Children's change the outcome

# Goals & Deliverables

1. **Create educational materials that can be tested for efficacy and implemented with:**
   - Independent living programs
   - Healthcare providers
   - Foster and group homes

2. **Develop educational materials for independent living classes and clinical settings.**

livewell COLLABORATIVE + Cincinnati Children's change the outcome

# Design Thinking Strategies

1

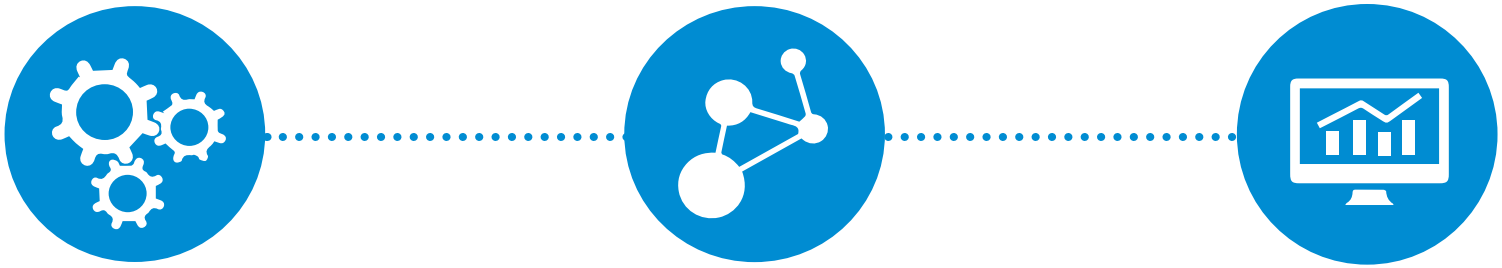
**Applying**
past research methodologies and outcomes to current context.

2

**Connecting**
with stakeholders through creative processes.

3

**Visualizing**
data and insights collected.



livewell COLLABORATIVE + Cincinnati Children's change the outcome

# Research Goals

## Investigate

- Why do youth in foster care access the Internet?
- What styles of websites and features of websites attract youth in foster care?
- How can those website styles and features be utilized to entice youth in foster care to a healthcare website?

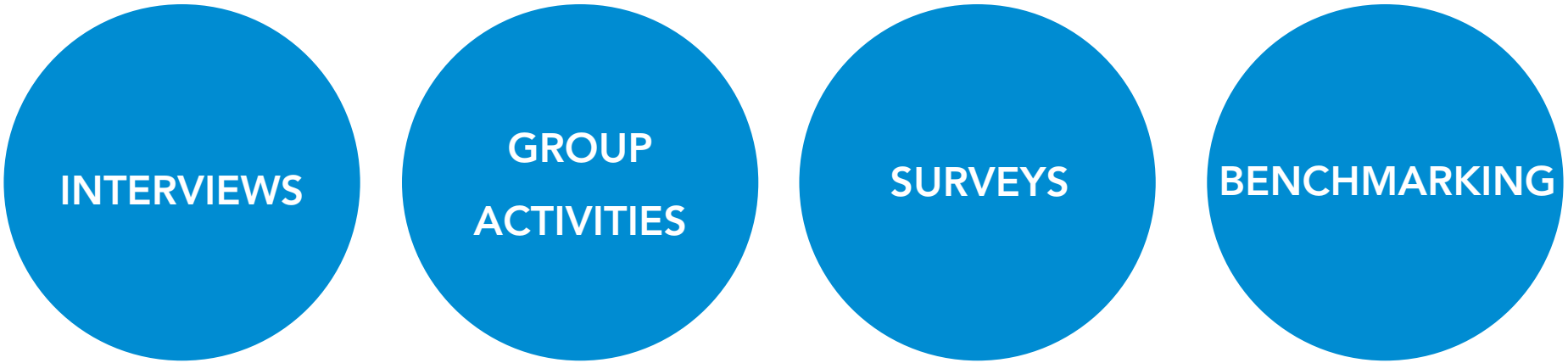
livewell COLLABORATIVE + Cincinnati Children's change the outcome

# Research Goals

## Understand

- How can the role of stakeholders in youth in foster care's lives support the utilization of a healthcare website with the youth?
- How can this role act as a trigger for engagement between youth in foster care and the healthcare system to create an ongoing relationship between healthcare and youth in foster care?

# Research Methodologies




livewell COLLABORATIVE + Cincinnati Children's change the outcome

# Research Methodologies

## Interviews

Foster Parents and Youths
Care and Services

**RN, CDCA**
Lighthouse Sheakley Center
for Youth

livewell COLLABORATIVE + Cincinnati Children's change the outcome

# Research Methodologies

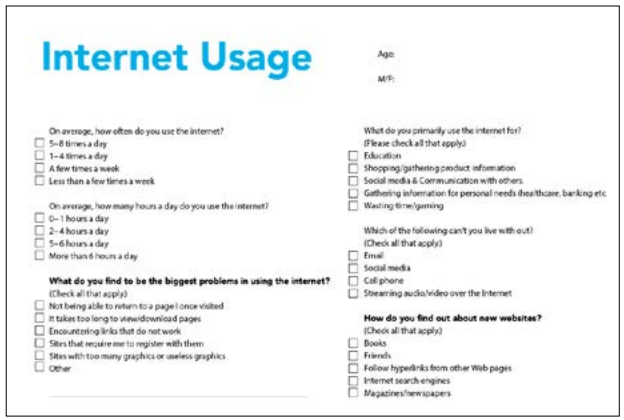
## Group Activities

Lighthouse Sheakley Youth Services

livewell COLLABORATIVE + Cincinnati Children's change the outcome

# Research Methodologies

## Questionnaires and Surveys



Internet Usage

Age:

M/F:

On average, how often do you use the internet?
- 5–8 times a day
- 1–4 times a day
- A few times a week
- Less than a few times a week

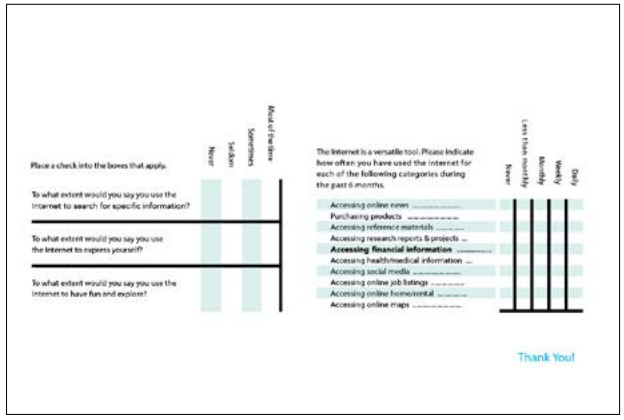
On average, how many hours a day do you use the internet?
- 0–1 hours a day
- 2–4 hours a day
- 5–6 hours a day
- More than 6 hours a day

**What do you find to be the biggest problems in using the internet?**
(Check all that apply)
- Not being able to return to a page I once visited
- It takes too long to view/download pages
- Encountering links that do not work
- Sites that require me to register with them
- Sites with too many graphics or useless graphics
- Other

What do you primarily use the internet for?
(Please check all that apply)
- Education
- Shopping/gathering product information
- Social media & Communication with others
- Gathering information for personal needs (healthcare, banking etc.
- Wasting time/gaming

Which of the following can't you live with out?
(Check all that apply)
- Email
- Social media
- Cell phone
- Streaming audio/video over the Internet

**How do you find out about new websites?**
(Check all that apply)
- Books
- Friends
- Follow hyperlinks from other Web pages
- Internet search engines
- Magazines/newspapers



Place a check into the boxes that apply.

Never / Seldom / Sometimes / Most of the time

To what extent would you say you use the Internet to search for specific information?

To what extent would you say you use the Internet to express yourself?

To what extent would you say you use the Internet to have fun and explore?

The Internet is a versatile tool. Please indicate how often you have used the internet for each of the following categories during the past 6 months.

Never / Less than monthly / Monthly / Weekly / Daily

- Accessing online news
- Purchasing products
- Accessing reference materials
- Accessing research reports & projects
- **Accessing financial information**
- Accessing health/medical information
- Accessing social media
- Accessing online job listings
- Accessing online home/rental
- Accessing online maps

Thank You!

livewell COLLABORATIVE + Cincinnati Children's change the outcome

# Research Outcomes

## Total Time Spent

### INTERVIEWS

- **BAIR Foundation**
  1 Hour
- **Coyote Capasso**
  1 Hour

**Total Time -** 2 Hours

### GROUP SESSIONS

- **Lighthouse Sheakley Youth Services**
  2 Hours
- **BAIR Foundation**
  2 Hours

**Total Time -** 4 Hours

### PREPARATION

and Healthcare Guide printing

- **Interview Guides**
  2 Hours
- **Activity Development/ Creation**
  16 Hours
- **Healthcare Guide**
  6 Hours

**Total Time -** 24 Hours

### SYNTHESIZING DATA

- **Questionnaires**
  7 Hours
- **Activity Synthesizing**
  7 Hours
- **Research Presentation**
  16 Hours

**Total Time -** 30 Hours

**Total Overall Time -** 60 Hours

livewell COLLABORATIVE + Cincinnati Children's change the outcome

# Research Outcomes

## Interview Insights

### BAIR FOUNDATION

- Majority of the time spent online is on social networking sites and communicating with friends.
- Youth are sensitive and usually unwilling to discuss issues such as sexual health and mental health with foster parents.
- Modules are the best way to communicate educational information.

### COYOTE CAPASSO

- One of the most confusing parts of the healthcare system for youth is Medicaid and insurance.
- Literacy and comprehension levels are generally low, speaking simply and cleary is important in communication.
- Youth are very tech savy, almost all have phones and access to a computer.

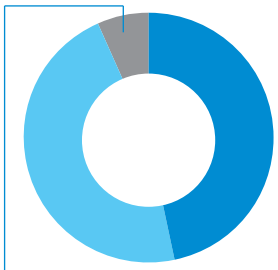
livewell COLLABORATIVE + Cincinnati Children's change the outcome

# Research Outcomes

## Questionnaire Results

**20** Youth
Ages 15-24

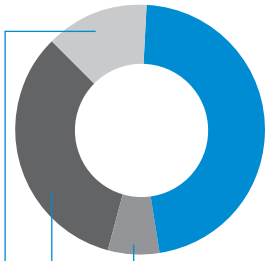
9 Male | 6 Female | 5 Unspecified



**47%** Access the internet 1-4 times a day

**47%** Access the internet 5-8 times a day

**7%** a few times a week

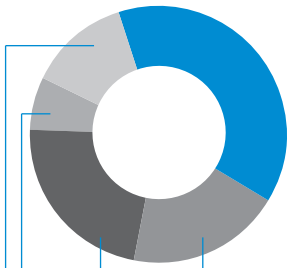


**47%** Spend **2-4 Hours** a day online

**8%** 5-6 hours a day

**33%** More than 6 hours a day

**13%** 0-2 Hours a day



**39%** Think **slow downloading** is the most frustrating part of the internet

**20%** links that don't work

**23%** sites that require registration

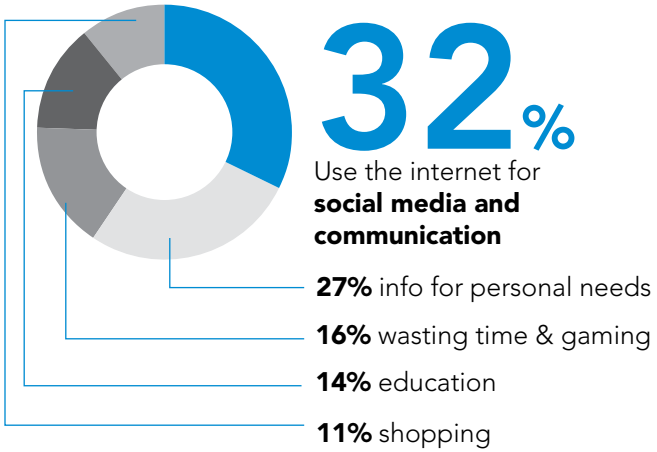
**6%** useless graphics

**13%** can't return to previous page

livewell COLLABORATIVE + Cincinnati Children's change the outcome

# Research Outcomes

## Questionnaire Results



**32%**

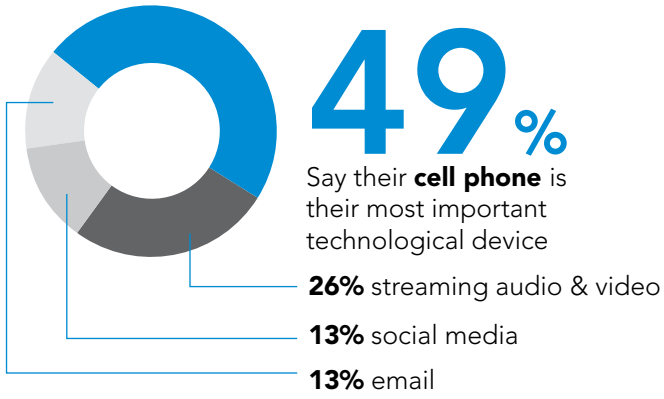
Use the internet for **social media and communication**

**27%** info for personal needs

**16%** wasting time & gaming

**14%** education

**11%** shopping



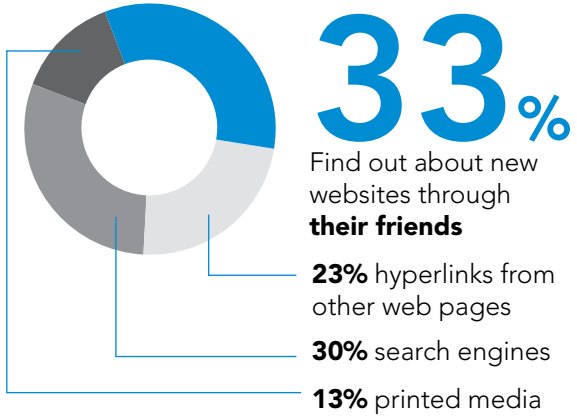
**49%**

Say their **cell phone** is their most important technological device

**26%** streaming audio & video

**13%** social media

**13%** email



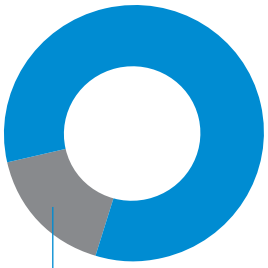
**33%**

Find out about new websites through **their friends**

**23%** hyperlinks from other web pages

**30%** search engines

**13%** printed media



**83%**

say they use the internet to look up specific information **most of the time**

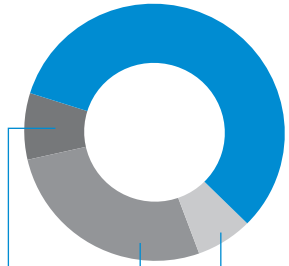
**17%** sometimes

**42%**

Say they use the internet to express themselves **most of the time**

**33%** seldom

**25%** sometimes



**58%**

Say they use the internet to have fun and explore **most of the time**

**8%** sometimes

**25%** seldom

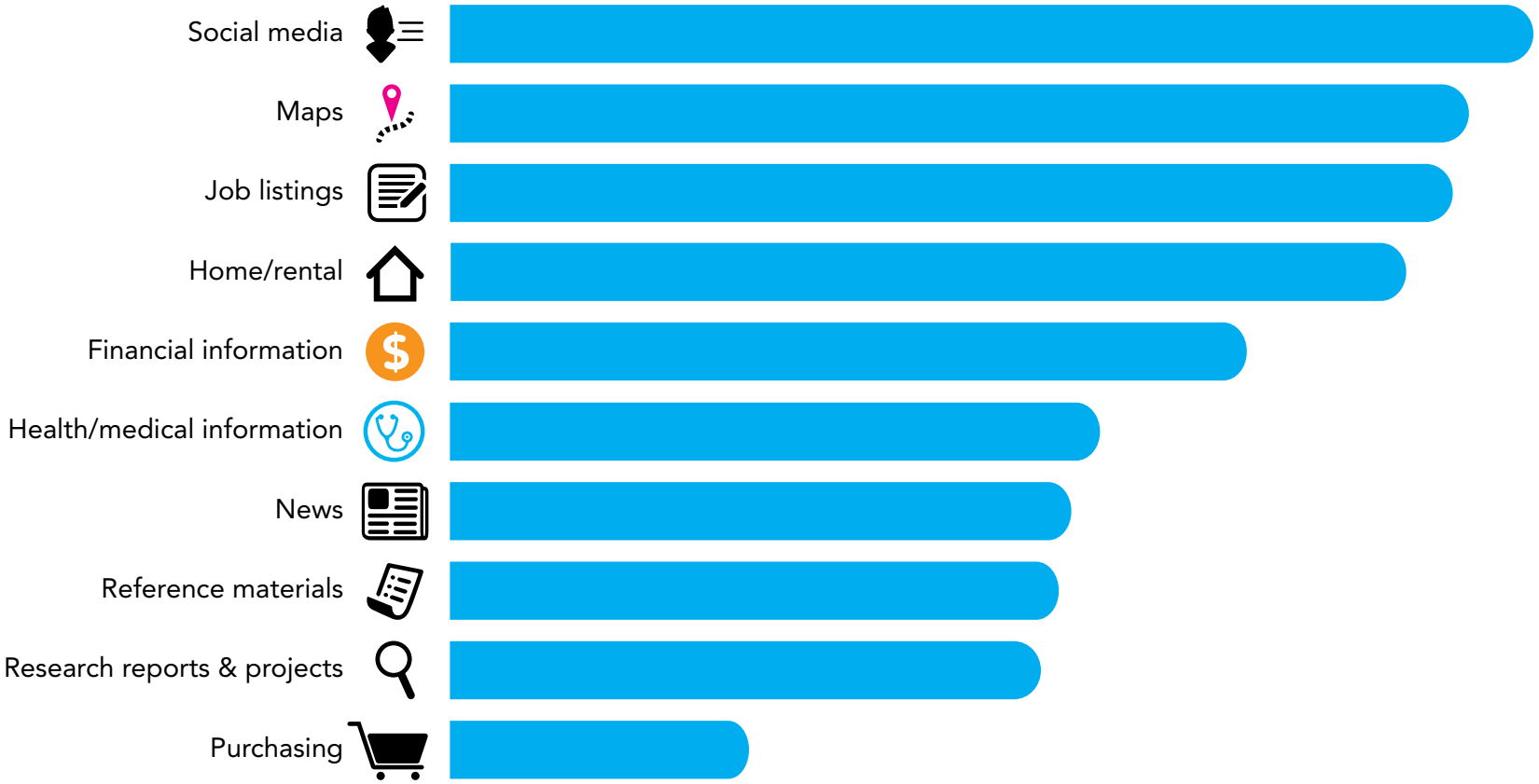
**8%** never

livewell COLLABORATIVE + Cincinnati Children's change the outcome

# Research Outcomes

## Questionnaire Results

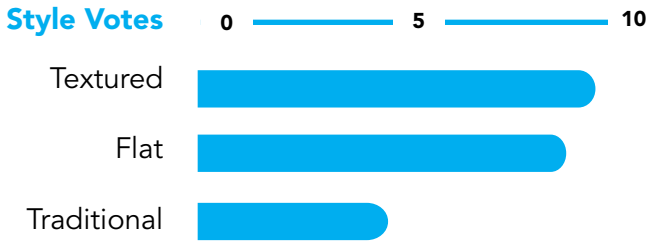
### Frequency of Online Use

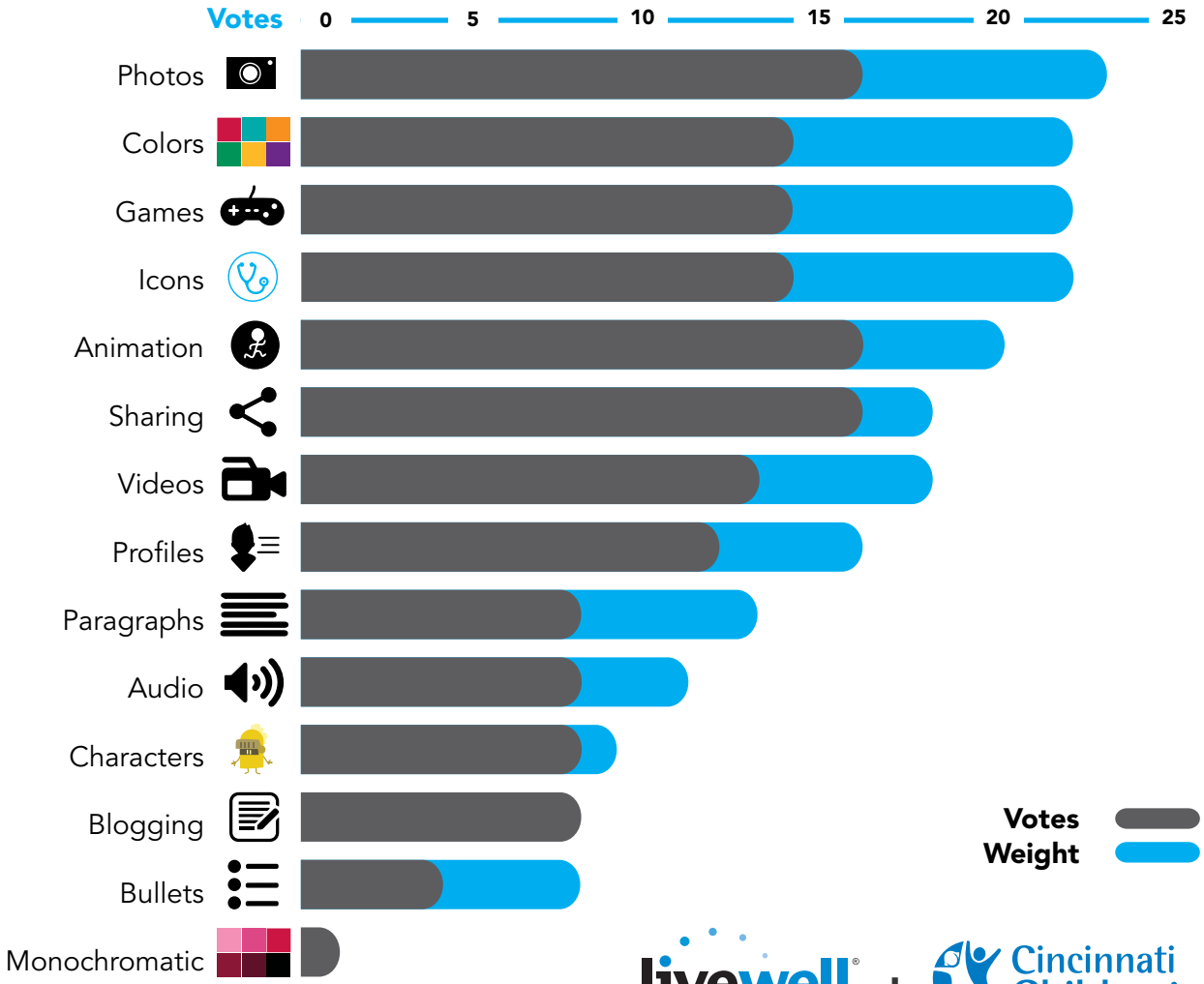



livewell COLLABORATIVE + Cincinnati Children's change the outcome

# Research Outcomes

## Website Style Activity Results



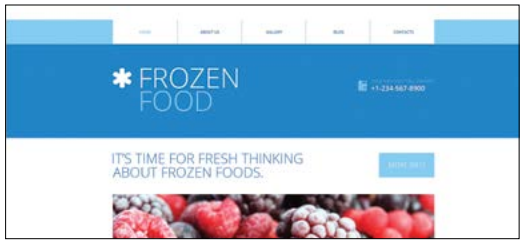




livewell COLLABORATIVE + Cincinnati Children's change the outcome

# Research Outcomes

## 3 Style Takeaways

### Flat




#### Pros

- "Very clear and easy to navigate"
- "I like the openness of the layout and easy to follow look"

#### Cons

- "Too plain"
- "It doesn't appear to have color or exciting information"

### Texture

#### Pros

- "Artsy"
- "Looks unique and fun"

#### Cons

- "Hard to read"
- "Looks confusing"

### Classic

#### Pros

- "Good for kids"
- "Looks very educational"

#### Cons

- "Looks generic"
- "Boring"

livewell COLLABORATIVE + Cincinnati Children's change the outcome

# Research Methodologies

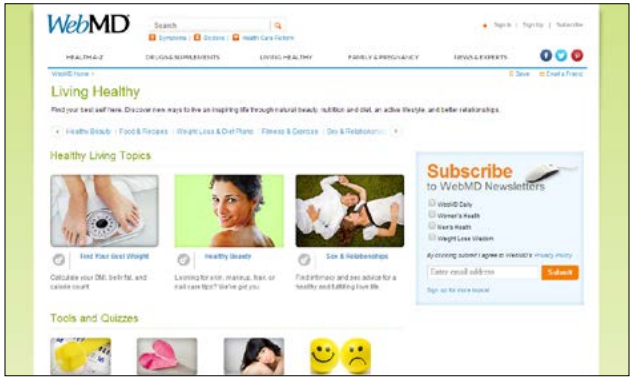
## Benchmarking Education Healthcare Websites

http://healthvermont.gov/prevent

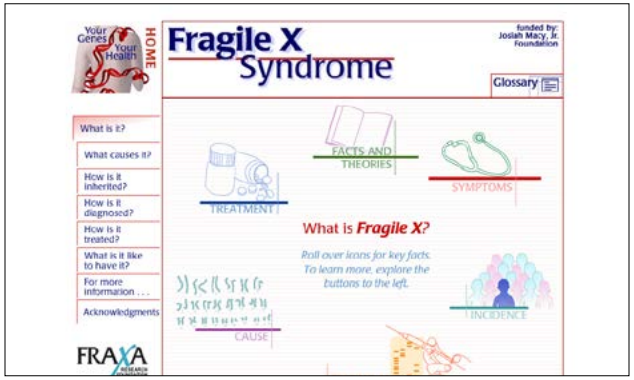
http://heart.org

http://teenmentalhealth.org

http://kidshealth.org/TEEN




http://webmd.com/living-healthy

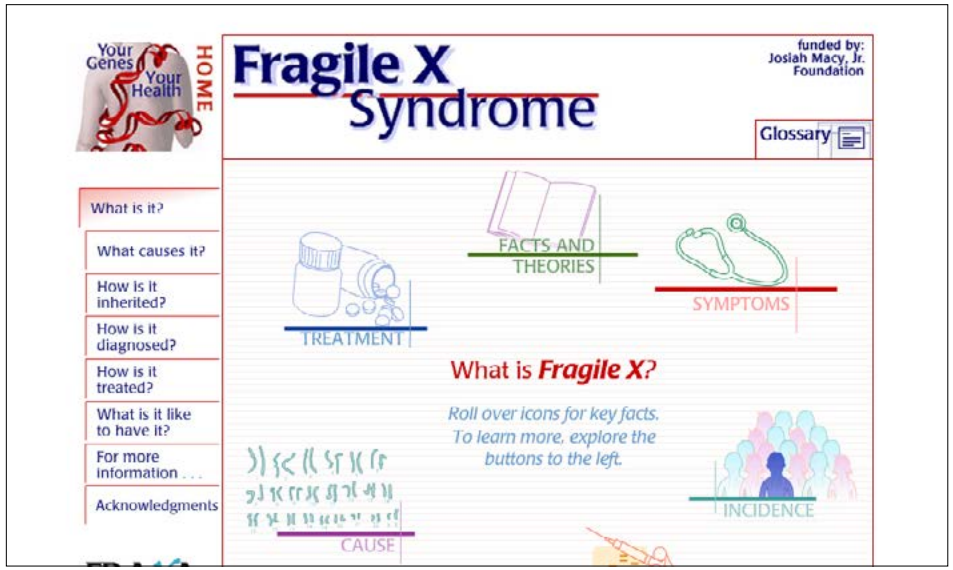



http://yourgenesyourhealth.org

livewell COLLABORATIVE + Cincinnati Children's change the outcome

# Research Methodologies

## Benchmarking Education Healthcare Websites



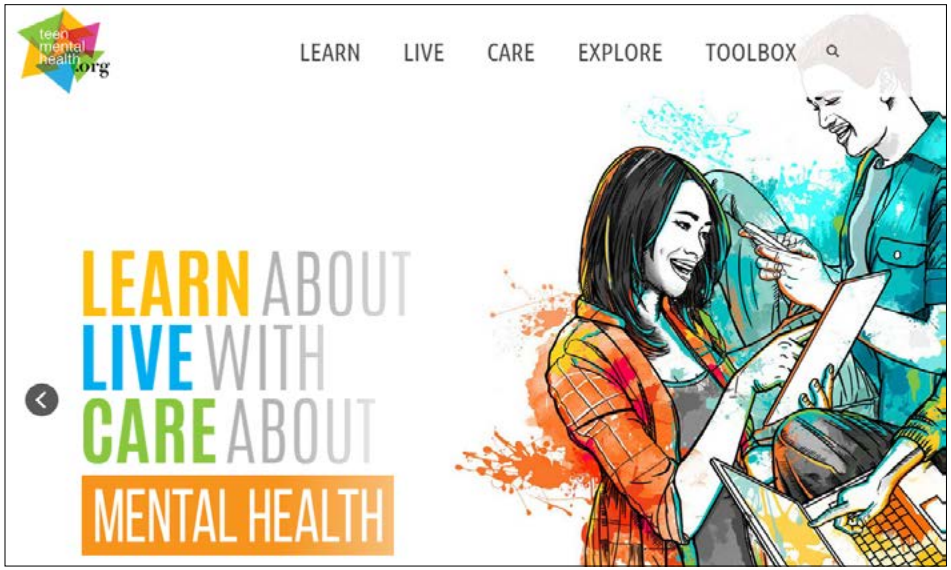

http://yourgenesyourhealth.org

### Pros

- Easy to access information
- Simple navigation
- Clear, understandable text

### Cons

- Uninviting appearance
- Small layout
- Unresponsive




http://teenmentalhealth.org

### Pros

- Friendly and inviting
- Good use of color and illustration
- Formatted for versatile use

### Cons

- Doesn't look like a healthcare website
- Has a portfolio/blog feel

livewell COLLABORATIVE + Cincinnati Children's change the outcome

# What's Next?

## IDEATION & PROTOTYPING

- Content activity
- Organize information architecture
- Develop different communication concepts based off of feedback
- Create a functioning prototype for testing by February 26th

## BRANDING

- Name the Healthcare Guide
- Establish a logo and indentity
- Incorporate brand into the website

livewell COLLABORATIVE + Cincinnati Children's change the outcome