



CITY OF RICHMOND **DIGITAL HEALTH LITERACY PROJECT**

PRELIMINARY/PARTIAL FORMATIVE ASSESSMENT

COMMUNITIES IN COLLABORATION | COMUNIDADES EN COLABORACIÓN

JANUARY 25, 2016

PRELIMINARY SOURCES

These initial findings are very preliminary and are based only on:

- 68 pre-assessment surveys and
- 44 post-assessment surveys

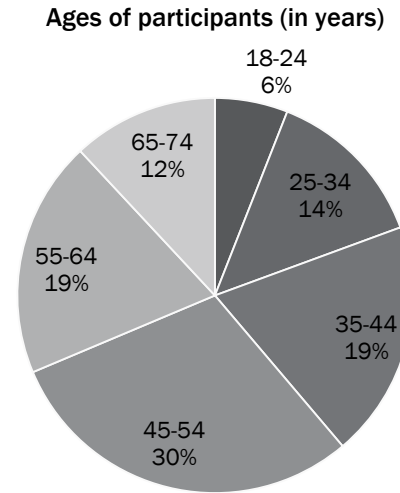
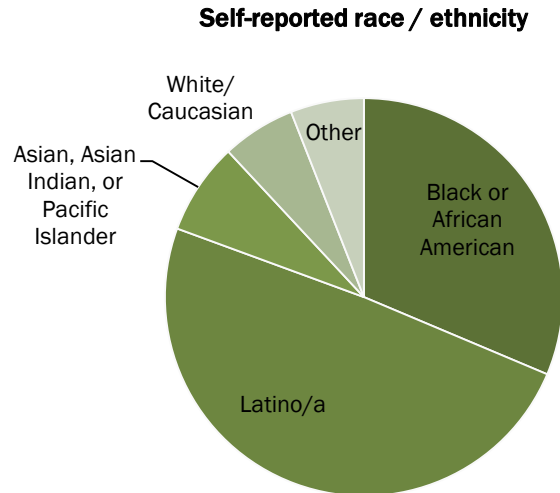
The full formative assessment will also draw from

- focus groups with class participants and
- data from the LearnerWeb platform




WHO ARE WE SERVING?

- Richmond residents. 90% of the participants reported living in Richmond
- Mostly women. 82% of participants identified themselves as female
- Only one-third of participants reported having a school-aged child at home
- Primarily Latinas and African Americans from a broad range of age groups:



Almost half of all participants elected to use Spanish language materials

HOW DO THEY ACCESS THE INTERNET?


- Only 26% of participants reported having a working laptop or desktop at home prior to the program
 - However, 50% 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
 - 49% of participants use smart phones and, of those, 79% reported using their smart phones for Internet access
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PARTICIPANT GOALS FOR THE PROGRAM

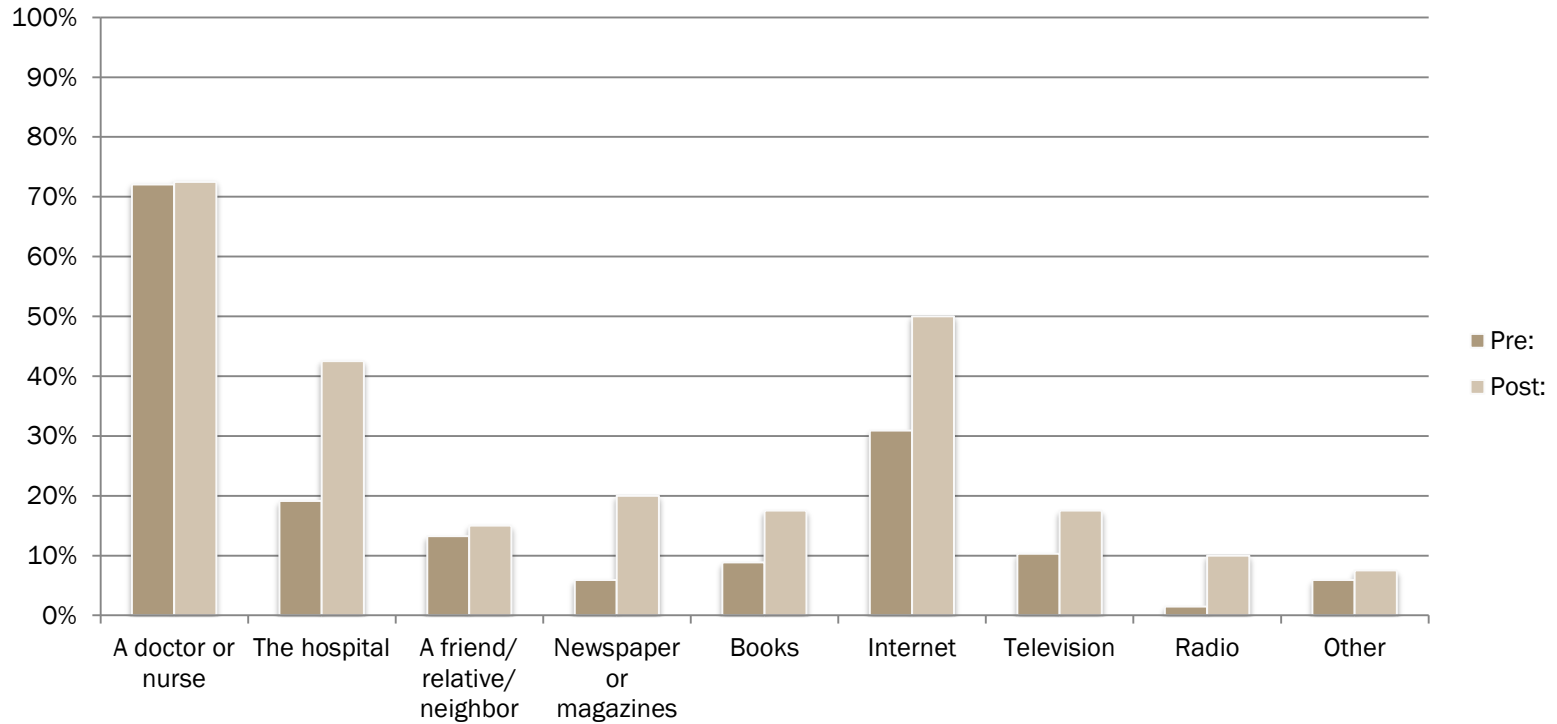
Health related goals included:

- Finding quality health care for themselves and their families
- Maintaining a healthy lifestyle
- Answering questions regarding health care coverage

However, most participants identified learning goals outside of the basic health information offered in the program, these included:

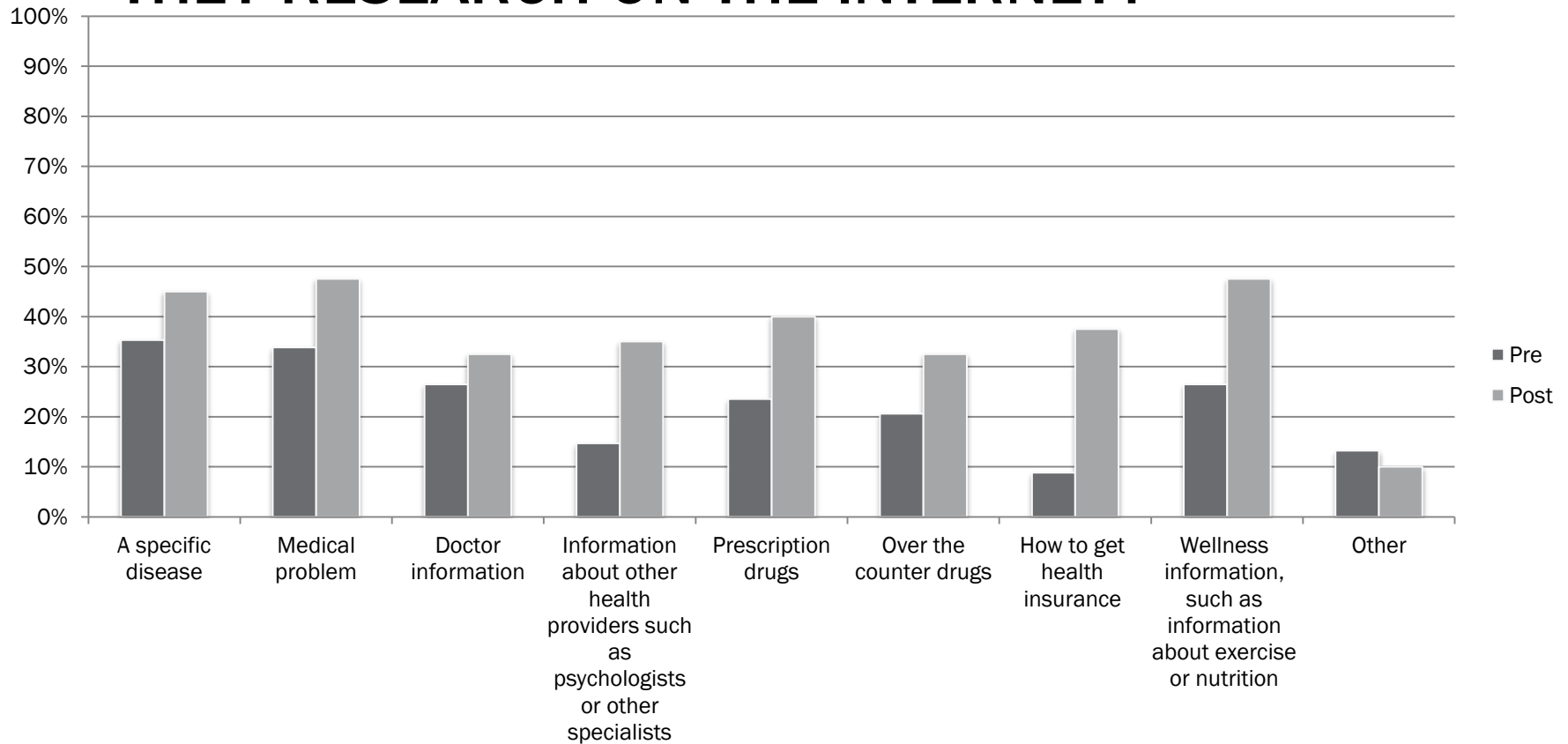
- Learning to use the computer, email, or the Internet
 - Gaining skills and information to find employment
 - Improving English language skills
 - Identifying and avoiding online scams and other security risks
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WHAT ARE THEIR SOURCES FOR HEALTH INFORMATION?



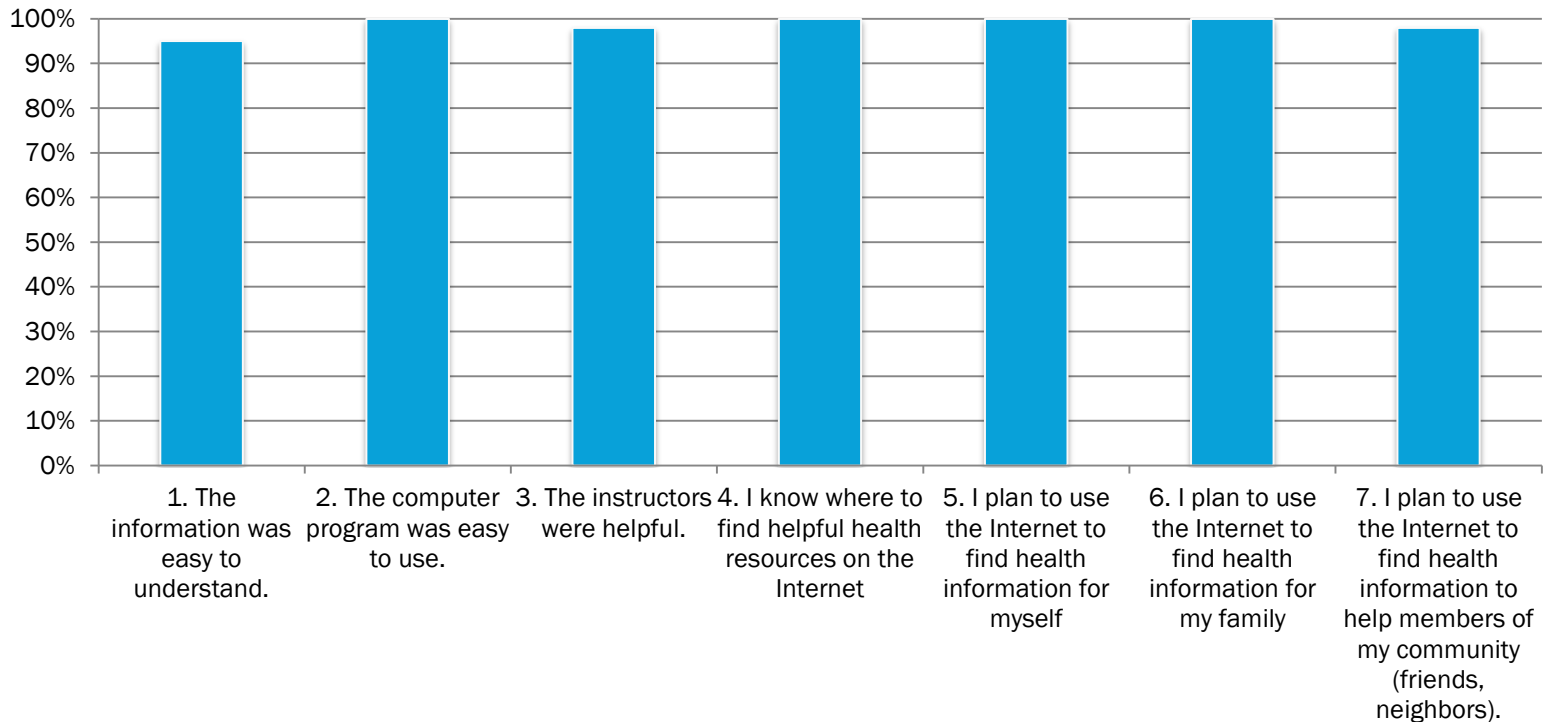
Participants are more likely to use the Internet to get health information after completing the program.

WHAT HEALTH-RELATED INFORMATION DO THEY RESEARCH ON THE INTERNET?



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

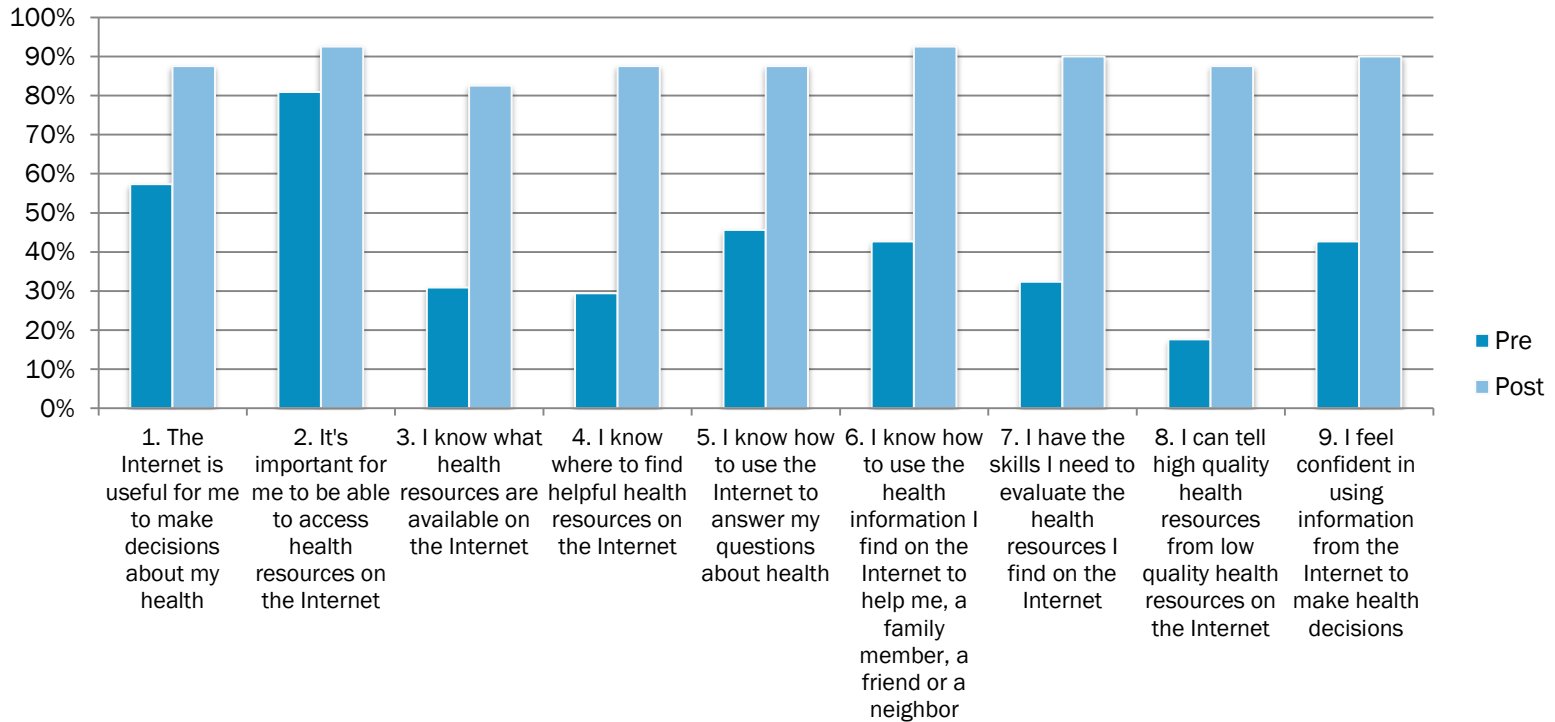
DID PARTICIPANTS FIND THE PROGRAM USEFUL?



The program was universally found to be useful.

- **93% would recommend it to a friend**
- **75% of participants said they learned about additional programs in the City of Richmond during the class**

WHAT DID PARTICIPANTS LEARN?



Participant's confidence in their ability to use the Internet in support of health skyrocketed.

IN THEIR OWN WORDS

This program was amazing. I learned so much only in one day it is very useful.

Saber que si hay diferentes seguros medicos y algunos son gratuitos. Informacion sobre enfermedades y servicios que tiene la ciudad de Richmond.

Que es un programa donde aprendes mucho como encontrar sitios web seguros acerca de salud y cada vez aprendes mas

I've already started telling family and friends about this program.

Les diria que es una fuente de informacion muy amplia y esta al alcance de todos.

NEXT STEPS

LearnerWeb data analysis

Information from LearnerWeb will help us understand

- Which modules are most effective and which could use additional modification
- Whether participants' self-reported gains in competence match achievement in the LearnerWeb platform
- If and where participants are having difficulty and or failing to complete modules

NEXT STEPS

Focus groups

Planned for February, in Spanish and English, these will further explore

- How participants have integrated the curriculum into their lives
- What, in particular, did they learn most about (wellness and lifestyle probe)
- How participants have integrated computer and Internet use into their home lives
- Was there anything they hoped to learn that they didn't
- Would they recommend the course, regardless of incentives