




CITY OF RICHMOND **DIGITAL HEALTH LITERACY PROJECT**

SUMMATIVE ASSESSMENT

COMMUNITIES IN COLLABORATION | COMUNIDADES EN COLABORACIÓN


NOVEMBER 2016

PROGRAM OBJECTIVES

- **Provide online digital tools and training to low-income individuals and families in Richmond** with a focus on helping them improve their digital literacy and use of online health information
 - **Provide high-speed wireless broadband signal and equipment** for reception to individual residences and public facilities (community centers, public housing sites, etc.)
 - **Partner with community-based organizations and existing health agencies to** develop a strategy to continue to support and expand digital health literacy and broadband access in Richmond
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SOURCES AND METHODOLOGY

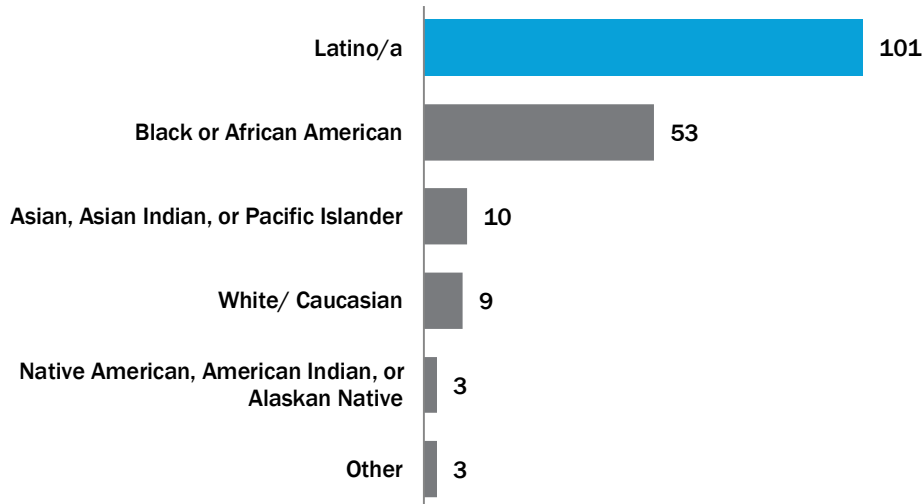
Findings based on:

- **180 matched pre-and post-assessment surveys**
 - Demographics
 - Technology and Internet use and accessibility
 - Learning goals and outcomes
 - **2 rounds of focus groups in English and Spanish (4 total)**
 - Learning and Integration
 - Technology
 - Wellness and Nutrition
 - Overall Value
 - **Feedback from partners and program staff**
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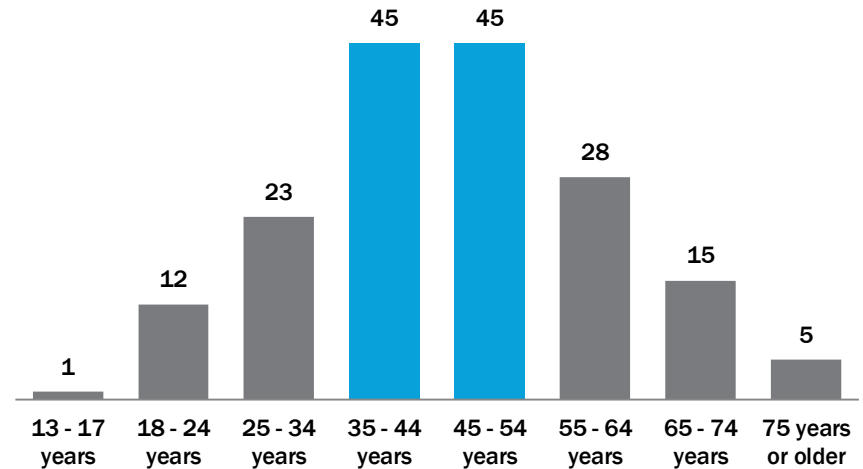
WHO ARE WE SERVING?

- 86% Richmond residents
- 83% female
- Primarily Latinas and African Americans from a broad range of age groups:

Participants primarily self-identified as Latino/a



Most participants have been between 35 and 54



Almost two-thirds of all participants elected to use Spanish language course materials

PARTICIPANT GOALS FOR THE PROGRAM

Basic computing skills	Health information	Job-related skills
Saber como usar la computadora con las tareas de la escuela	Look for health information online without going to the hospital	Be able to search for employment, more office skills (bookkeeping, etc)
Become more familiar with the computer	Know more about the healthy foods/nutrition	Make my own resume
Know more than just the basic searching	Aprender a entrar a las paginas de busqueda de web sobre salud	Learn how to type

OBJECTIVE 1. IMPROVE DIGITAL LITERACY AND USE OF ONLINE HEALTH INFORMATION

- All participants, regardless of skill level, learned more about how to use the computer. The curriculum was engaging and useful to learners from a range of baseline skill levels.
- Participants also learned more about health and accessing health information, even if that was not their initial goal or understanding of the course.



PARTICIPANTS GAINED BASIC COMPUTER LITERACY SKILLS

The most important thing I learned was how to tell . . . a website that was more reliable

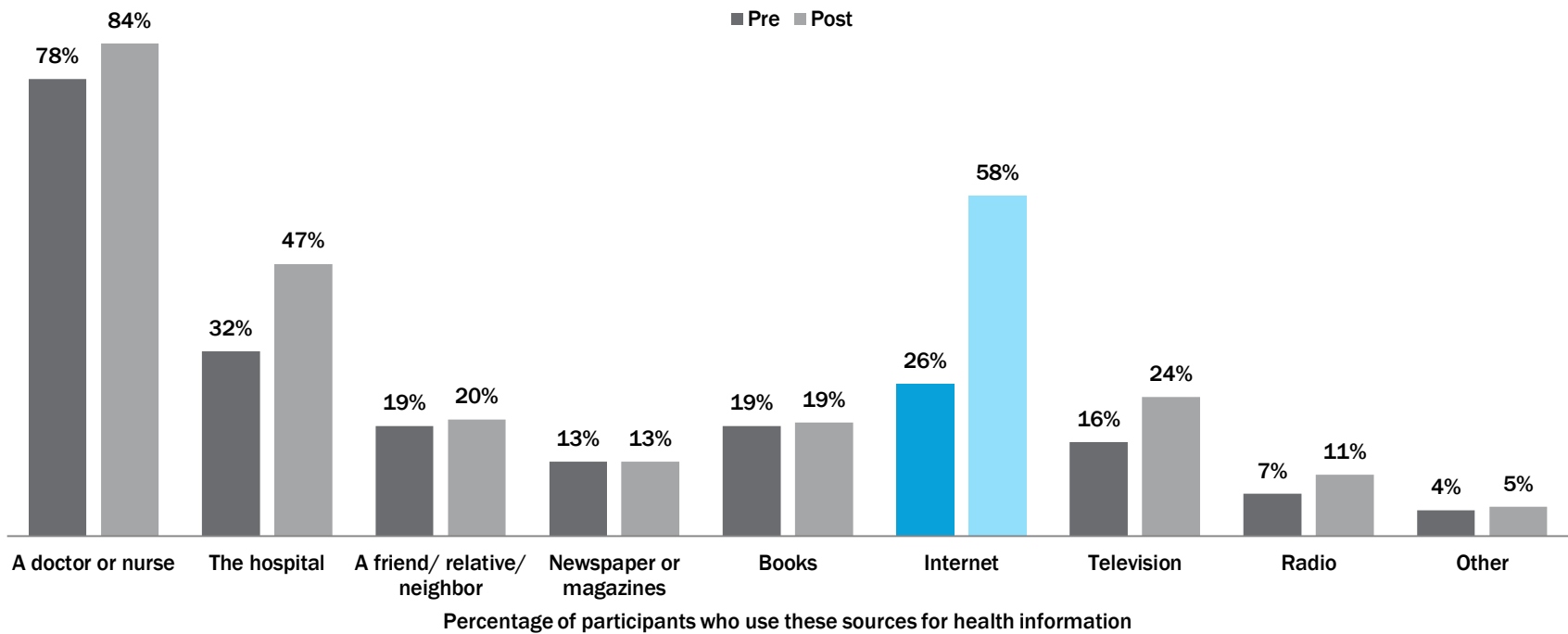
We had seniors that were afraid to touch the keyboard and now typing on facebook

I used the directions to get to my doctor's office . . . I use that on a daily basis now.

It has helped me . . . understand the different programs and icons

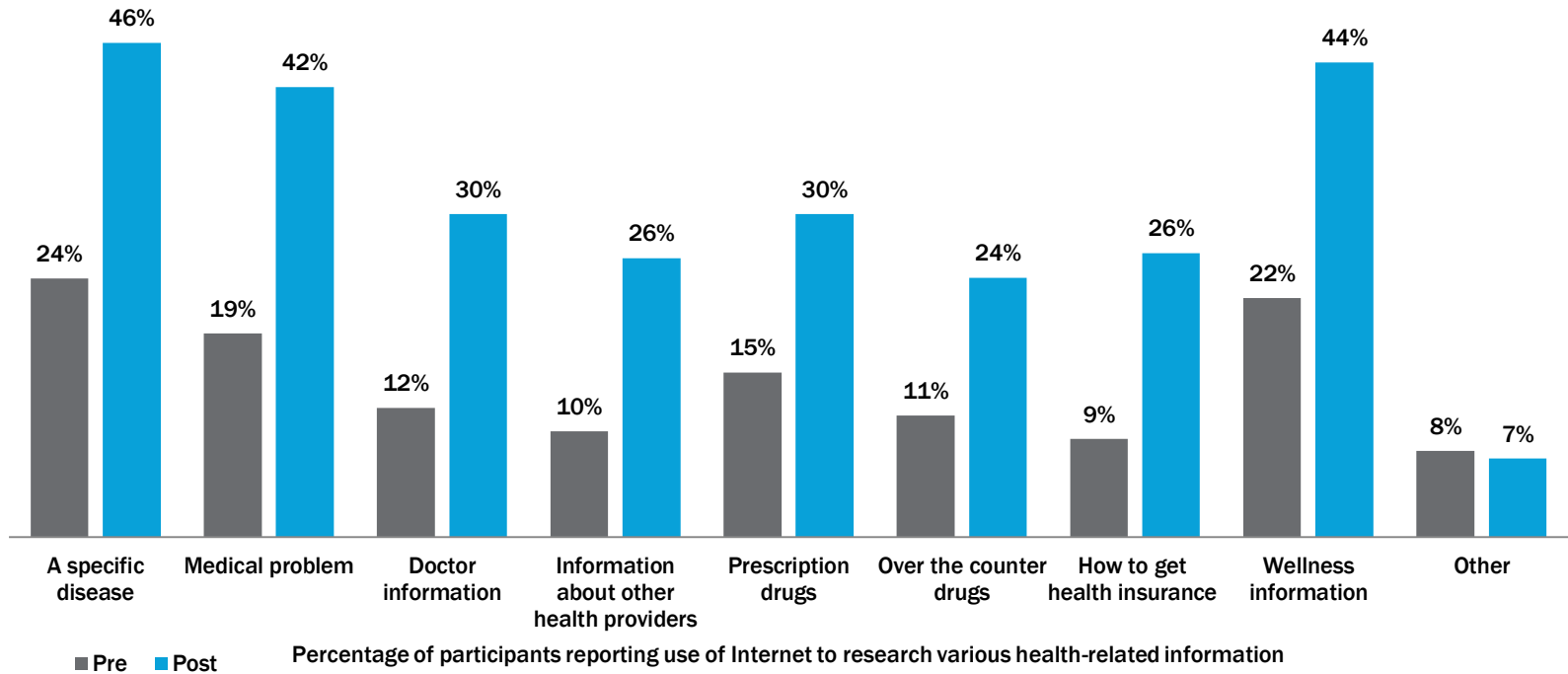
This program helps those who are not comfortable using the computer/Internet

USE OF THE INTERNET FOR HEALTH INFORMATION MORE THAN DOUBLED AFTER THE PROGRAM



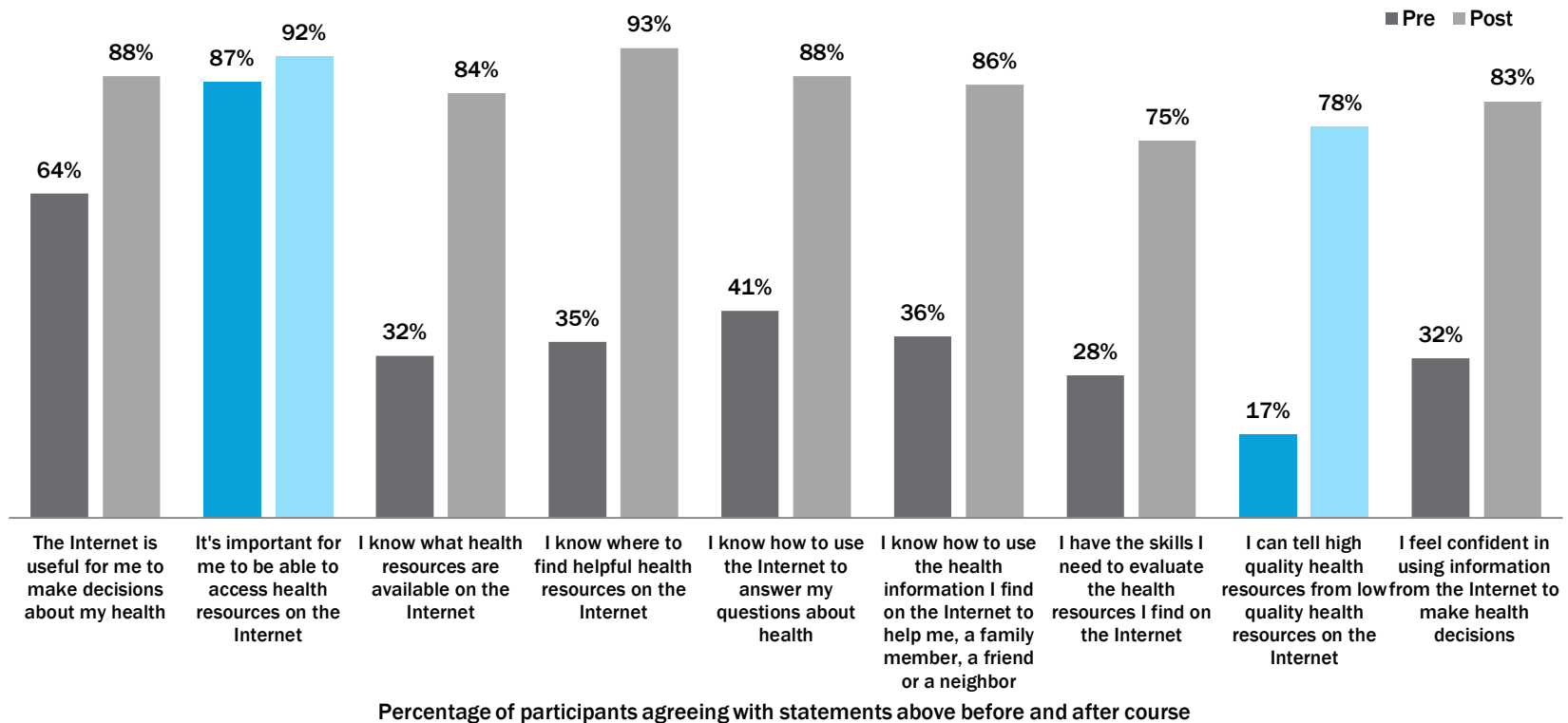
Participants were more likely to find health information from other sources as well

USE OF THE INTERNET TO RESEARCH HEALTH AND WELLNESS INCREASED UNIVERSALLY



Participants report being far more likely to use the Internet to look up a wide variety of health and wellness information after completing the program


CONFIDENCE IN USING THE INTERNET TO ACCESS HEALTH INFORMATION GREW DRAMATICALLY



OBJECTIVE 2. PROVIDE ACCESS TO HIGH-SPEED WIRELESS BROADBAND

- The laptop incentive is very important, not only a draw to the program, but also as a tool for participants to continue using what they have learned.
- Offering information on how to access free public wifi was a more successful strategy than offering hotspots, which can be difficult to use and maintain and can be expensive for participants over time.

HOW DO THEY ACCESS THE INTERNET?

- Only 28% of participants reported having a working laptop or desktop at home prior to the program
 - However, 60% reported having access to the Internet at home, usually through Comcast or AT&T
 - Cost is by far the most common reason for not having Internet in the home
 - 50% of participants use smart phones and, of those, 75% reported using their smart phones for Internet access
 - **Those who learned how to find wifi hot spots reported more success in using the laptop and Internet than those who were provided with a hot spot**
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OBJECTIVE 3. PARTNER WITH COMMUNITY-BASED ORGANIZATIONS TO SUPPORT THE PROGRAM GOALS

- 76% of participants identified additional local services and programs they had learned about in the DHLP curriculum.
- The program was offered in a wide variety of settings with a diverse group of partners – with a flexible curriculum model.
- Engaging public health and medical partners proved challenging.



PROGRAM SUCCESSES

- 100% of participants would recommend the program to a friend, and many had already done so by the end of the course.

- **Finding health information**

It will teach you how to keep your body healthy

- **Gaining computer skills**

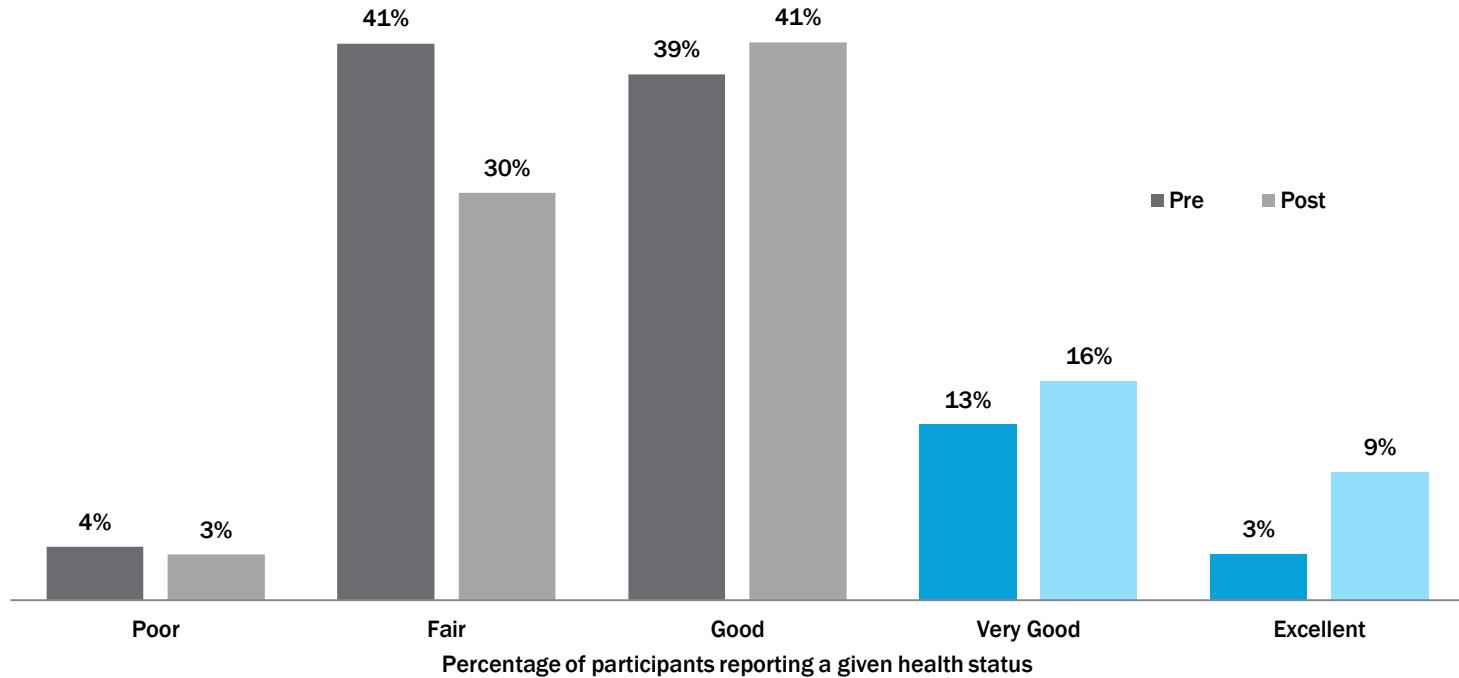
They will be able to use a computer on all on their own

- **Quality curriculum and instruction:**

Everyone learns at their own pace

PROGRAM SUCCESSES

The percentage of participants reporting very good or excellent health rose from 16% to 25%



DISCUSSION

- **What surprised you?**
- **What were some highlights?**
- **What is missing?**
- **What can we learn from this?**



DISSEMINATION

- **What is important to share with key stakeholders?**
- **What is important to share with community members?**



THANK YOU

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