

# Project Update: Health Information Seeking Practices of Youths, Parents and Seniors

## Team Meeting Presentation

October 31, 2006

ACTION for Health

Document Status:

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|--|--|
| <input type="checkbox"/> Published Paper         | <input type="checkbox"/> Practitioner's Pointers |
| <input type="checkbox"/> Working Paper           | <input type="checkbox"/> Briefing Note           |
| <input type="checkbox"/> Report                  | <input type="checkbox"/> Research Tool           |
| <input type="checkbox"/> Draft                   | <input type="checkbox"/> Overview                |
| <input checked="" type="checkbox"/> Presentation | <input type="checkbox"/> Other                   |

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Applied Communication Technology: Information . Organizations . Networks

Tuesday, October 31, 2006

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## • What is the BCHealthGuide (BCHG)?

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Described as a “self-care program” provided to British Columbians by the BC Ministry of Health.

□ Services includes:

- BCHG online
- BCHG book
- BC HealthFiles
- BC NurseLine

<http://www.bchealthguide.org/>



## Partnership with BCHG

- ❑ One of ACTION for Health's partners is the BC Ministry of Health. Ellen is also part of a team responsible for evaluating the BCHealthGuide and all the associated services.
- ❑ We held several focus groups in August to answer questions about how British Columbians use the site.
- ❑ This project is a collaboration between the team evaluating the BCHG website and ACTION for Health.
- ❑ Arsalan put together a high level analysis of what we found from these sessions, my research will be a more in depth look at the data.



## Concerns about the effectiveness of the BCHealthGuide

- ❑ A large percentage of British Columbians go online to access health information, but very few of those who are searching for online health information are using the BCHealthGuide to do so.
- ❑ The BCHealthGuide wanted to know why this was so more British Columbians would take advantage of the service.
- ❑ The evaluation team came up with some hypotheses including:
  - The site does not come up as a result in popular search engines, like Google.
  - When people get to the site, they don't find what they are looking for.

## • The focus groups

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- ❑ Three focus groups were held in August to find out how **youths, parents with children at home** and **seniors** search for online health information.
- ❑ A series of scenarios were tailored to each group:
  - ❑ First, they searched for the information in the scenarios as they normally would.
  - ❑ Second, they searched for the same information within the BCHealthGuide.
- ❑ Later, we spoke to the group about their experiences that day.



## Progress on the project so far...

- This is my first research project with ACTION. My start was delayed slightly as I transitioned from administrative assistant to research assistant in September.
- I have finished transcribing all three hour long focus groups. My next step will be coding the transcripts and other materials we produced. I have already named and defined several recurring themes I noticed during and after transcribing, but I suspect I will notice many others.
- I hope to apply what I am finding to the BCHealthGuide, but I am also interested in the search habits of lay people in general.
- Any suggestions, questions or comments are welcomed and appreciated.