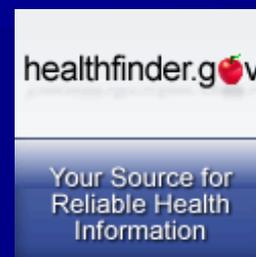
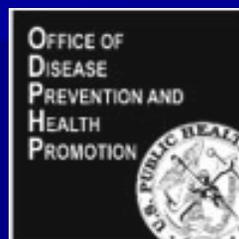


# Improving Health Literacy Online: Reinventing healthfinder.gov

**Sandra Williams Hilfiker**

Office of Disease Prevention and Health Promotion  
U.S. Department of Health and Human Services



# Old healthfinder.gov

- Award-winning Federal Web site for consumers, developed in 1997 by HHS together with other Federal agencies
- Links to carefully selected information and Web sites from over 1,500 health-related organizations



The screenshot shows the old healthfinder.gov website. At the top left is a red apple. The main header features the text "healthfinder.gov" in a large, bold, sans-serif font, with the tagline "Your Guide to Reliable Health Information, sponsored by the Office of Disease Prevention and Health Promotion" underneath. To the right of the header is a search bar with a "Search" button. Below the header is a navigation menu with links: "healthfinder.gov Home", "About Us", "News", "Health Library", "Consumer Guides", "Organizations", "En Español", "Kids", and "Contact Us". The main content area is divided into three columns. The left column has a section titled "Prevention and Wellness" with a paragraph of text and a list of letters from A to Z. Below this is a "Drug Interaction Checker" section with a "Disclaimer" link. The middle column has a "Spotlight On: American Heart Month" section with a graphic of a heart made of red dots, a paragraph of text, and links for "Heart Disease" and "Managing Blood Pressure". Below this is an "Online Checkups" section with links for "For Your Heart", "Pregnancy Quiz", and "50 More Checkups >>". The right column has a "Health News" section with several news links, a "Subscribe" section with links for "Health News & Monthly Newsletter" and "Noticias diarias en Espanol", and a "Weekly Newsletters" section with a "View Newsletters" link. At the bottom right is a banner for "2008 National Health Observances" with a calendar graphic.

**healthfinder.gov**  
Your Guide to Reliable Health Information, sponsored  
by the Office of Disease Prevention and Health Promotion

healthfinder.gov Home | About Us | News | Health Library | Consumer Guides | Organizations | En Español | Kids | Contact Us

**Prevention and Wellness**  
To locate prevention information on a topic, choose the first letter of the topic from the list below. You may need to scroll to see all topics. From any search results page, you can refine your search. | [Health Library](#)

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

**Drug Interaction Checker** [EXIT Disclaimer](#)  
Get information on hundreds of prescription and over-the-counter drugs.

**Organizations**  
Find an organization from our directory.  
> [HHS Clearinghouses](#)  
> [Federal Agencies](#)  
> [State Agencies](#)

**Spotlight On: American Heart Month**  
Each year, about 1.1 million Americans suffer a heart attack. Some heart attacks can be prevented by eating healthy, getting active, and managing risks such as high blood pressure and high cholesterol.

[Heart Disease](#) - Learn the basics of heart disease and reduce your risks.  
[Managing Blood Pressure](#) - Know your numbers and get your blood pressure checked.

**Online Checkups**  
> [For Your Heart](#)  
> [Pregnancy Quiz](#)  
> [50 More Checkups >>](#)

**Consumer Guides**  
> [Find a Provider](#)  
> [Find a Facility](#)

**Health News**  
> [Combo Treatment Best for Melanoma, Advanced Ovarian Cancer](#)  
> [Gecko's Stickiness Inspires New Surgical Bandage](#)  
> [2 Mutations Were Critical to Spread of 1918 Flu](#)  
> [More Health News](#) | [en Espanol](#)

**Subscribe**  
> [Health News & Monthly Newsletter](#)  
> [Noticias diarias en Espanol](#)  
> [RSS](#) [What is RSS?](#)

**Weekly Newsletters**  
Keep current about general health, diet and fitness, and chronic diseases.  
> [View Newsletters](#)

2008 National Health Observances

# Redesigned Site

The screenshot shows the redesigned healthfinder.gov website. At the top, the U.S. Department of Health & Human Services logo and the URL www.hhs.gov are visible. The healthfinder.gov logo is prominently displayed with the tagline "Your Source for Reliable Health Information". A search bar is located in the top right corner, and a "HOW TO USE THIS SITE" button is positioned below it. On the left side, a navigation menu includes links for Home, Quick Guide to Healthy Living, Personal Health Tools, Health A-Z, Health News, Find Services and Information, Popular Requests, and Español. The main content area features a "Quick Guide To Healthy Living" section with a video player titled "Get Tested for HIV". The video player includes a progress bar with five numbered steps (1-5) and a "PLAY" button. Below the video player, there are sections for "Health A to Z" (described as an encyclopedia of over 1,600 health topics) and "Health News" (providing today's headlines, weekly newsletters, e-News, and RSS). A "Send a Holiday e-Card" section is also present, featuring a "Happy Holidays" card. At the bottom, there are sections for "Find Services & Information" (to locate a doctor, health center, organization or public) and "Personal Health Tools" (free interactive tools to check your health, get).

U.S. Department of Health & Human Services

www.hhs.gov

healthfinder.gov  
Your Source for Reliable Health Information

SEARCH:

HOW TO USE THIS SITE ⓘ

>> Home

- > Quick Guide to Healthy Living
- > Personal Health Tools
- > Health A-Z
- > Health News
- > Find Services and Information
- > Popular Requests
- > Español

Send a Holiday e-Card!

Happy Holidays

2008/2009

▶ Quick Guide To Healthy Living

▶ Get Tested for HIV

Even if you don't think you are at risk, it still feels good to know for sure. ▶

▶ myhealthfinder

Find health advice for you or someone you care about.

Who are you trying to help today?

Me  Someone Else

Age:  Sex:  Female  Male

Pregnant?   Male

▶ Get Started

▶ Health A to Z

An encyclopedia of over 1,600 health topics from the most trusted sources.

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

▶ Health News

Get today's headlines, weekly newsletters, e-News, and **RSS**.

Sign up to receive e-mails on the latest health news plus updates on new site features.

▶ Find Services & Information

Locate a doctor, health center, organization or public

▶ Personal Health Tools

Free interactive tools to check your health, get

# Project Goals

Personalized, easy to use, tailored and motivational collection of information about prevention that could be delivered through **any channel**

- Reinvent [www.healthfinder.gov](http://www.healthfinder.gov)

# Project Rationale

- More Americans are expected to take responsibility for managing their health.
- Current online health information landscape creates as much confusion as support.
- Searching returns a lot of irrelevant results.
- Much of the health content on the Internet is not focused on prevention.



# Gaps in Online Prevention Information

- Few collections of prevention information
- Few collections designed for persons with limited health literacy or to increase health literacy
- No collections designed using best practices and extensive consumer research

# Research Over 4 Years

- Literature Review
- Descriptive Content Analysis
- Structured Interviews
- Mental Models Research
- Card Sort Study
- Prototype Evaluation (Web-based and in person)
- Usability Studies



# Lessons Learned Overview

- You have to partner
- Combine communication and usability principles and methods
- Information architecture is as important as the words themselves
- Personalize
- Go where people are

What we Learned...

Usability Testing

# Recruiting

- Can be difficult to recruit!
  - Community partnerships
- People with limited health literacy are more likely to:
  - Have only a high school diploma/equivalent or less
  - Live below the poverty threshold
  - Be uninsured or have public insurance
  - Not use the Internet for health information

# ability

- How would you talk about this information with a friend? (relevance)
- Does the information on this page inspire you to take action? If so, what action would you take? (actionable, engaging)
- How confident are you that you can take a step in the next month to eat healthier? (self efficacy)

What we Learned...

Organizing Content

# Audience Segments Based on User Motivations

Users shift frequently between segments.

"I want information about a topic."



"Should I be concerned?"



"I want to do something."

# Formula: Basics, Benefits, Action

Home > Quick Guide to Healthy Living >



## Get Active



[View All Quick Guide Topics](#)

[Overview](#)

[The Basics](#)

[The Benefits](#)

[Take Action](#)

### ■ [The Basics](#)

Aim for at least 2 hours and 30 minutes of aerobic activity that requires moderate effort each week. Do strengthening activities at least 2 days a week.



### ■ [The Benefits](#)

People of all ages benefit from physical activity. It doesn't matter how out-of-shape you feel or how long you have been inactive.

### ■ [Take Action!](#)

Start by doing what you can, and then look for ways to add more.

### Start Today: Small Steps

- Walk the dog – or just walk around your neighborhood.
- Do sit-ups and push-ups while you are watching TV tonight.
- Make an exercise plan for next week – and write it on your calendar.
- Try these simple [strength and balance activities](#). [EXIT Disclaimer](#)

### Want More Information?

Learn how getting more active can help reduce your risk of [heart disease](#); [overweight and obesity](#); [osteoporosis](#); and [colorectal cancer](#).

Find [additional resources](#) from [healthfinder.gov](#).



What we Learned...

Design

# Home Page Design

U.S. Department of Health & Human Services www.hhs.gov

**healthfinder.gov**  
Your Source for Reliable Health Information

SEARCH:

**HOW TO USE THIS SITE** ⓘ

- >> Home
  - > Quick Guide to Healthy Living
  - > Personal Health Tools
  - > Health A-Z
  - > Health News
  - > Find Services and Information
  - > Popular Requests
  - > Español

**Quick Guide To Healthy Living**

**Manage Stress**  
Plan ahead for a stress-free holiday season. ▶

1 2 3 4 5

**myhealthfinder**

Find health advice for you or someone you care about.

**Who are you trying to help today?**

Me  Someone Else

**Age:**  **Sex:**  Female  Male

**Pregnant?**   Male

**Health A to Z**

An encyclopedia of over 1,600 health topics from the most trusted sources.

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

**Health News**

Get today's headlines, weekly newsletters, e-News, and **RSS**.

Sign up to receive e-mails on the latest health news plus updates on new site features.

**Find Services & Information**

Locate a doctor, health center, organization or public

**Personal Health Tools**

Free interactive tools to check your health, get

 **Happy Holidays**

 **2008/2009 National Health**

# Easier to Scan Search Results

>> Home

>> Quick Guide to Healthy Living

>> Personal Health Tools

>> Health A-Z

>> Health News

>> Find Services and Information

>> Popular Requests

>> Español

 **2008 National Health Observances**

Home >

Search

## Search results for falling

Results 1 - 10 of about 285 for **falling**.

Next> Sort by date / Sort by relevance

 Lower Your Risk of Falling: Quick Guide to Healthy Living  
<http://beta.healthfinder.gov/prevention/ViewTopic.aspx?topicID=17>

PDF - Parkinson's Disease Foundation, Inc. | Ask the Expert ...  
EXIT Disclaimer  
... Ask the Expert Resource Center. **Falling**. Question 12345: (08/14/08) Is it common for a PD patient to experience fluctuating blood ...  
[www.pdf.org/Ask/kb.cfm?category=31](http://www.pdf.org/Ask/kb.cfm?category=31)

**Falling** Through the Net: Table of Contents  
**Falling** Through the Net: Toward Digital Inclusion. DATA. Color Charts and Tables Index Survey Instrument and Raw Data The US Census ...  
[www.ntia.doc.gov/ntiahome/ftn00/contents00.html](http://www.ntia.doc.gov/ntiahome/ftn00/contents00.html)

OSHA - Fatal Facts Accident Reports  
... 06 Fall from Elevation No. 07 Crushed by **Falling** Wall No. 08 Struck by **Falling** Object No. 09 Trench Cave-in No. 10 Crushed by **Falling** Machinery No. ...  
[www.osha.gov/OshDoc/toc\\_FatalFacts.html](http://www.osha.gov/OshDoc/toc_FatalFacts.html)

### Health News

For Psychiatrists, Talk Therapy **Falling** by Wayside - healthfinder. ...

US Heart Disease Death Rates **Falling** - healthfinder.gov

More Seniors **Falling** Victim to Escalator Injuries - healthfinder. ...

**Falling** Platelet Counts May Signal HIV-Linked Dementia ...

Vitamin D May Curb Falls in High-Risk Older Women - healthfinder. ...

What we Learned...

Personalization

# my healthfinder

my healthfinder

Find health advice for you or someone you care about.

**Who are you trying to help today?**

Me     Someone Else

Age:     Sex:  Female

Male

Pregnant?

 [Get Started](#)

# my healthfinder Results: U.S. Preventive Services Taskforce Recommendations

Feedback

## myhealthfinder Results

The following recommendations come from the [U.S. Preventive Services Task Force](#).

You said you are a **woman aged 45**. Here are important ways you can stay healthy:

**Doctors recommend that all women aged 45:**

- [Get Enough Folic Acid](#)  
Learn why women your age need folic acid.
- [Get Tested for Breast Cancer](#)  
Get a mammogram every 1 to 2 years starting at age 40.
- [Get Tested for Cervical Cancer](#)  
Get a Pap test every 1-3 years to test for cervical cancer.
- [Get Your Blood Pressure Checked](#)  
Get your blood pressure checked at least every 2 years.
- [Get Your Cholesterol Checked](#)  
Get your cholesterol checked every 5 years starting at age 45.

**Based on family history and other risks factors, doctors recommend that some women aged 45:**

### Talk to Your Doctor

1. Visit the links on this page to learn more.
2. **Print out** your myhealthfinder recommendations and **talk to your doctor** to find out which steps are right for you.

**TIP:** Get more involved in your health care. Ask questions!

Visit [The Questions Are The Answer](#) for a list of questions to ask your doctor.

### You may also be interested in these health topics:

- 🍎 [Eat Healthy](#)
- 🍎 [Get Active](#)
- 🍎 [Get Enough Calcium](#)
- 🍎 [Manage Stress](#)
- 🍎 [Watch Your Weight](#)

What we Learned...

Go Where People Are

# Community Health Centers

## Multiple Outlets:

- Electronic Medical Record
- Posters
- Conversation Scripts
- Small Step Rx

Click Here to Sign Up & Receive our E-Newsletter, Event Notices and Exciting BMS

# Other Contexts

- Libraries
- Worksites
- Health Insurance Providers
- Adult Learning Centers
- Widgets and Social Networking Sites



Thank You!

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