

Women's Health Online Technology and Trends

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Making Links 2005

Overview

- Who are we?
- Current research on internet use and older people
- How this research affects the JHF target audience
- JHF website upgrades - why?
- 2006 directions and challenges



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About Us

The Jean Hailes Foundation

- National NFP Women's Health Org
- 3 integrated units; Ed, Research, Med Centre
- Focus: 3.5 million women, 35-65yrs women's health and well being

Impagination

- Web design and management
- Strategic web communication development
- Design and development of online health information.
- Not-for-profit focus



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Partnership

- The JHF recognised the potential and opportunity for their website to play a central role in their overall communication strategy.
- The JHF requirements
 - Needed to best manage limited resources
 - Balance the effort required to stay current
 - Have website improvement
 - Overall cost affordable for not-for-profit budget
- The Jean Hailes Foundation and Impagination working together since 2000.



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Impact of the Internet

- **Access**

Patient empowerment and information access are inextricably linked. The Internet has allowed the ordinary person to tap into a world of health and medical information previously accessible only to professionals or the wealthy.

- **Availability**

Information is available at the convenience of the visitor.

- **Anonymity**

Information can be obtained without having to talk with anyone, particularly on sensitive topics.

- **Authority**

The Internet provides validation and more information about a specific illness or condition.



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Adults Accessing the Internet

	1998	1999	2000	2001	2002
Age group (years)	%	%	%	%	%
18–24	58	72	75	80	84
25–34	46	56	62	71	78
35–44	36	46	52	64	69
45–54	27	36	47	55	58
55–64	13	22	26	35	42
65 and over	2	6	9	na	13
Sex					
Male	35	45	50	57	61
Female	28	37	43	51	56

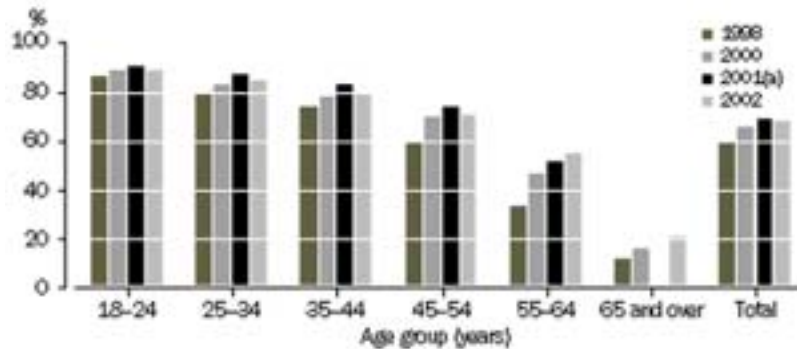
Source: ABS Household Use of Information Technology, Australia (cat. no. 8146.0)



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Use of IT by Older People



(a) Data for 2001 not available for persons aged 65 years and over.

Source: Household Use of Information Technology, Australia, 2002 (8146.0).



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While people in older age groups are less likely to use a computer or to access the Internet than in the younger age groups, the proportion using these technologies is increasing over time. Older persons are more likely to use their computer and Internet access at home for personal or private use. The older population is proportionally more likely to spend a higher amount each year on goods and services purchased via the Internet than other age groups. However, only a small proportion of older people are accessing government services via the Internet.

In 2002 around one in five older persons used a computer. The proportion of persons using a computer decreased steadily across age groups from a high of 89% for those aged 18-24 years to 55% for those aged 55-64 years, then dropping substantially to 21% for older persons (graph S23.1). The lower use of computers by older persons may be partially explained by their lower exposure to such technology and fewer opportunities to gain computing skills over their lifetime.

After experiencing continuous growth in previous years, the proportion of people using a computer appears to have plateaued in 2002. However, while small declines were experienced for the age groups 18-24 years to 45-54 years, the proportion for those aged 55-64 years and 65 years and over continued to grow.

Internet Use at Home

	18 years and over	Personal or private	Work or business related	Educational or study	Voluntary or community	Other
Age group (years)	'000	%	%	%	%	%
18-24	1,091	90	18	62	7	2
25-34	1,503	92	46	35	6	2
35-44	1,621	87	49	33	10	1
45-54	1,193	87	49	27	10	2
55-64	597	85	43	22	13	2
65 and over	222	91	15	18	9	2
Total	6,227	89	41	36	9	2

More than one purpose may be nominated.

Percentages are of all people who said they used the Internet.

Source: Household Use of Information Technology, Australia, 2002 (8146.0).

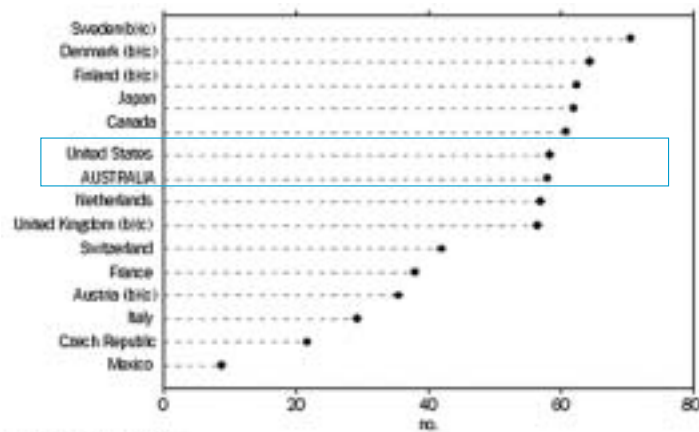


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Of the 6.2 million adults who used the Internet at home in 2002, the purpose of Internet use most commonly reported was personal or private purposes (89%). This purpose was also reported by older persons as the most common reason for using the Internet (91%), with other uses including educational purposes (18%), work or business purposes (15%) and voluntary or community purposes (9%) (table S23.4).

International Use of Internet



(a) Or latest year available.
(b) First quarter of 2002
(c) For 2002, individuals aged 15-74 years, except for Switzerland (14+).

Source: OECD Science, Technology and Industry Scoreboard 2003



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Information on individual Internet use was provided to the OECD by National Statistical Organisations which collected the information using a variety of surveys, such as labour force, time use, household expenditure, general or specialised social surveys. Issues for international comparability include differences in the timing, scope and coverage of national surveys.

Users should note the differences in scope due to differing age cut-offs, especially given that age is an important determinant of Internet use.

Why it Matters

- 9th HON Survey of Health and Medical Internet Users (International)
- Pew Internet & American Life Project (USA)
- ACNielsen Consult eHealth Report (Australia)
- Key Findings
 - Speed, availability of broadband connection
 - Experience, greater than six years



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Why it Matters

- Eight in ten internet users have looked online for health information.
- Seventy-nine percent of internet users have searched online for information on at least one major health topic, statistically the same portion (80%) as the Pew Internet & American Life Project found in 2002.
- Translates to about 95 million American adults (18+) who use the internet to find health information.
- Currently 1.4 million Australians list the Internet as their *preferred* media for sourcing medical and health information.

Sources: Pew Internet & American Life Project - Health Information Online Report 2005
ACNielsen Consult eHealth Report 2003

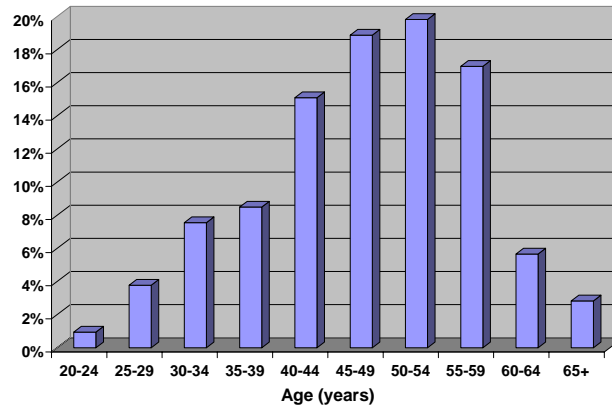


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Profile of JHF User

- Female visitors mostly
- 87% aged of 30 to 59 years

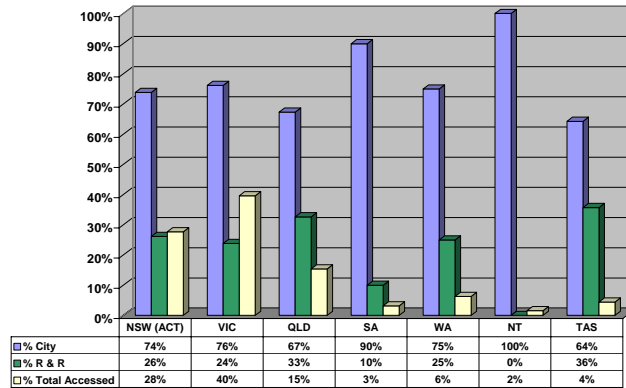


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Profile of JHF User

- Site accessed from rural, regional (25%) and city, suburban areas (75%)



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Profile of JHF User

- Male and female health practitioners accessing patient information materials, research and clinical publications
 - Thanks for your comprehensive, informative and up to date information which I rely on to keep my patients informed.
 - Your informative newsletters are very much appreciated by myself and the patients I deal with on a day to day basis.
Thank you



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JHF Website: Then and Now

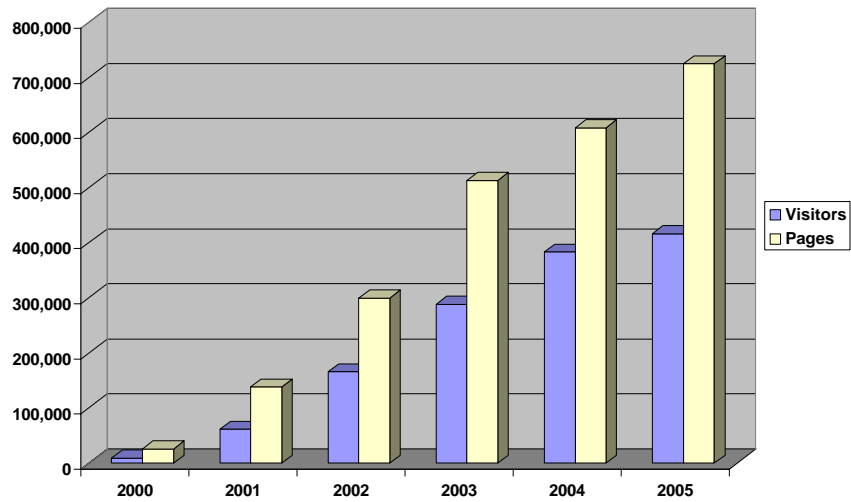
- 1999 <30 pages
 - Original website launch
- 2000 ~80 pages
 - New website launched in August
- 2001 ~120 pages
 - Website revamp in August
- 2002 ~200 pages
 - Total new look website launched November, e-newsletter introduced
- 2004 >400 pages
 - Additional features including online shop
 - Additional site Bonehealthforlife ~80 pages



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Visitors and Pages



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2001 Update

- Responding to user feedback
- Improving access and relevance
- Performance – speed of download
- HONCode accreditation
- Healthinsite accreditation



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Late 2002 Total Revamp

Research

- Increasing importance of health on the Internet
- Statistics analysis and reporting
- Understanding women
 - focus groups
- Feedback from consumers and health professionals

Action

- Providing women's needs for information about midlife
- Strong health issues focus going beyond menopause
- Improving content
- Content review and approval process



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Driving Forces for 2006 Website I

- Consumer involvement in health decision making - self management of health status
- Availability of credible online resources for women's health
- Competition – providing a useful, visitor friendly information service



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Dominated by the consumer having a strong desire to be involved in the decision making about their health care.

Women particularly have an increased awareness about the amount of information available about a particular health issue and need to find the most credible information source. The incredible amount of information available on say, 'menopause' on the internet provides a plethora of information from a variety of sources ranging from corporate and pharmaceutical websites, government sites, research institutes, community based organizations, support groups, small businesses and the list goes on. It is extremely difficult to the woman to navigate her way through the material to find a credible, relevant and appropriate answer to her inquiry.

Driving Forces for 2006 Website II

- Government
- National Health Priorities
- National Chronic Diseases Strategy
- Healthinsite
- Betterhealth Channel



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The Australian Government funds the JHF website so we need to be aware of existing and emerging health priorities and strategies.

The Federal Governments' National Chronic Diseases Strategy includes amongst many other recommendations and key initiatives, that the individual needs to be responsible for managing certain aspects of their own health and well-being.

Target Audience Profile

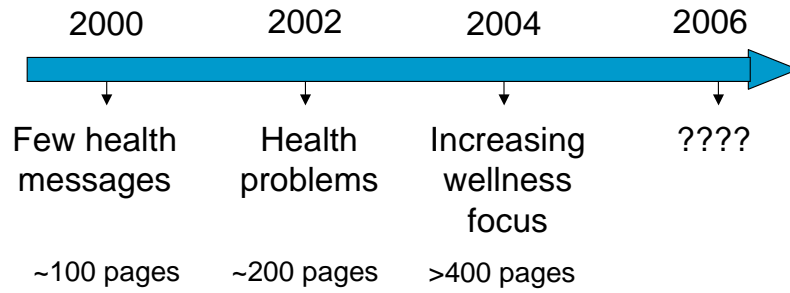
- The Jean Hailes Foundation targets women 35-65 years
- 1.4 million Australians list the Internet as their preferred media for sourcing medical and health information.
- Women make up almost 50% of Internet users but account for a much higher proportion of users seeking information on health and well-being



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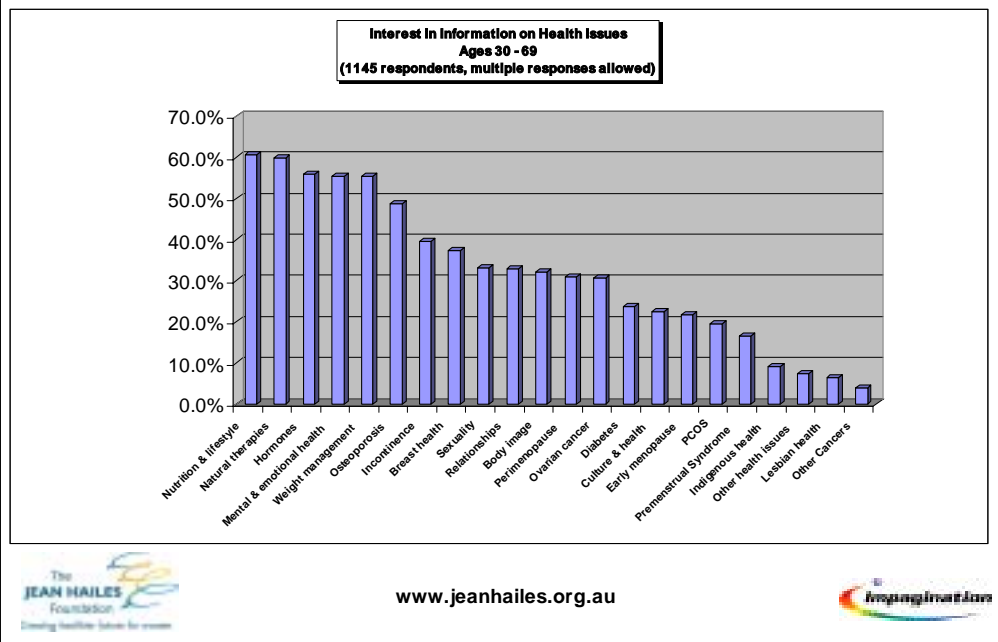
Website Information



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JHF Health Issues Research



Survey done in 2003

3 out of top five cannot be addressed from a purely evidenced based approach.

Challenges I

- How evidence-based organisation can also acknowledge values, beliefs, cultures.
- Provide access to information across a much broader health base including natural therapies.
- Provide support for the decision-making process.



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Challenges II

- “Health promotion and empowerment strategies (on websites)... should be directed at strengthening people’s ability to evaluate different information sources in relation to their interests and needs rather than constantly related to scientific and /or professionals standards”.

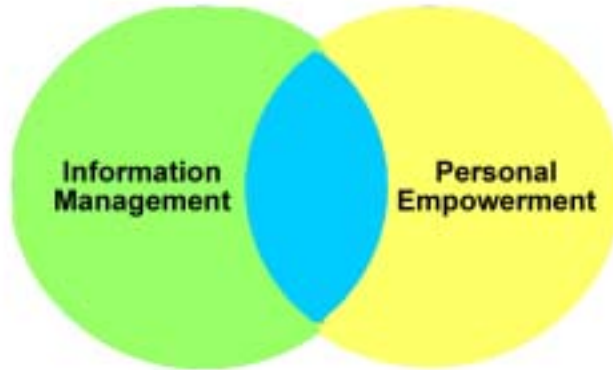
Source: Korp, 2005 Journal Health Education Research



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Challenges III



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so how best could we provide empowerment, whilst providing credible and current information to these groups of women?

Future Direction for JHF

- Address the Foundation's wider audience
- Allow more in depth coverage to key areas of wellness and conditions
- Improve search engine placement
- Overall respond to constituency's requirements for a web resource



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Website Directions

Key drivers of the web are years of online experience and connection speed.

- Connection speed – broadband penetration
- Browser Platforms
- Site search facility
- User registration/personal account management
- Interactivity/personalisation/contribution
- Topic subscription
- Audiovisual material live and on demand



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Website Directions

Content management

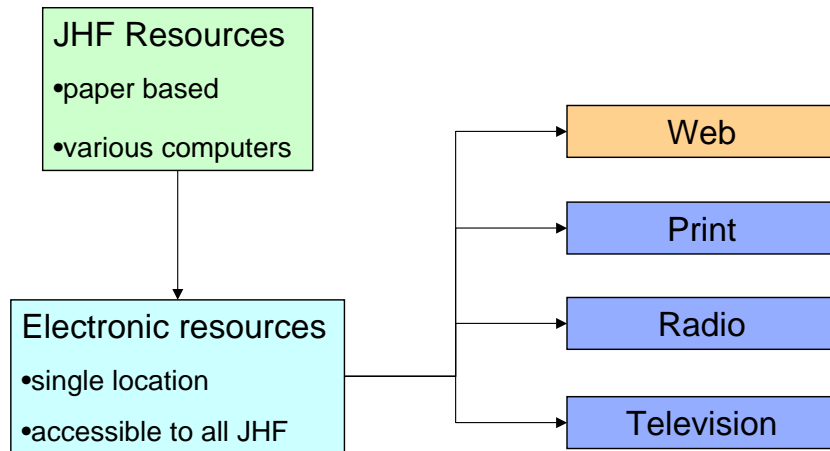
- Simple to use
- Complies with Healthinsite, HONCode requirements
- Document publishing control
- Scalability
- Information distribution



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Benefits of Web Technology I



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Benefits of Web Technology II

- Better media management
HRT 2002/3
PCOS last week
- Online Shop
- event bookings
- Immediate online research results
- Online feedback, email updates



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Social Implications of the Web

- Proliferation of broadband technology as significant as the arrival of the Internet.
- Broadband is changing entirely our relationship with the Internet at home – how often we go online, how long we stay online, and what we do online.
- Modem use is disruptive; broadband use is integrative.
- Broadband users spend more time online than users who connect to the Internet by modem, and that the tasks people undertake online vary based on their method of access.
- The ‘always on’ feature of broadband will have significant effects on Internet use, creating change for users that is almost as great as the difference between Internet access and not having access at all.



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We are seeing that more important than speed is that broadband is always on; there is no need to log in and out of the Internet as with modem access. This means that an Internet access “session,” which had previously been an activity that required a commitment of time merely to get online, is now becoming an activity that can be done briefly dozens of times a day – even if only for a few seconds.

Just as the arrival of the Internet created a flood of social change, the proliferation of broadband technology as a method of accessing the Internet is beginning to cause its own revolution.

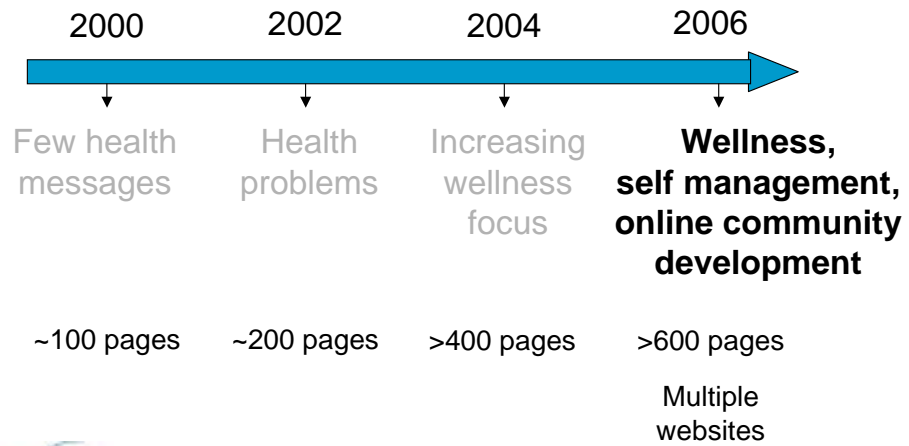
Broadband is changing entirely our relationship with the Internet at home – how often we go online, how long we stay online, and what we do online.

Simply, modem use is disruptive; broadband use is integrative.

Already we are seeing that broadband users spend more time online than users who connect to the Internet by modem, and that the tasks people undertake online vary based on their method of access.

The ‘always on’ feature of broadband will have significant effects on Internet use, creating change for users that is almost as great as the difference between Internet access and not having access at all.

Summary



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Internet Trends

Digital Future Project

- About 75% of Americans now go online.
- Hours spent online 12.5 hours per week
- Credibility of information online declined
- Number of users who believe that only about half of the information on the Internet is accurate and reliable is growing is > 40%.
- Most users trust information on the websites they visit regularly, and on pages created by established media and the government.



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“Ten Years, Ten Trends” Highlight the Major Findings in Year Four of the Digital Future Project’s Study of the Impact of the Internet on Americans

LOS ANGELES, CA, September 23, 2004 – Ten years after electronic portals to the Worldwide Web were first opened to millions of computer users, ten significant trends have emerged that vividly illustrate how the Internet affects America, according to findings from the comprehensive year-to-year study of the impact of online technology by the USC Annenberg School Center for the Digital Future.

“After a decade of observing the evolution of the Internet, and four years of our formal studies of online technology, we are seeing clear trends in how the Internet has changed the United States,” said Jeffrey I. Cole, director of the Center for the Digital Future.

“Our annual projects explore more than 100 major issues concerning online behavior,” said Cole. “Of these findings, ten broad trends have emerged that have particular relevance as we reach the 10-year anniversary of the opening of the Internet to the public: Ten Years, Ten Trends.”

Year Four of the Digital Future Project (formerly the UCLA Internet Report) provides a broad year-to-year exploration of the influence of the Internet on Americans. The project examines the behavior and views of a national sample of 2,000 Internet users and non-users, as well as comparisons between new users (less than one year of experience) and very experienced users (in Year Four, seven or more years of experience).

Among the findings from Year Four of the Digital Future Project:

- Internet access has risen to its highest level ever. About three-quarters of Americans now go online.
- The number of hours spent online continues to increase, rising to an average of 12.5 hours per week – the highest level in the study thus far.
- Although the Internet has become the most important source of current information for users, the initially high level of credibility of information on the Internet began to drop in the third year of the study, and declined even further in Year Four.
- The number of users who believe that only about half of the information on the Internet is accurate and reliable is growing and has now passed 40 percent of users for the first time.
- The study showed that most users trust information on the websites they visit regularly, and on pages created by established media and the government.
- Information pages posted by individuals have the lowest credibility: only 9.5 percent of users say information on those sites is reliable and accurate.
- Television viewing continues to decline among Internet users, raising the question: “What will happen as a nation that once spent an extremely large portion of time in a passive activity (watching television) transfers increasingly large portions of that time to an interactive activity (the Internet)?”

The Digital Future Project compares findings from all four years of the study, looking at five major areas: who is online and who is not, media use and trust, consumer behavior, communication patterns, and social and psychological effects.

(For the complete report on Year Four of the Digital Future Project, visit www.digitalcenter.org):

Internet Trends

- Information pages posted by individuals have the lowest credibility.
- Television viewing continues to decline among Internet users, raising the question: “What will happen as a nation that once spent an extremely large portion of time in a passive activity (watching television) transfers increasingly large portions of that time to an interactive activity (the Internet)?”



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Ten Trends

- The digital divide is closing.
- Media habits have changed, and continue to change.
- The credibility of the internet is dropping.
- We have just begun to see the changes to come in buying online.
- The “geek-nerd” perception of the internet is dead.
- Privacy and security: concerns remain, but the high levels are changing
- The Internet has become the number one source for information for Internet users.
- The benefits – and drawbacks – of the internet for children are still coming into focus.
- E-mail: “E-Nuff” Already? E-mail is still the single most important reason people go online.
- Broadband will change everything – again. It is always on.



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The ten trends identified by the Center for the Digital Future are:

1. In America, The Digital Divide Is Closing, But Is Not Yet Closed As New Divides Emerge

Does the “digital divide” still exist? The Digital Future Project found that about 75 percent of Americans can access the Internet from some location – home, work, school, libraries, and other locations. The fastest-growing Internet user populations are groups that were once considered the primary victims of the digital divide: Latinos, African Americans, and older Americans.

“Clearly, the “digital divide” in America is nearly closed, if one describes that gap by its simplest definition: those who have the Internet compared to those who have not,” Cole said. “But some lingering digital divide issues remain: there is still a divide based on Internet access at home.

“And, a new divide is coming that will bring with it a new set of ramifications: the divide between those who have broadband and those who use traditional telephone modem access. How will Internet non-users be affected as new forms of the digital divide continue to emerge?” Cole said.

2. The Media Habits Of The Nation Have Changed, And Continue To Change

For the past 50 years, Americans’ time at home has been dominated by television. Increasingly over the last 10 years, Internet users have “bought” their time to go online from the time they previously spent watching television. And, the more experience users have with the Internet, the less television they watch.

“The social impact of such dramatic change could be extraordinarily deep,” Cole said. “What will happen as a nation that once spent an extremely large portion of time in a passive activity (television) transfers increasingly large portions of that time to an interactive activity (the Internet)? This continuing shift will have a broad range of ramifications, probably affecting every aspect of American culture, the economy, politics, and social behavior.”

3. The credibility of the internet is dropping

The credibility of information on the Internet was high among users through the first three years of the Digital Future Project, and that credibility remains generally high in Year Four. However, the project found that the high level of credibility for online information began to decline in the third year of this study, and dropped even further in Year Four.

Year Four of the Digital Future Report shows that most users trust information on the Web sites they visit regularly, and on pages created by established media and the government. The information that users don’t trust is on Web sites posted by individuals. Should Americans view online information as being more credible, or less credible, than information from other sources? Do Internet users fully appreciate how to determine the credibility of online information?

4. We have just begun to see the changes to come in buying online

Several issues that affect online purchasing have changed dramatically in the last four years. There is no question that concerns