



Promoting Health Information Seeking Competencies via CBOs

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Objectives

1. Develop robust and sustainable community-based program to promote health information seeking in digital divide seniors
2. "Train the trainer" model
 - Train the Trainer classes (3)
 - Consumer health classes (5)
3. Understand sources of individual and institutional variation
4. Create a web site for health information outreach
5. Characterize changes in patterns of health information-seeking behavior

Design Science Approach

- Engineer & re-engineer an effective intervention
- Iterate in “Real-Time”
 - Flexible design-revision strategy while concurrently collecting process data
- Close coordination between implementation and evaluation team
 - Mid-course correction when necessary
- Paradigm for real-world formative research

Sources of Data

- Computer Experience Survey
- Health Literacy S-TOFHLA
- Focus Groups
- Class observation and video analysis
- Pre and Post Interview & test of health information-seeking competency

The Story So Far

- 20 Student Trainers in 4 TTT Class
 - 8 served as Trainers
- 32 Consumers in 6 CH Classes
 - 3 sets of senior class and 3 Head Start parents
- Produced 3 workbooks
 - Trainers
 - Consumers (English and Spanish)
- Revised materials on each successive set of classes
- Developing web-based materials to support training

Video Time!

Challenges

- Prepare competent trainers who have no prior teaching experience
- Accommodate enormous variation in skills, literacy, and experience in consumers
- Adapt to variation in “institutional readiness”
- Develop general purpose and extensible pedagogical materials
- Stuff enormous amounts of knowledge packed into 4-5 classes
 - 86 Page Workbook!

Consumer Health Classes

1. Introduction to using the Internet
 - Browsers and the language of computing
2. Searching and Browsing for Health Information on the Net
3. Evaluating Websites
 - Credibility and Reliability
4. MedlinePlus + NOAH, SeniorHealth
5. Targeted websites

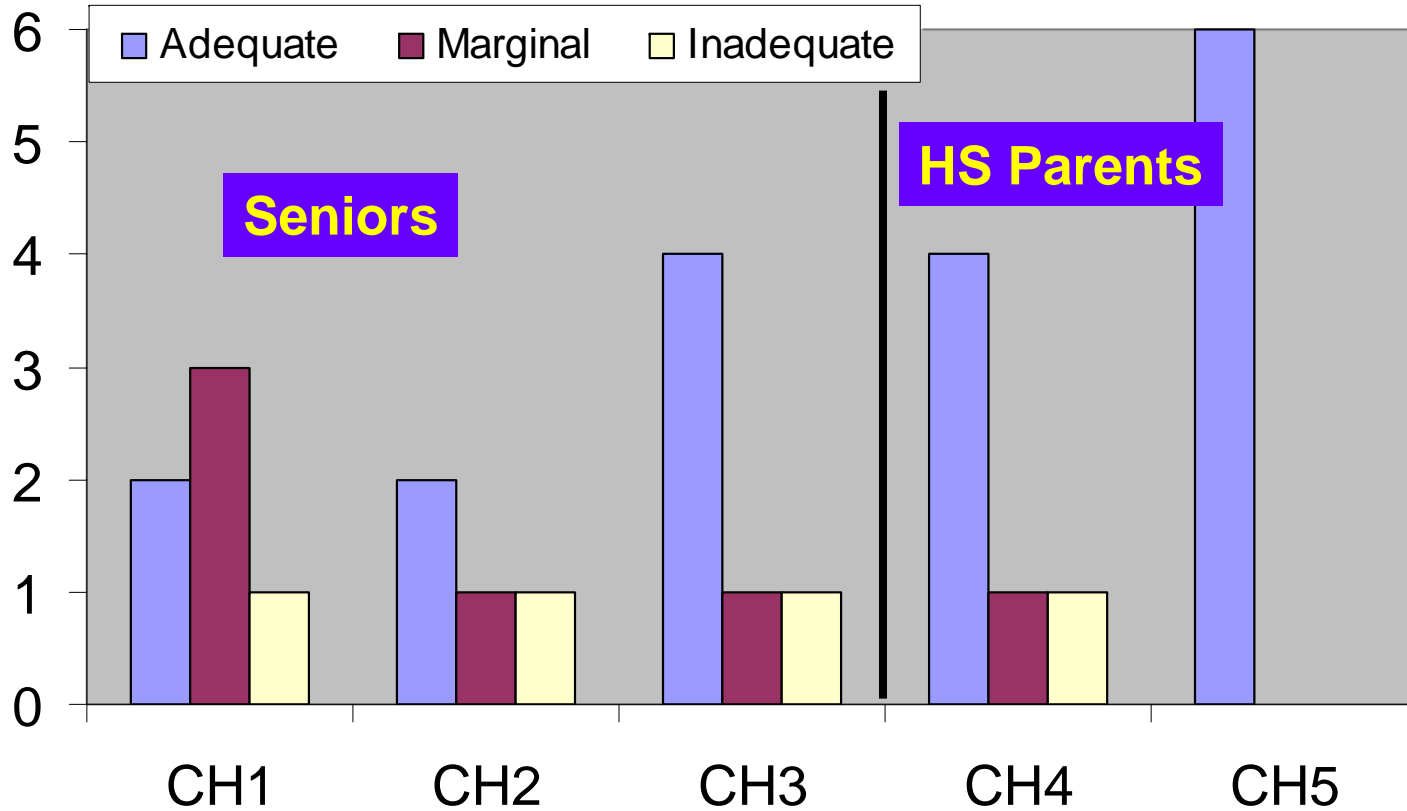
Levels of Health Literacy (S-TOFHLA)

Can read/
Interpret
Most texts

Difficulty to
Interpret

Unable to read
Interpret health
texts

Number of Students

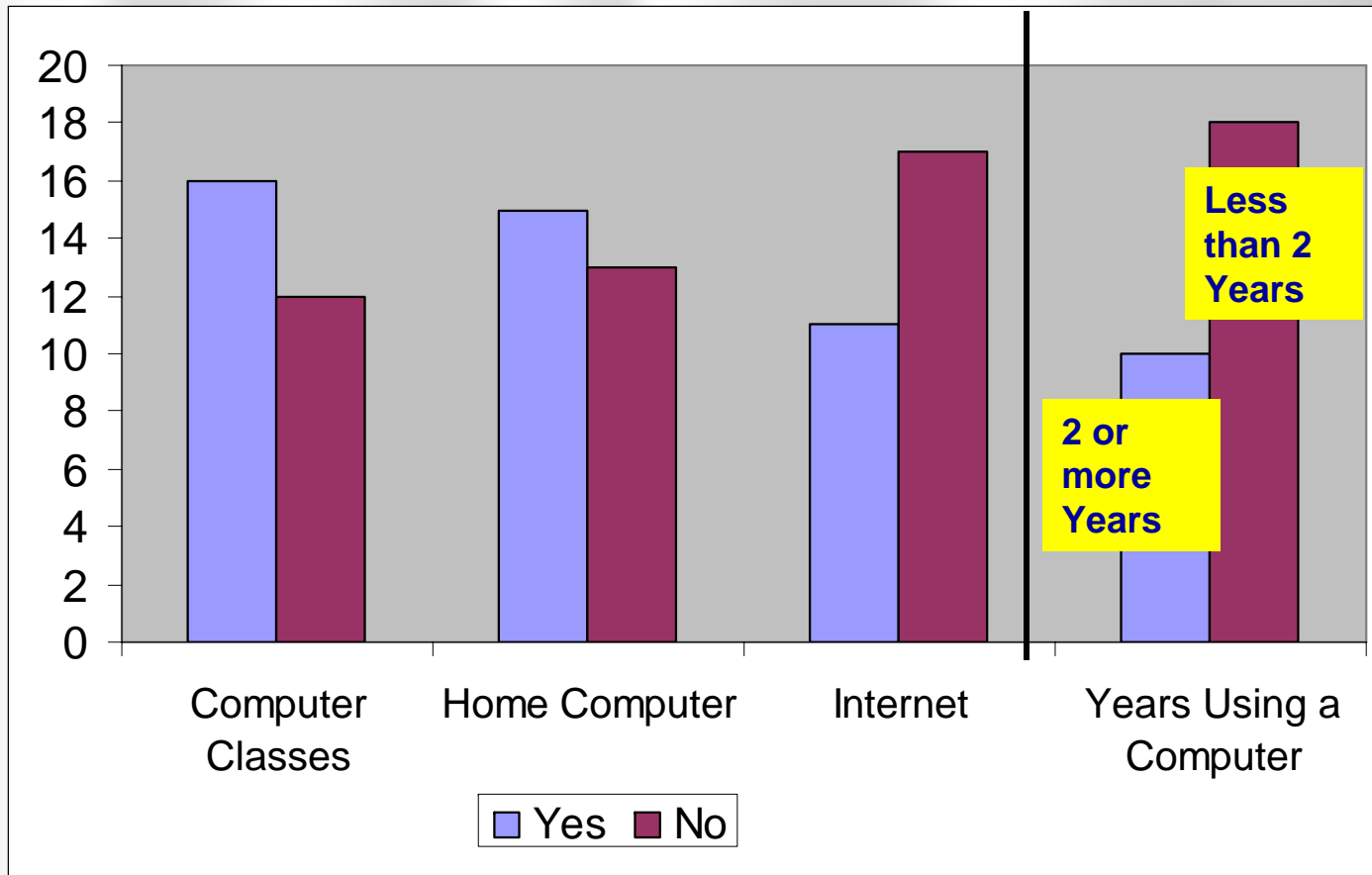


Seniors

HS Parents

Consumer Health Classes

Computer Experience



Changes in Health Information Seeking Competencies in Seniors

- Significant variation in capabilities
- Changes in skills and knowledge were modest in first set of Senior classes
- Better in the third set of classes
- ~40% able to conduct autonomous searches
- 20% have significant problems using browser/computer and need more guidance
- ~40% are marginally proficient, but lack domain, system and information-seeking knowledge

Changes in CBO Approach

- Workbook increasingly instrumental
 - Enduring value beyond the class
- Tightly scripted classes for trainers
- Experimented with 2 trainers
- Introduced testimonial videos
 - Motivation and engagement
- Improve pedagogical strategies in TTT classes
- Less didactic CH classes
- Better exercises and skill-building activities
- Institutional: improved coordination with supervisors and IT staff

Possible Impact on Health Behaviors

- Autonomous health information seekers
 - Acquire and maintain skills
- Indirect users limited by health or abilities
 - May seek health information via the assistance of others (e.g., spouses, children or grandchildren)
- Do not maintain interest or skills—minimal impact anticipated

Conclusions

- Classes were very enthusiastically received
 - Seen as empowering
- Increasingly complete curriculum
- Differences in training seniors
 - Pacing, browser complexity and support materials
 - Superior understanding of health issues
- Tools to continue to learn vs. mastery
- Real world circumstances:
 - Certain factors are controllable and others not
- Need for providing seniors with tools to raise level of mastery in health information seeking
 - Empower them to become agents of change in managing their own health
- Train the Trainer model in CBOs is (provisionally) viable



Web Images Groups News

Search text box

asthma

Search

Advanced Search Preferences

Text1

Web

t 91,000,000 for asthma [definition]. (0.14 seconds)

Do More To Control Asthma

www.information-on-asthma.com Is Your Asthma Really Under Control Or Do You Just Think It

Asthma Information

www.NoAttacks.org Get all your questions answered now Learn how you can make a difference

Refine results for asthma:

Treatment

Tests/diagnosis

For patients

From medical authorities

Symptoms

Causes/risk factors

For health professionals

Alternative medicine

Asthma Resource Center

General information, plus details of asthma camps.

www.lung.ca/asthma/ - 16k - Cached - Similar pages

MedlinePlus: Asthma

Search MEDLINE/PubMed for recent research articles on Asthma: ... Select services and providers for Asthma in your area. Select Location, AL - Alabama ...

www.nlm.nih.gov/medlineplus/asthma.html - 57k - Jul 19, 2006 - Cached - Similar pages

MedlinePlus Medical Encyclopedia: Asthma

When an asthma attack occurs, the muscles of the bronchial tree become ... People with mild asthma (infrequent attacks) may use relief medication as needed. ...

www.nlm.nih.gov/medlineplus/ency/article/000141.htm - 35k - Cached - Similar pages

Asthma and Allergy Foundation of America

Get FREE information and resources from the leading national nonprofit organization for people with allergies and asthma.

www.aafa.org/ - 35k - Cached - Similar pages

American Academy of Asthma, Allergy, and Immunology

Has a wide variety of information on these disorders. You can search the site in several areas.

www.aaaai.org/ - 19k - Jul 19, 2006 - Cached - Similar pages

Asthma and Indoor Environments

Information about common indoor asthma triggers and how to avoid them. Get the latest news from the...

www.epa.gov/asthma/ - 26k - Cached - Similar pages

Sponsored Links

Childhood Asthma

Learn About A Proven Treatment For Child Asthma And Related Symptoms

www.pediatricasthma.com

Proven Asthma Treatment

A money-saving offer On an FDA-approved asthma treatment

www.gobreathe.com

About Asthma

Asthma: articles, videos, cases, interviews, links, congresses

www.tmed.com/respiratory

Asthma

Himalayan All Natural Herbal Remedy Supplement For Asthma.

www.tibetanherbs.com

Asthma

Data & Services About Children In California & the Bay Area.

www.kidsdata.org

Alexander Technique in NY

Gentle, intelligent instruction.

Natural balance for mind and body.

Sponsored Links Advertisements

Searching with Google

How to Read the Google Search Results Page

A. Top links

Click the link for the Google service you want to use. You can search the web, look for images, browse Google Groups or use Froogle to search for products.

B. Google search button

Click on this button to submit another search query. You can also submit your query by hitting the 'Enter' key.

C. Advanced search

This links to a page on which you can do more precise searches.

D. Search field

To do a search on Google, just type in a few descriptive search terms, then hit "Enter" or click on the "Google Search" button.

The screenshot shows a Google search results page for the query "google address mountain view". The page is annotated with letters A through P:

- A**: Points to the top navigation links: Web, Images, Groups, News, Froogle, Local, more ».
- B**: Points to the search input field containing "google address mountain view".
- C**: Points to the "Search" button.
- D**: Points to the search input field.
- E**: Points to the "Advanced Search Preferences" link.
- F**: Points to the "Web" tab.
- G**: Points to the search results summary: "Results 1 - 10 of about 87,500 for google address +mountain view (0.31 seconds)".
- H**: Points to the "News results for google" section, specifically to the article "Google Slices and Dices by Locality - InternetNews.com - 1 hour ago".
- I**: Points to the "Google" section, specifically to the text "Advertise with Us - Business Solutions - Services & Tools - Jobs, Press, & Help ©2004 Google - Searching 4,285,199,774 web pages."
- J**: Points to the "Google" section, specifically to the text "http://www.google.com/ - 3k - Cached - Similar pages".
- K**: Points to the "Google Corporate Information: Google Offices" link.
- L**: Points to the "Google Corporate Information: Google Offices" link.
- M**: Points to the "Google Corporate Information: Google Offices" link.
- N**: Points to the "Google Corporate Information: Google Offices" link.
- O**: Points to the "Google Corporate Information: Google Offices" link.
- P**: Points to the "More results from www.google.com" link.

E. Preferences

This links to a page that lets you set your personal search preferences, including your language, the number of results per page, and whether you want your search results screened by our SafeSearch filter to avoid seeing adult material.

MedlinePlus Home Page

Information on MedlinePlus is separated into different sections.

Press the Espanol and English buttons a couple of times to see the language change on the screen.



Read about **health topics** related to disease and wellness

▶ Health Topics

Start here with over 700 topics on conditions, diseases and wellness

▶ Drug Information

About your prescription and over-the-counter medicines

▶ Medical Encyclopedia

Includes pictures and diagrams

▶ Dictionary

Spellings and definitions of medical words

▶ News

Health News from the past 30 days

▶ Directories

Find doctors, dentists and hospitals

▶ Other Resources

Local libraries, health organizations, international sites and more

Read about medications of all kinds

Easy to read **medical encyclopedia** with pictures

Learn about health conditions. **Tutorials** include pictures, sound and movies.

A service of the U.S. NATIONAL LIBRARY OF MEDICINE
and the NATIONAL INSTITUTES OF HEALTH

[About MedlinePlus](#) | [Site Map](#) | [FAQs](#) | [Contact Us](#)

[español](#)

Interactive Tutorials

Over 165
slideshows with
sound and pictures



ClinicalTrials.gov

Studies for new
drugs and treatments



NIHSeniorHealth

Health information
for older adults



Three ways to find information using Health Topics:

1) Enter a term in Search Box, e.g. "Asthma"

2) Search by letter. For example "A" for Asthma

3) Search by topic. Asthma can be found under "Lungs and Breathing"

Search MedlinePlus

Home Health Topics Drug Information Encyclopedia Dictionary News Directories Other Resources

Health Topics

Find your topic by first letter:

A	B	C	D	E	F	G	H
I	J	K	L	M	N	O	P
Q	R	S	T	U	V	W	XYZ

Find your topic by broad group:

Disorders and Conditions - Body Location/Systems

- [Blood/Lymphatic System](#)
- [Bones, Joints and Muscles](#)
- [Brain and Nervous System](#)
- [Cancers](#)
- [Digestive System](#)
- [Ear, Nose, and Throat](#)
- [Endocrine System \(Hormones\)](#)
- [Eyes and Vision](#)
- [Genetics/Birth Defects](#)
- [Heart and Circulation](#)
- [Immune System/AIDS](#)
- [Infections](#)
- [Injuries and Wounds](#)
- [Kidneys and Urinary System](#)
- [Lungs and Breathing](#)
- [Mental Health and Behavior](#)
- [Metabolic Problems](#)
- [Mouth and Teeth](#)
- [Poisoning, Toxicology, Environmental Health](#)
- [Pregnancy and Reproduction](#)
- [Skin, Hair and Nails](#)
- [Substance Abuse Problems](#)

Diagnosis and Therapy

- [Complementary and Alternative Therapies](#)
- [Diagnostic Tests](#)
- [Drug Therapy](#)
- [Surgery and Rehabilitation](#)
- [Symptoms](#)
- [Transplantation and Donation](#)

Demographic Groups

- [Child and Teen Health](#)
- [Men's Health](#)
- [Population Groups](#)
- [Seniors' Health](#)
- [Women's Health](#)

Health and Wellness

- [Fitness and Exercise](#)
- [Food and Nutrition](#)
- [Health System](#)
- [Safety](#)
- [Sexual Health](#)
- [Social/Family Issues](#)
- [Wellness and Lifestyle](#)

Functional Health Literacy: S-TOFHLA

- Health literacy assessment instrument
- Short 7 minute version
- Read 2 passages and fill in the blanks

X-Ray Preparation

You must have an_____ stomach when you for_____

a) asthma

b) empty

c) incest

d) anemia

a) is.

b) am.

c) if.

d) it.