

# **YO! Health Study**

## **YOUTH OPPORTUNITIES in health**

Creating a youth-focused, evidence-based website

**Tambra R. Stevenson**

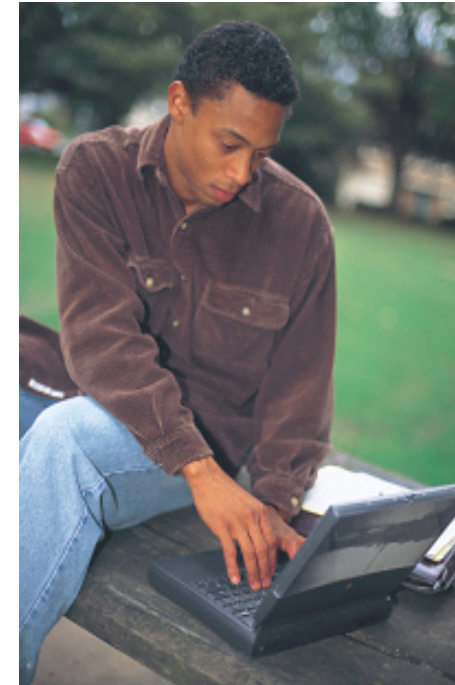
**MS Health Communication '04  
Tufts/Emerson Joint Program**

**May 2004 | ALE Presentation**

**Tufts Health Careers Opportunity Program  
Tufts University School of Medicine  
Dept of Family Medicine & Community Health**

# AGENDA

- **Background**
  - **Tufts & HRSA**
  - **SWOT Analysis**
- **Methods**
  - **Theory/Concepts**
  - **Benchmarking**
  - **Survey**
  - **Focus Group**
- **Marketing & Promotion**
- **Results & Conclusion**
- **Recommendations**



# BACKGROUND

**Tufts Health Careers Opportunity Program** at Tufts Graduate Programs in Public Health serves as an educational pipeline program running from the Boston middle schools to the medical school to increase and assist the number of students from non-opportunistic (educationally and economic) backgrounds into achieving graduate degrees in public health and medicine



Ranked #1  
Community Health  
Program by  
U.S. News



# OBJECTIVE

- To gain insight in developing a youth-centered, evidence-based website for the Tufts HCOP program that prepares and enriches young adults pursuing a career in the health professions.

# RATIONALE

- Nearly 126 million (63%) Americans compose the online population.
- Most of US Internet users access the internet at home (87%).
- African Americans has done research for school and sought religious and spiritual information.
- Latinos report high levels of instant messaging and downloading music.
- Youth like IM and downloading music compared to older Internet users who seek health information and material on government sites.
- Information seeking activities have grown across the board since 2000 by 50% or more such as answering specific questions (8 in 10).

Source: Pew Internet Study 2003

# U.S. HCOP SITES



# BENCHMARKING RESULTS

## BAD

- No description on links and broken links
- Color coordination
- Don't list a table of contents but have to stroll
- Don't have consistent logo
- Have to scroll to check on navigation buttons
- Inconsistent look on each page
- Text is too big, bold and bright.
- Content should be more basic to target audience
- Distorted images
- Double frames on a web page
- Don't have adobe reader for PDF files
- Long, unmemorable URLs such as 'sabhcop.publichealth.arizona.edu'
- Could bullet the information, make it simple. Use same HRSA language.
- No last page date, no copyright, no policy
- Website not personable

## GOOD

- White space
- Consistent masthead, web heads with navigation bars
- More than one link to get a form
- Links at the bottom of page, links for college students with children
- Financial aid link for more scholarships (university)
- Bilingual version of site
- Links at the bottom of page
- Email submit form, event/calendar section, partner listing
- Have application available in documents or pdf
- Comments from former participants

# SWOT ANALYSIS

## STRENGTHS

- Strong Tufts reputation (par to UC Berkeley)
- Visionary, capable leadership
- Dedicated staff
- Geographical location
- Positive feedback from HCOP students about the program

## OPPORTUNITIES

- Internet usage by youth is growing exponentially
- Large market
- Partnerships UMASS and MPHA
- Can expand partnerships and memberships
- Tufts received renewed funding
- Increased national recognition & funding in health disparities & cultural competency
- Increased awareness of public health after 9/11

# SWOT ANALYSIS

## WEAKNESSES

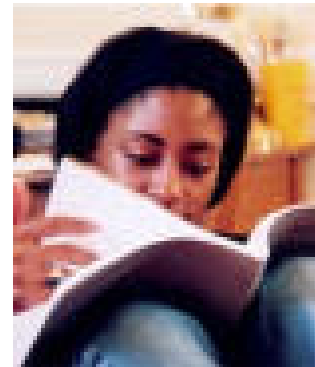
- Old technology perception
- Lack of staff with marketing communication experience
- No solidified partnerships with third party providers
- Staff turnover rate
- Implementation of vision
- Promotion effectiveness
- Student-oriented services
- Program quality
- Funding generated from single-source provider

## THREATS

- Health care is a hot market and is attracting many schools to create public health tracks with quicker access to resources
- Competitor has HCOP
- Funds are available to some competitors that we do not have
- Legislation to reduce funding for HCOP and Title VII programs
- Reverse laws and policies affecting diversity in health professions
- Potential decline in funding in health disparities due political climate change

# METHODS

- Literature review
- Survey
- Focus Groups
- Interviews
- Benchmarking analysis



# Theories/Concepts

- Social marketing
- Social learning theory
- Consumer information processing
- Stages of change model
- Communication theory
- Theory of planned behavior



	High involvement	Low involvement
Strong differences between brands	Complex buying behavior	Variety-seeking buying behavior
Few differences between brands	Dissonance-reducing buying behavior	Habitual buying behavior

# SURVEY METHOD

- Pre-health and health students
- via web and face-face
- March-April 2004
- 119 Responses

**YO! HEALTH 2004 STUDY**  
youth opportunities in health  
"Success is when preparation meets opportunity." -Anonymous  
TUFTS SCHOOL OF MEDICINE | GRADUATE PROGRAMS IN PUBLIC HEALTH

Exit this survey >>

**Health Career Opportunity 2004 Survey**

**2. School Experience**

**1. What are your primary reasons for choosing the school you currently attend? Check all that apply.**

- Faculty
- Program
- Reputation/School Ranking
- Location
- Scholarship
- Number of Minorities
- Family
- Doesn't apply to me
- Other (please specify)

**2. What factors influenced you/ will influence your choice of medical or graduate school? Check all that apply.**

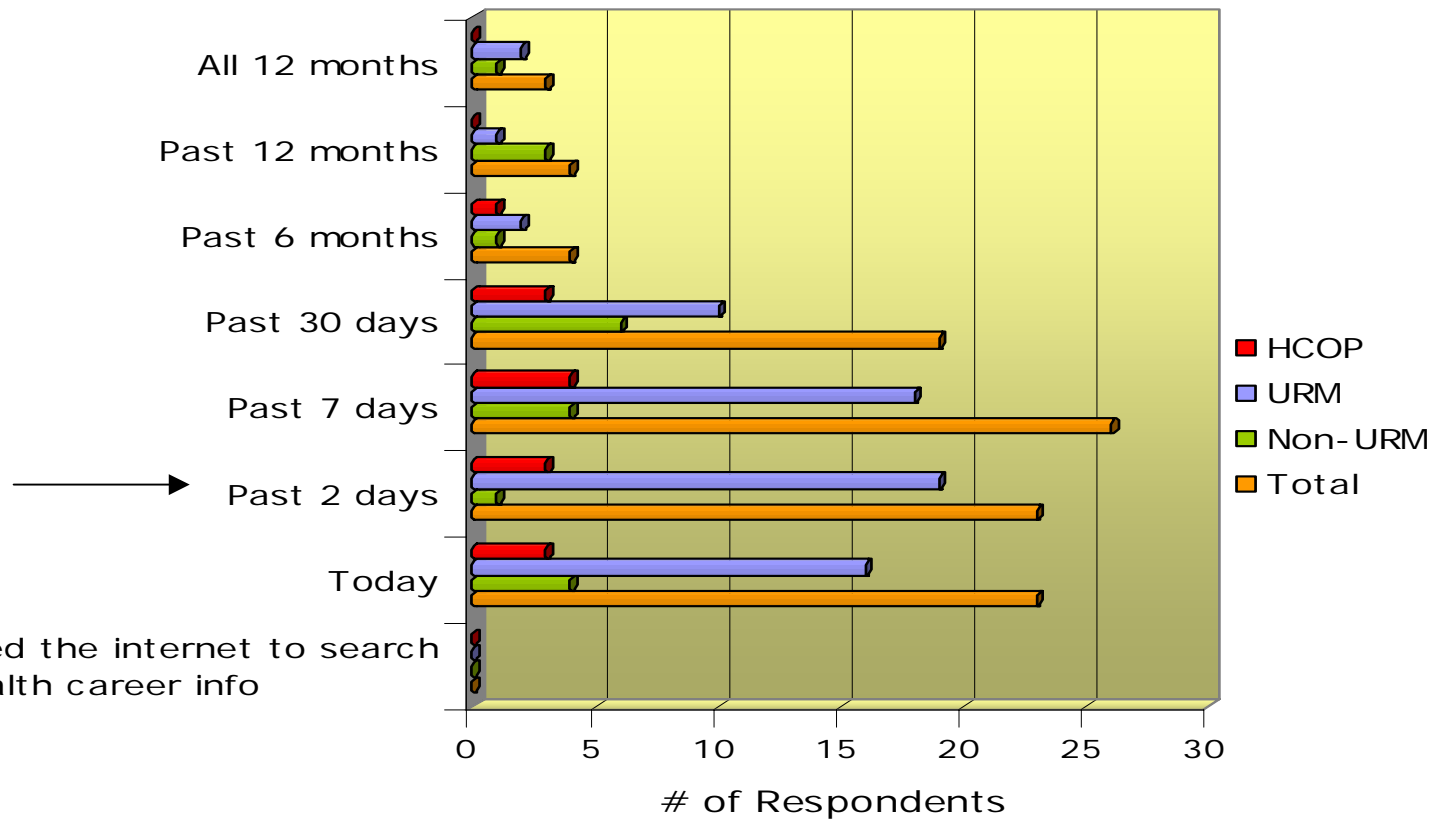
- Reputation/School ranking
- Scholarships
- Cost of Living
- Tuition
- Geographical location
- Faculty
- Number of Minorities
- Family
- None of the above
- Other (please specify)

**3. Of the following health professional fields, which best fits your career goal? Check all that apply.**

- Health Communication/marketing

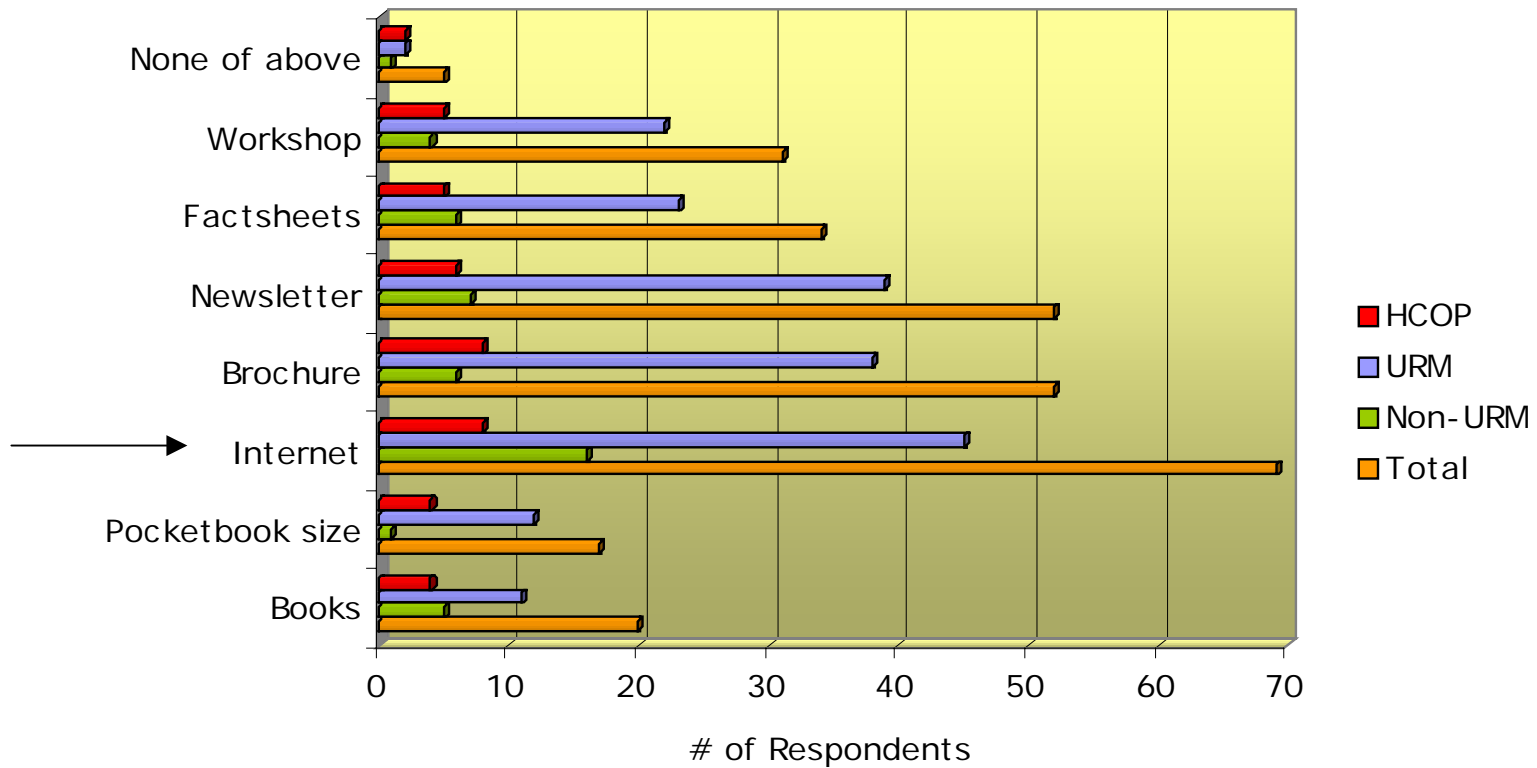
# SURVEY RESULTS

Last time you used the internet to prepare for a health career



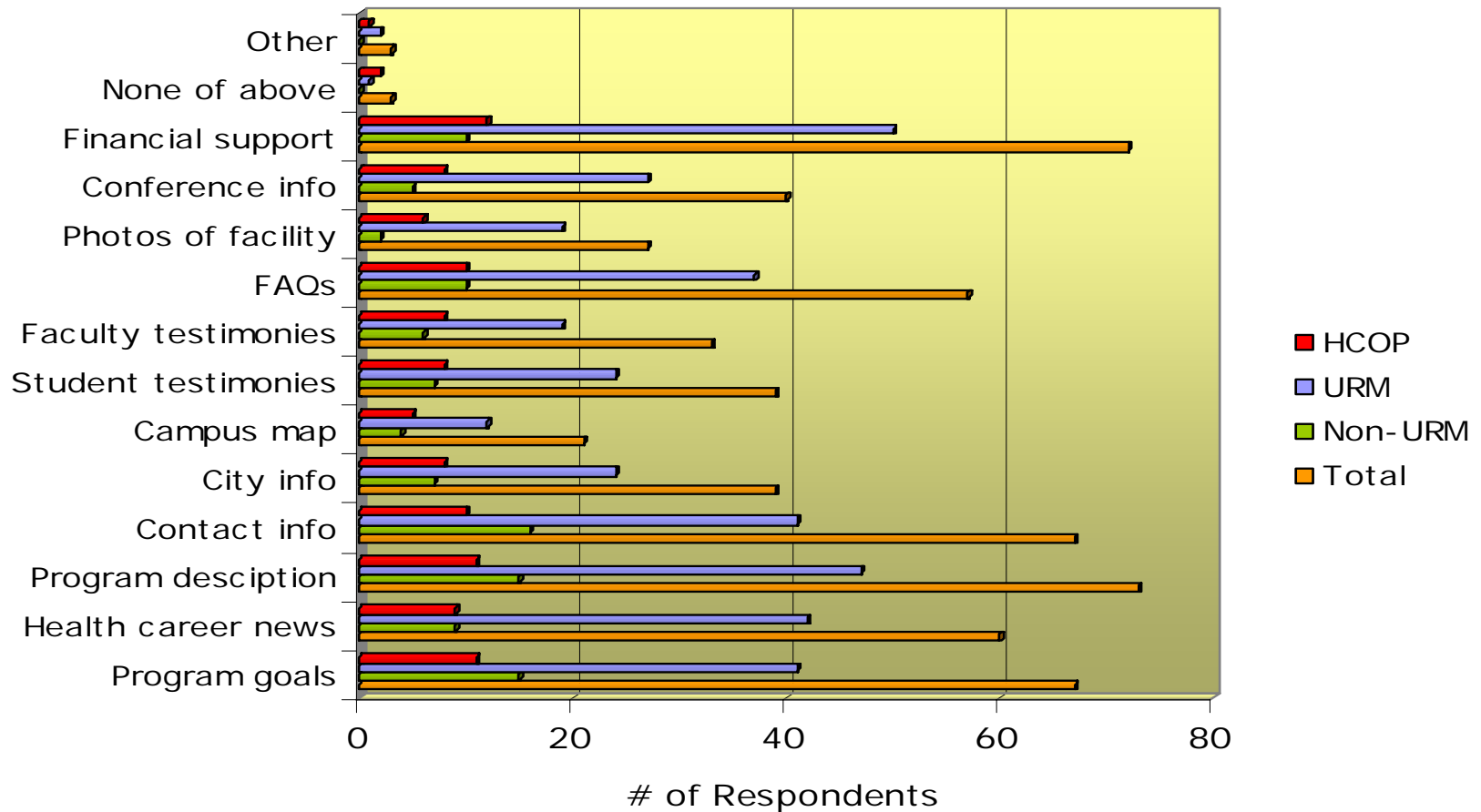
# SURVEY RESULTS

Preferred format for reading health career materials



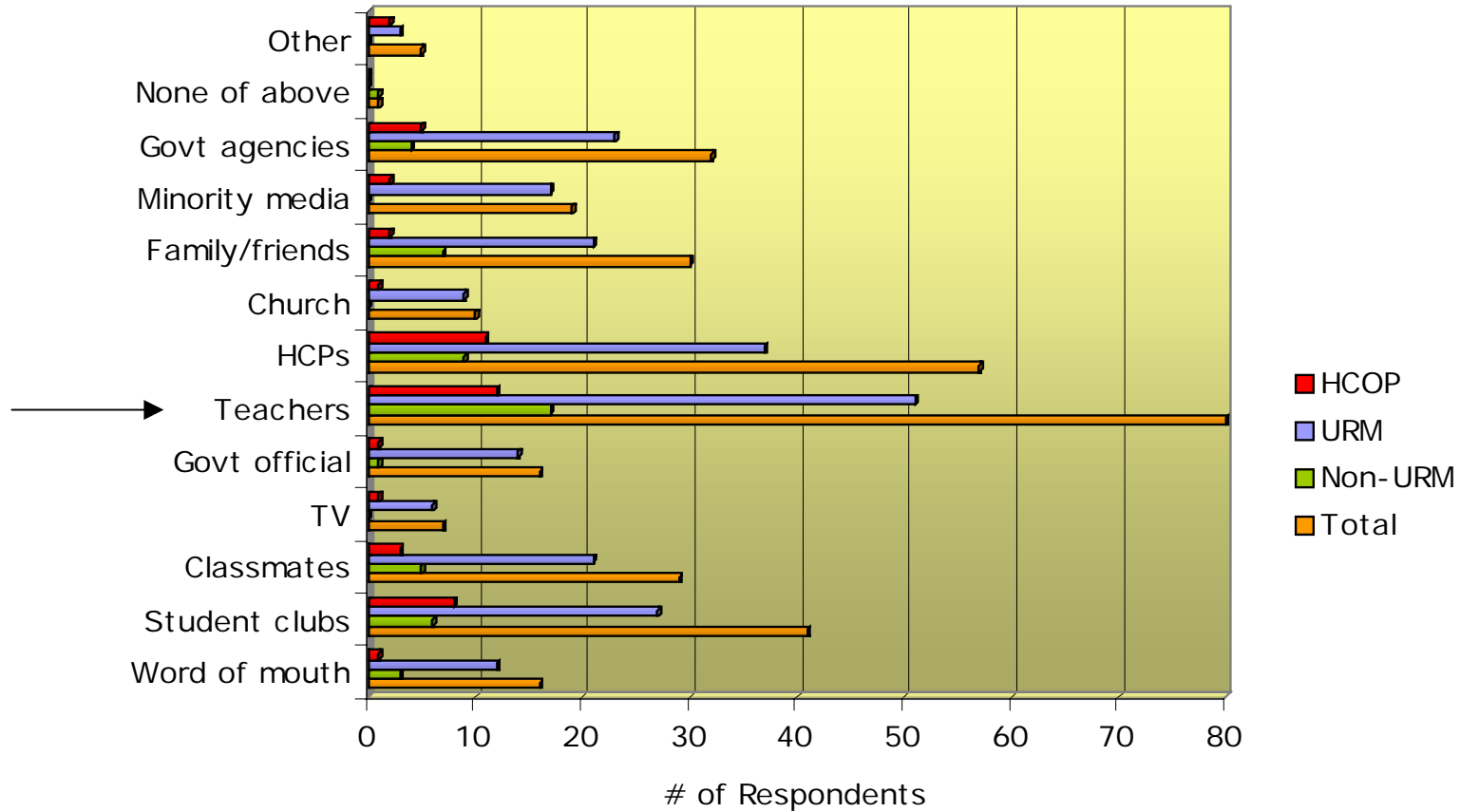
# SURVEY ANALYSIS

Topics that matter when searching for health career information



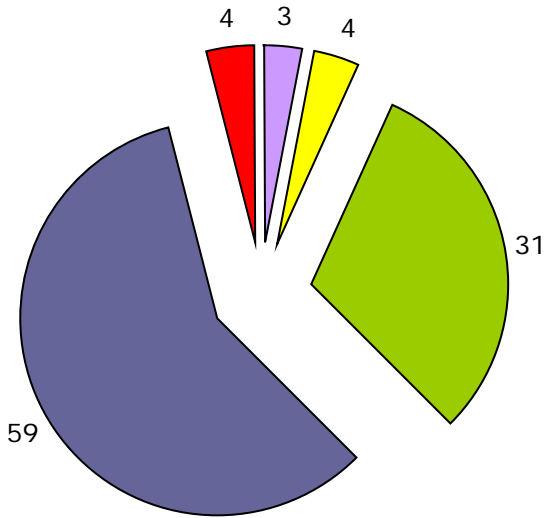
# SURVEY RESULTS

Credible sources for health career information



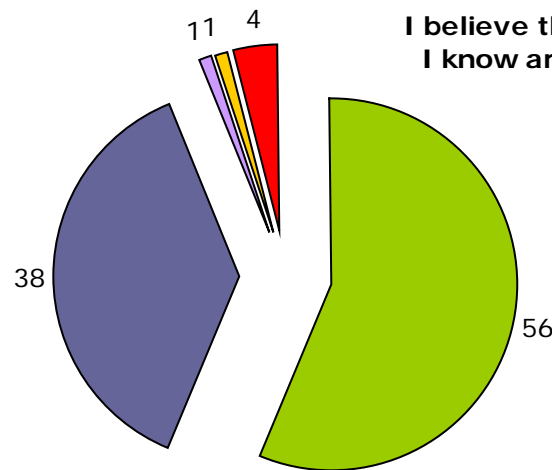
# SURVEY ANALYSIS

**I am satisfied with the number of URM health professionals**



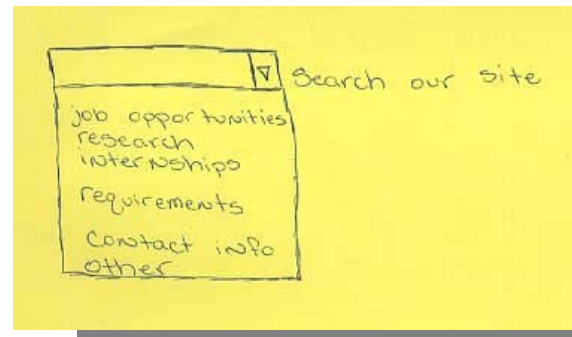
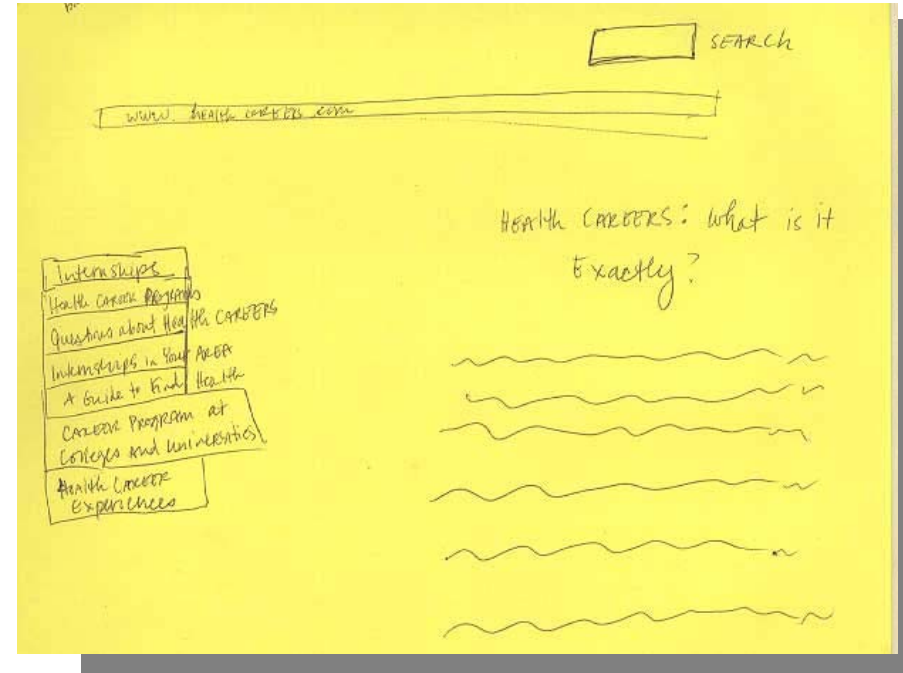
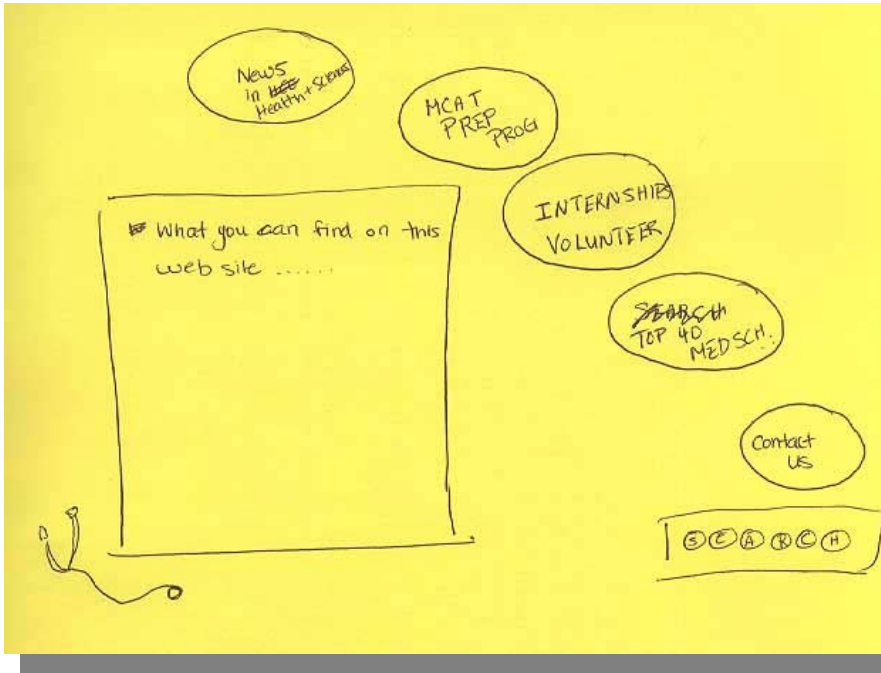
- Strongly agree
- Agree
- Disagree
- Strongly disagree
- Don't know

**I believe the URM health professionals that I know are knowledgeable and competent**



- Strongly agree
- Agree
- Disagree
- Strongly disagree
- Don't know

# IDEAL HEALTH CAREER WEBSITE



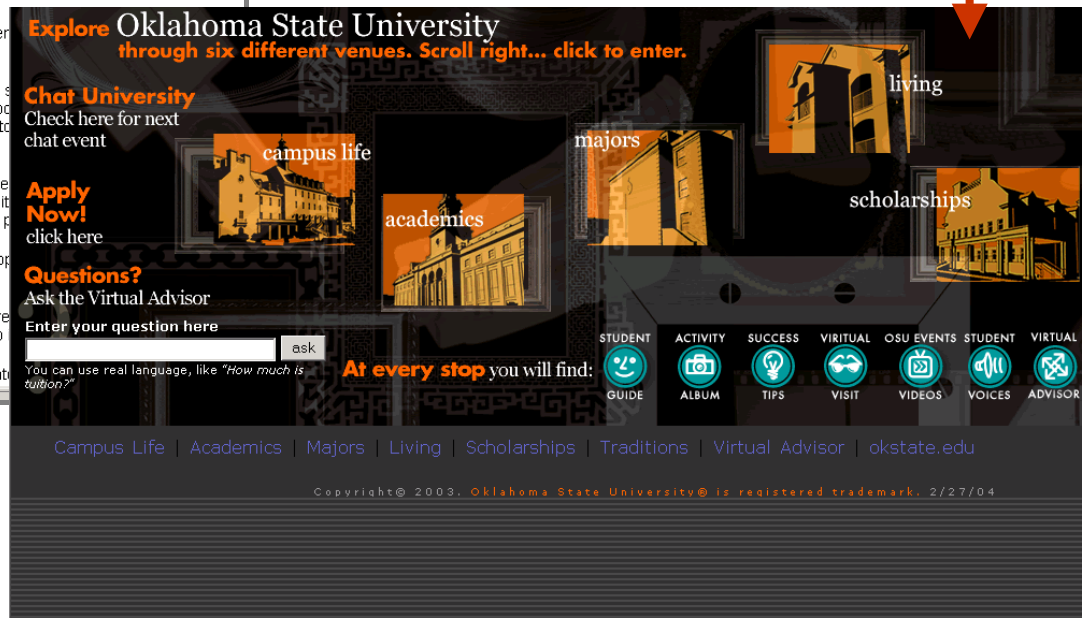
# Focus Group: Website Critique



Search engine

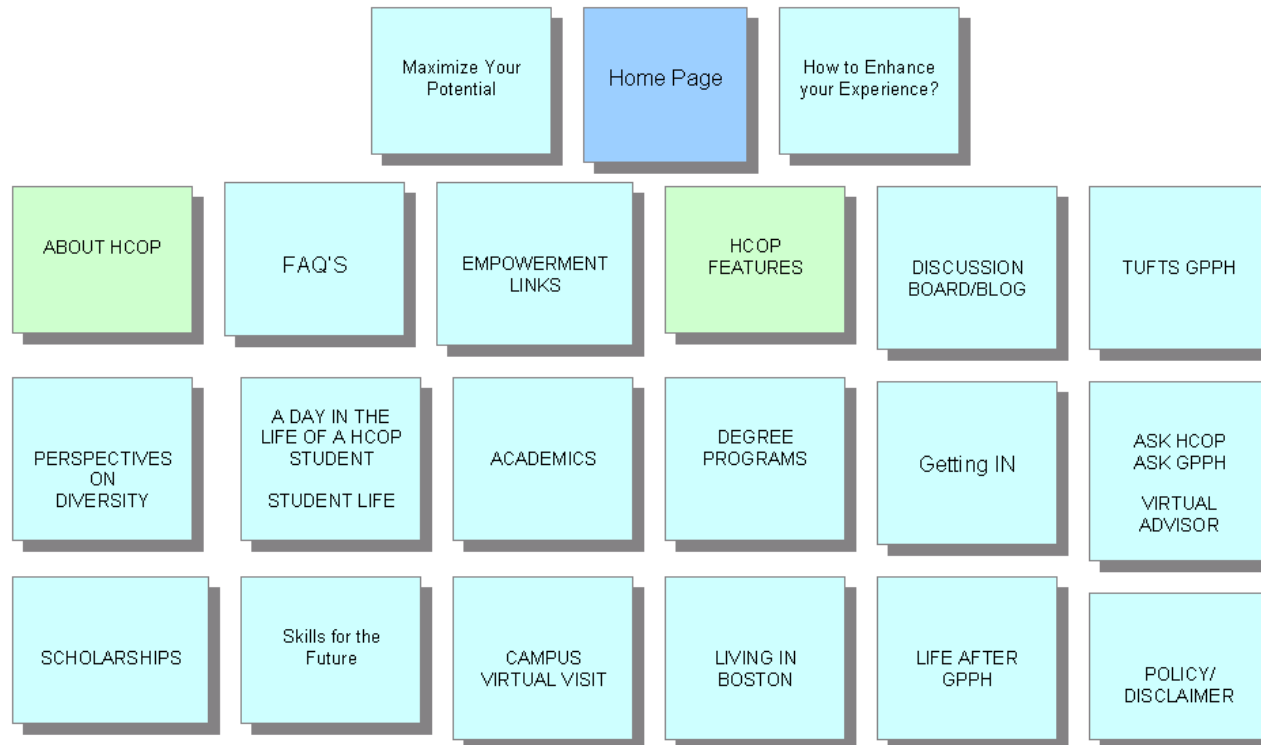
Nav bars

Too dark,  
nice colors

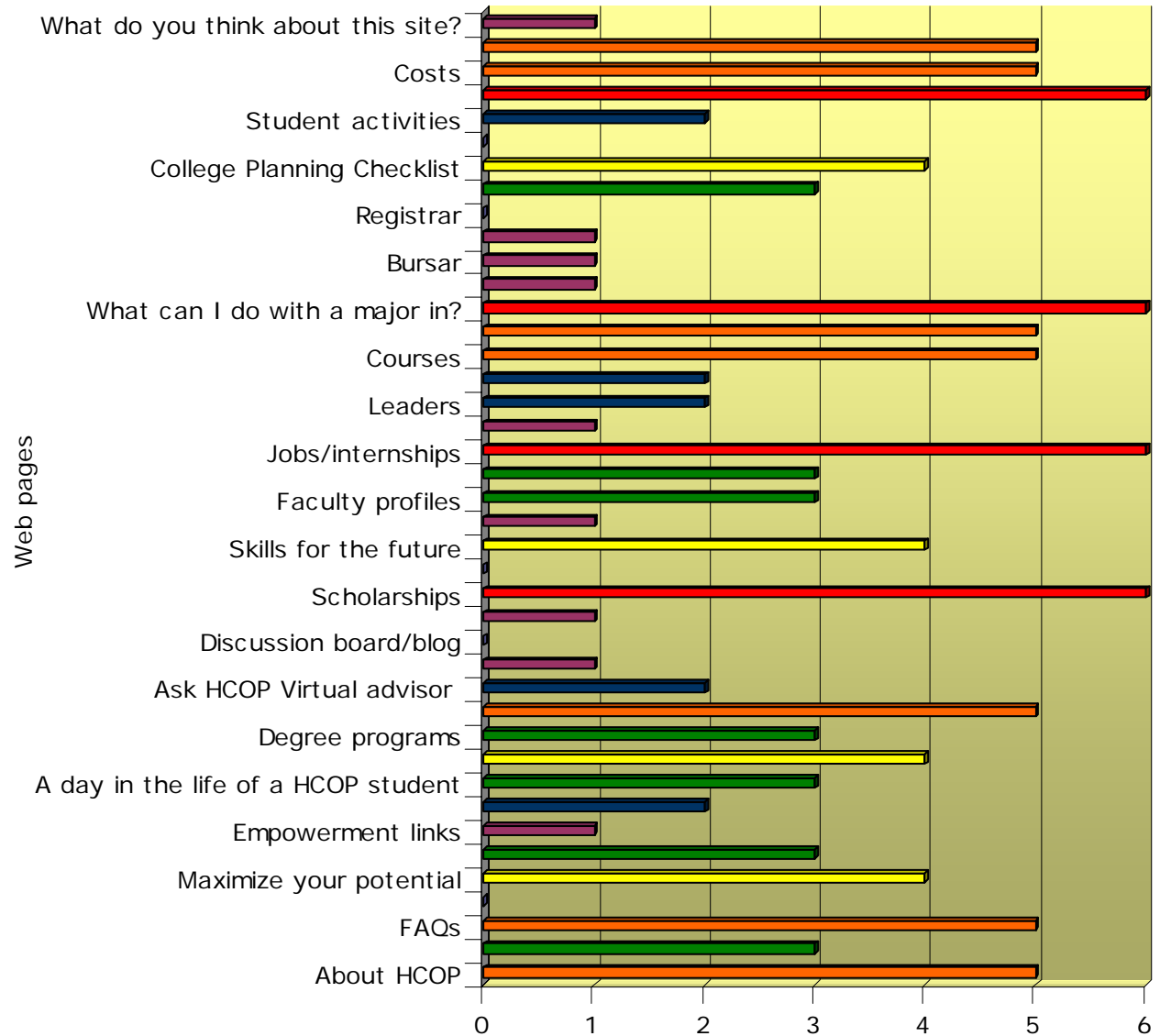


# FOCUS GROUP: WEB DESIGN

## Health Careers Opportunity Program ORGANIZATIONAL CHART



## Preferred web pages



# DESIRABLE IMAGES

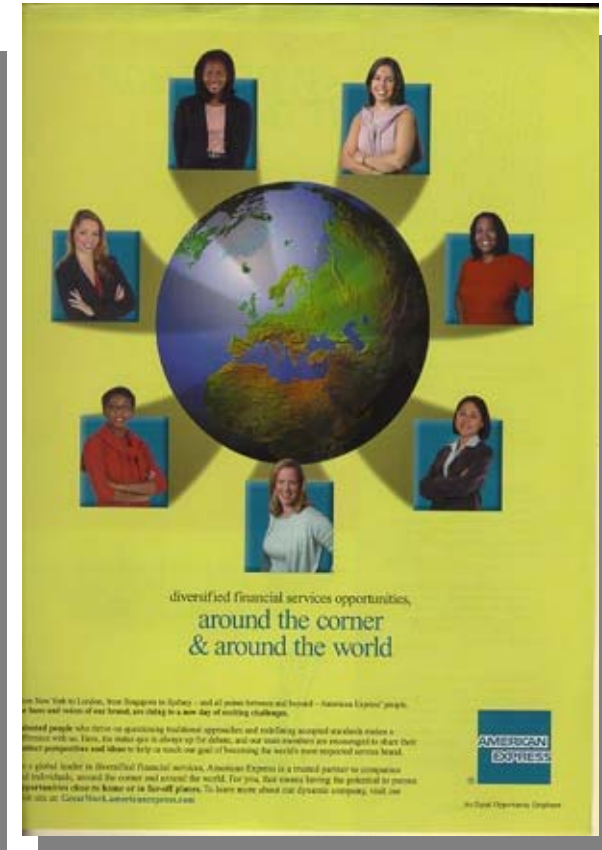
Unique



Involved



Diversity



# HCOP OBITUARY

**Who missed HCOP?** All students with an interest in health programs but who do not yet see the full range of possibilities that opportunities

**How HCOP died?** By lack of support and understanding

**When did it die?** In two years

*"You died because no one came to your events, mainly because you didn't look to see where their interest lies and you didn't clue the speakers into talking more about the present goals, aspirations, challenges and obstacles."*

*-Focus Group Member*

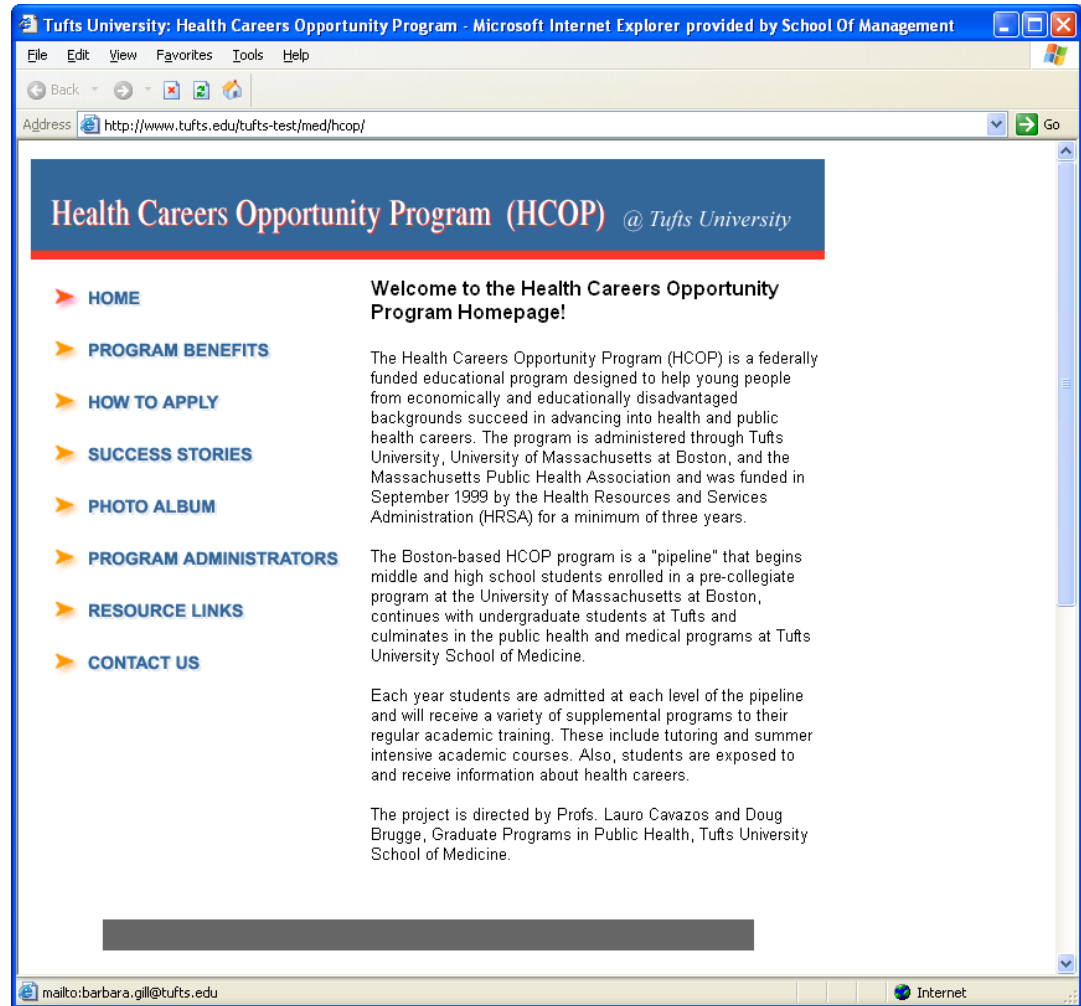
# TUFTS HCOP PROTOTYPE

- Have student testimonies with information on what are they doing after graduation



**Larry Allen**  
Dorchester High School

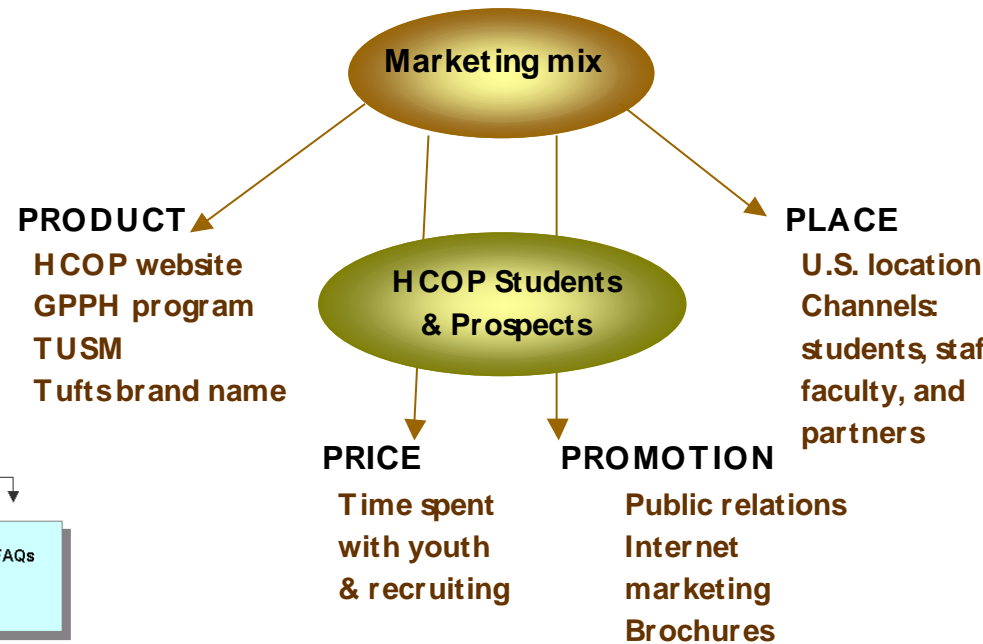
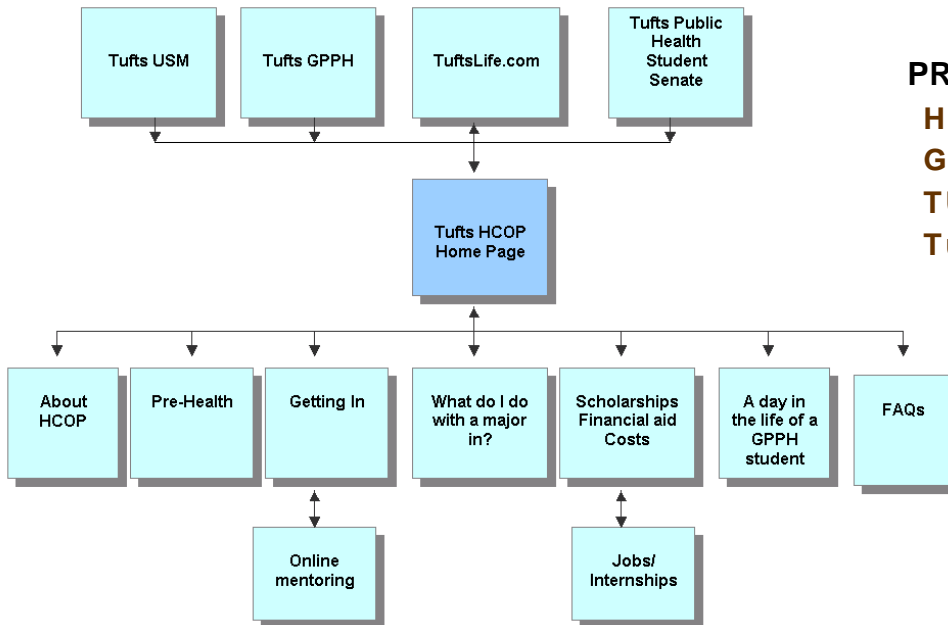
My name is Larry Allen and I'm a sophomore at Dorchester High School. I also attend Urban Scholars at UMASS-Boston after school. I heard about HCOP through Urban Scholars. My first impression of the program was that it could really be beneficial to me and help decide if health is a progression that I really want to get into. I soon realized that the program wasn't as easy as I thought.....[[Full Story](#)]



# MARKETING & PROMOTIONS

Health Careers Opportunity Program  
 Revised Organizational Chart

Recommended URL:  
[hcop.tufts.edu](http://hcop.tufts.edu) AND [go.tufts.edu/hcop](http://go.tufts.edu/hcop)



# RECOMMENDATIONS

- Focus on creating lifetime value and relationships with HCOP students which mutually benefits them and GPPH
- Recognize that everyone must do the marketing for HCOP--from staff to student
- Build the Tufts HCOP brand and recognition through performance
- Measure the HCOP scholar satisfaction and retention rate
- Evaluate medium-size HCOP programs v. large, schools of public health
- Distinguish Tufts GPPH from competitors with a student-focused approach
- Create private-public partnerships to supply additional funding to the program
- Position the Tufts HCOP program as an alternative in health career choices
- Empower students in making informed decisions about their career path

# LESSONS LEARNED

## *Health Communication Theory*

- Most traditional health behavior models and theories did not apply to this project

## *New Information Technology*

- Learned the what web features matter to young adults and how to work with Tufts Web  
Central to implement

## *Applied Research & Evaluation*

- Mixed methodology proved very useful in ascertaining the insights
- Focus on the 'onion'

## *Multicultural and Youth Marketing*

- Important to have a reference point in understanding culture, esp. youth

## *Promotion and publicity*

- Using experience and marketing course to apply to this project



**QUESTIONS?**