Project Update: Health Information Seeking Practices of Youths, Parents and Seniors
Team Meeting Presentation
October 31, 2006

ACTION for Health

Document Status:

- Published Paper
- Working Paper
- Report
- Draft
- Presentation
- Practitioner’s Pointers
- Briefing Note
- Research Tool
- Overview
- Other

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

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What is the BCHealthGuide (BCHG)?

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.
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

- 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.