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Health C.H.I.P.s: initial report

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HUNTER CENTRE FOR HEALTH ADVANCEMENT

Health C.H.I.P.s

INITIAL REPORT

**Sallie Newell, Lucille Moran & Rob
Sanson-Fisher**

January 1995 - March 1996

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Executive Summary

New Health C.H.I.P.s Locations

- Additional permanent Health C.H.I.P.s kiosks have been located at Wallsend, Cessnock and Raymond Terrace Shopping Centres during 1995, bringing the total number of permanent kiosks in the Hunter to 9.
- During 1995, mobile Health C.H.I.P.s kiosks were set up at various locations including Western Suburbs Leagues Club and Newcastle Show.
- During this quarter (January - March 1996), mobile Health C.H.I.P.s kiosks were set up at 4 Hunter fitness centres for periods of 2 weeks each.

New Health C.H.I.P.s Programs

- A program addressing Drink Driving has been added to the programs available during 1995.
- The Cervical Cancer program has been updated during 1995.
- Programs addressing Childhood Injuries and Healthy Weight Loss have been added to those currently in preparation.

Are People Aware of Health C.H.I.P.s?

- 77% of regular shoppers surveyed during 1994 reported knowing about the Health C.H.I.P.s display in their regular shopping centre.

Who Uses Health C.H.I.P.s?

- 22% of regular shoppers surveyed during 1994 reported having used Health C.H.I.P.s at least once.
- The average number of daily users for ALL programs across ALL kiosks during 1995 was 756 and 668 for this quarter. This represents 9 more users per day than during the same quarter last year.
- With a total of 56,200 potential daily users, this represents 1.2% of possible users.

Who Uses Health C.H.I.P.s? (continued)

- Raymond Terrace was the most used Health C.H.I.P.s kiosk, with a daily average of 133 users during this quarter and 168 for the year 1995. Charlestown Square was the most used kiosk during the same quarter last year, with 166 users per day.
- Smoking consistently remains the most popular program, with an overall average of 119 users per day during this quarter.
- Drink Driving was the most popular program during the second half of 1995, with 132 users per day, but has dropped to 75 users per day during this quarter.
- Health C.H.I.P.s remains more popular among people in the younger age groups, with 80% of observed users estimated to be aged 30 years or less.

What Do People Think of Health C.H.I.P.s?

- In the 1994 survey of regular shoppers who had used Health C.H.I.P.s:
 - ⇒ 96% found it easy to use.
 - ⇒ 97% found it informative.

Potential Purchasers of Health C.H.I.P.s

- Negotiations are underway with Portland Aluminium, Victoria.

Rationale

What are Health C.H.I.P.s?

Health C.H.I.P.s represent a novel mass communication strategy. Touchscreen computers loaded with programs containing health information are placed in “high traffic” locations, such as shopping centres and hospital waiting rooms.

These computers are housed in attractive, attention-catching kiosks and feature an initial screen and large signs inviting people to touch them. On touching the screen, people are offered a menu of health topics to choose from, including Asthma, Blood Pressure, Bread, Cervical Cancer, Drink Driving, Immunisation, Mental Health, Sexual Health and Smoking.

Each Health C.H.I.P.s program is written using multi-media software, incorporating text, graphics and photographs - to ensure messages are interesting and clearly communicated. The software also allows information to be tailored, based on information provided by each individual.

Each Health C.H.I.P.s program contains a number of sub-programs relevant to that health topic. These sub-programs are also presented in a menu format, enabling people to choose the options of most interest to them. As an example, the Cervical Cancer program includes the following sub-programs:

- Test Your Knowledge Quiz - asks people if they know the prevalence of cervical cancer, how it can be prevented, who should be screened, etc. The correct answer is given for each question.
- Common Questions & Answers - a number of commonly-asked questions about cervical cancer.
- Services Available - where to get more information, places where you can go for a Pap test, etc. This information is tailored to the geographical location of the Health C.H.I.P.s kiosk (ie: the Maitland kiosk contains information relating to services available in Maitland).

Why Use Health C.H.I.P.s?

- Interactive computer programs represent a new arena for the dissemination of health information to the community at large.
- They are free to the public, in contrast to many forms of health promotion.
- The kiosks can also be used to display brochures, pamphlets and posters.
- They allow individuals to get information on the issues of interest to them at a time convenient to them - this is likely to increase the proportion of information absorbed.
- Locations can be chosen to increase the likelihood of reaching the “hard to reach” members of the population - eg: shopping centres in low SES areas.
- In contrast to many other dissemination channels (eg: pamphlets), they allow health information to be tailored to the individual.
- The programs can be updated, at minimal cost, as new information becomes available.
- They represent a relatively inexpensive intervention when the long term cost per person accessing the information is considered.
- In addition to permanent displays, mobile kiosks can be set up at major public events, such as the Newcastle Show.

Progress Indicators: Locations and Programs

Where are the Health C.H.I.P.s kiosks?

- Permanent Health C.H.I.P.s kiosks are now located at 8 Hunter Shopping Centres: Cessnock, Charlestown Square, Marketown, Muswellbrook, Maitland Pender Place, Raymond Terrace, Singleton and Wallsend.
- A permanent Health C.H.I.P.s kiosk is also located at the John Hunter Hospital.
- Wallsend, Raymond Terrace and Cessnock Shopping Centres were added to the locations during 1995: this increases the total daily potential Health C.H.I.P.s audience by 11,500 to 56,200.
- During this quarter, Mobile Health C.H.I.P.s kiosks were displayed at 4 Hunter fitness centres: Wests Gym, Belair Squash & Fitness, Feminine Fitness and Belmont Squash. These locations exposed at least 1,500 additional potential people to Health C.H.I.P.s.

Health C.H.I.P.s Locations

Ongoing Locations	New Locations	Mobile Locations
¹ John Hunter Hospital (5,000) ³ Charlestown Square(13,000) ³ Wallsend(6,000) ³ Maitland(6,000) ² Marketown(4,200) ³ Muswellbrook (5,000) ³ Singleton (5,500)	² Raymond Terrace (6,500) ³ Cessnock Plaza (5,000)	Wests Gym Belair Squash & Fitness Feminine Fitness Belmont Squash
Potential Daily Audience = 44,700	Potential Daily Audience = 11,500	Potential Audience = 1,500 (total)

¹ Based on cars entering site on a daily basis.

² Based on throughput data provided by Knight, Frank Hooker, Property Consultants - Newcastle Office.

³ Based on estimates from Shopping Centre Managers.

What New Locations Are Planned for Health C.H.I.P.s?

- The management of Woodrising and Maitland Plazas have approached the Centre, requesting us to install permanent Health C.H.I.P.s kiosks in their venues.
- Discussions have been held with Maitland Hospital and the Mater Misericordiae Hospital regarding the possibility of installing permanent kiosks.
- Negotiations are underway with all Hunter Fitness Centres for Health C.H.I.P.s kiosks to be installed for 2 week periods.
- During the next quarter, a mobile Health C.H.I.P.s kiosk will be set up at the Tocal Agricultural Show.

What Health Topics are Included in Health C.H.I.P.s?

- As shown in the table below, a total of 9 programs are now available on Health C.H.I.P.s.
- A program relating to Drink Driving was added to the existing menu during 1995 and the Cervical Cancer program was updated.

Health C.H.I.P.s Programs

Ongoing Programs	New/Updated Programs	Programs in Preparation
Asthma Bread & Grains Smoking Blood Pressure Mental Health Sexual Health Immunisation	Drink Driving (N) Cervical Cancer (U)	Cardiovascular Disease Healthy Weight Loss Falls in Older People Skin Protection Childhood Injuries Booked Surgery Health Skills Health Link General Practitioners Incontinence Diabetes Hormone Replacement Therapy

What New Topics Are Planned for Health C.H.I.P.s?

- As shown in the table above, work is soon to start on the development of programs covering Falls in the Elderly, Skin Protection, Cardiovascular Disease, Booked Surgery, Health Skills, Health Link and General Practitioners.
- Given the lack of popularity of Health C.H.I.P.s among the older age-groups, we plan to begin developing programs aimed specifically at over 50 year olds, including Incontinence, Diabetes and Hormone Replacement Therapy.
- The Healthy Weight Loss and Childhood Injuries programs are due to be launched during the next quarter. These launches will involve electronic and print media.

GOAL: Programs

- For a total of 15 Health C.H.I.P.s programs to be available by December 1996.

GOALS: Locations

- For 14 permanent Health C.H.I.P.s kiosks to be established in the Hunter by December 1996.
- For mobile Health C.H.I.P.s kiosks to be installed at 10 locations during 1996.

Progress Indicators: Awareness & Acceptability of Health C.H.I.P.s

Are People Aware of Health C.H.I.P.s?

In the latest shopping centre interception survey of 1994:

- 77% of regular shoppers reported knowing about the Health C.H.I.P.s display.

Do People Report Using Health C.H.I.P.s?

In the latest shopping centre interception survey:

- Of regular shoppers:
 - ⇒ 22% reported having used Health C.H.I.P.s at least once.

What Do People Think of Health C.H.I.P.s?

In the latest interception survey:

- Of the people who reported having used Health C.H.I.P.s:
 - ⇒ 82% thought it was a useful way of communicating health information.
 - ⇒ 97% found it informative.
 - ⇒ 96% found it easy to use.

GOALS: Awareness & Acceptability

- One observational and one intercept study will be conducted to reassess community awareness and acceptability of Health C.H.I.P.s by December 1996.
- For at least 90% of users to report that Health C.H.I.P.s is useful, informative and easy to use.

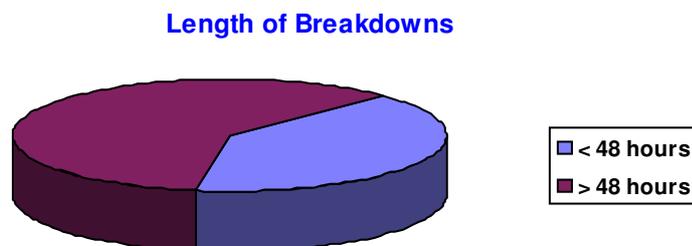
Progress Indicators: Equipment Breakdowns

How Many Possible Hours Were Lost?

- During this quarter, a total of 440 hours of kiosk availability was lost due to equipment breakdowns and relocating of kiosks due to reorganisation at shopping Centres. This represents 6.7% of the total possible hours that Health C.H.I.P.s kiosks could have been available to the public.
- This is an increase from previous quarters due to the reorganisation undertaken by Marketown and Wallsend Shopping Centres.

How Long Elapsed Before Breakdowns Were Resolved?

- The amount of time lost due to equipment breakdowns is continuing to be reduced with breakdowns of equipment equating to only one kiosk per quarter.
- During 1995 Charlestown Square, Raymond Terrace and Marketown were down for a period of 2 days each after notification by the Centre management.
- For this quarter, the equipment breakdown was at Charlestown Square.
- As shown in the graph below, 40% of breakdowns were resolved within 48 hours. This is consistent with the same quarter last year.



How Can Response Times Be Improved?

- Repairs to Health C.H.I.P.s kiosks is now a priority task for the Centre's programmer.
- Negotiations are underway with external contractors to provide support for the kiosks.

GOALS: Equipment Breakdowns

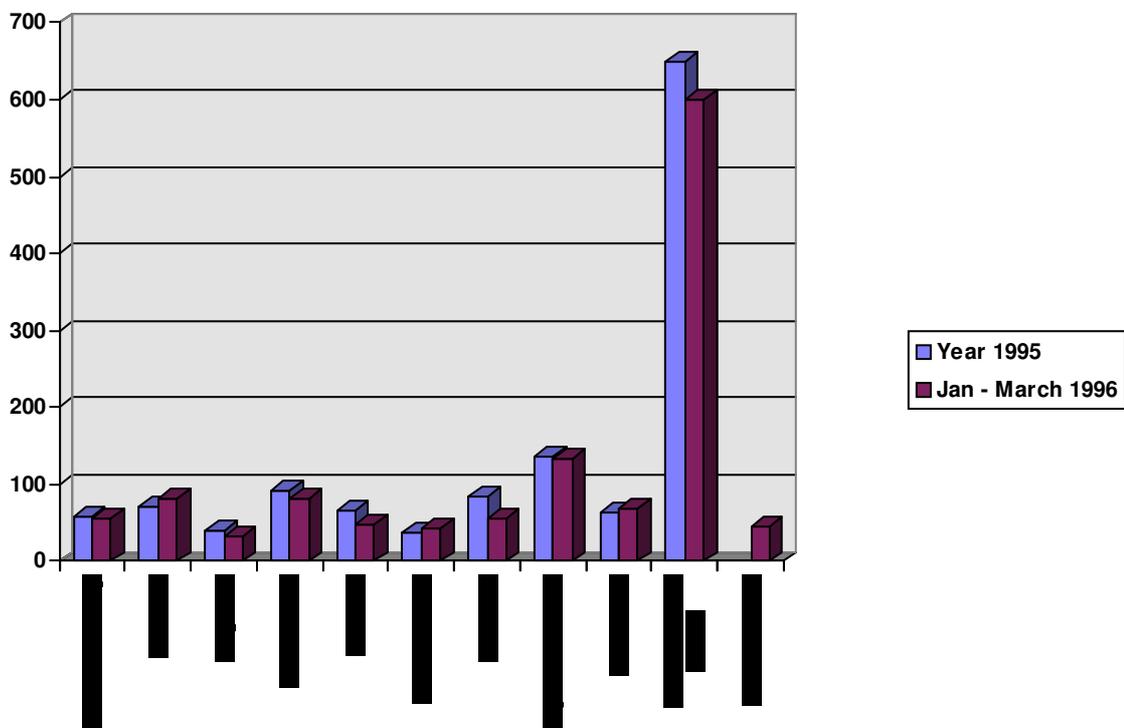
- For all kiosk breakdowns to be resolved within 48 hours of notification.
- For the maintenance of 7 Health C.H.I.P.s kiosks to be contracted to non-centre staff by December 1996.

Progress Indicators: Health C.H.I.P.s Usage

How Many People Use Health C.H.I.P.s?

- During this quarter, the Health C.H.I.P.s kiosks were used by an average of 668 people per day, excluding down time and days shopping centres are closed. This represents an increase of 9 users per day on the same quarter last year.
- With total potential users on a daily basis of 56,200 this represents 1.18%, with Raymond Terrace having the highest utilisation rate at 2.58%.
- As shown in the graph below, Raymond Terrace was the most used kiosk (daily average = 133-136), followed by Charlestown Square (daily average = 82-92).
- Singleton had the lowest number of users during this quarter (daily average = 32-41).
- The Shopping Centres overall showed an increase in utilisation during the quarter ended December 1995, whereas there was a decrease in utilisation during the quarter ended March 1996. This may be explained by the increase in shopping during the lead-up to Christmas.
- Utilisation at the John Hunter Hospital remained constant.

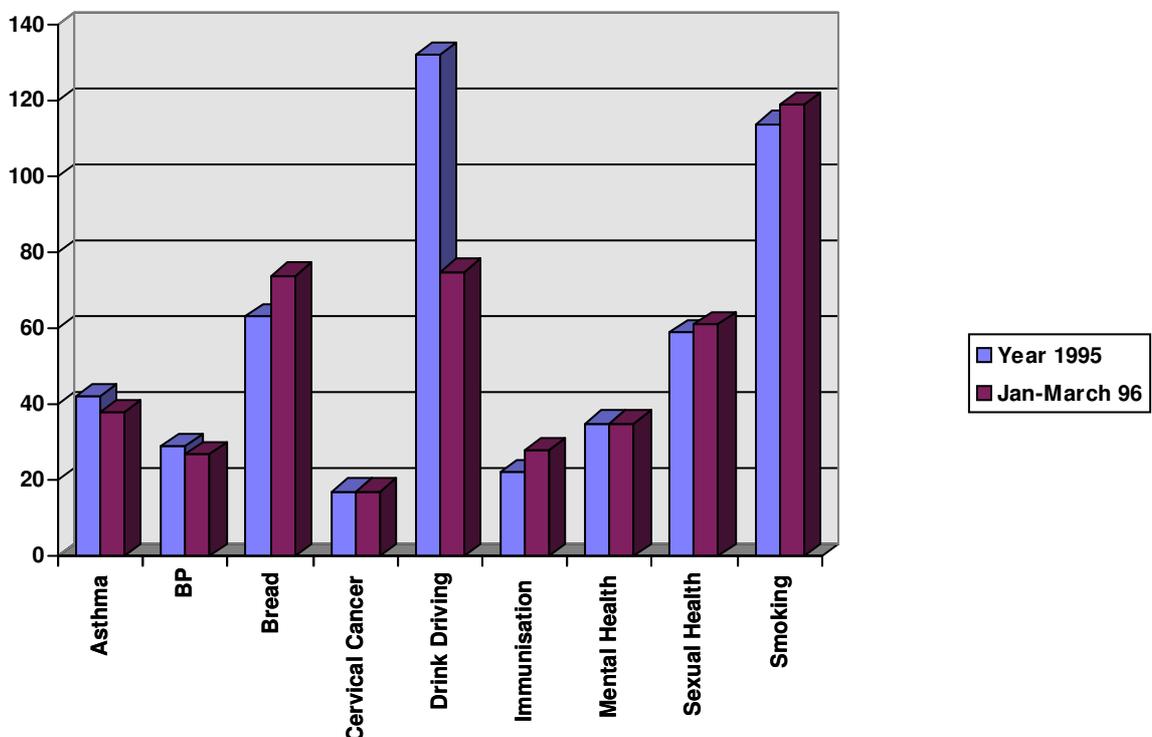
Average Number of Daily Users



How Many People Use Each Health C.H.I.P.s Program?

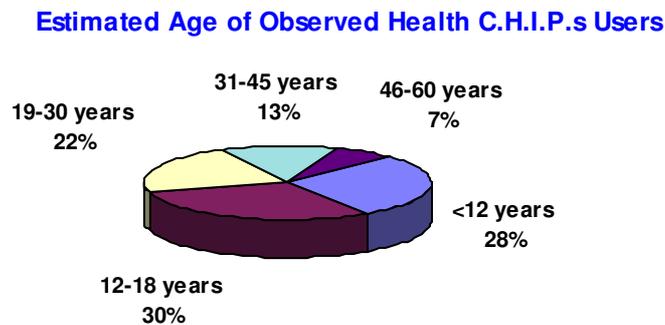
- As shown in the graph below, during 1995, Drink Driving was the most used Health C.H.I.P.s program (daily average = 132), followed by the Smoking program (daily average = 114).
- However, during this quarter, the Smoking program has been used more (daily average = 119) than the Drink Driving program (daily use = 75).
- During this quarter, smoking was also the most used program on the mobile Health C.H.I.P.s kiosks (daily average = 7), followed by the Bread & Grains and the Blood Pressure programs (daily average = 4 each).
- Cervical Cancer had the lowest number of users during the 1995 and for the quarter ended 31 March 1996 (daily average = 17).
- The Bread, Immunisation, Sexual Health and Smoking programs showed increases in utilisation for this quarter, in comparison to 1995.
- The Drink Driving, Asthma and Blood Pressure programs showed a decrease in utilisation for this quarter, in comparison to 1995.

Average Number of Daily Users - Permanent Kiosks Only



Who Uses Health C.H.I.P.s?

- The graph below shows the estimated age of individuals seen using the Health C.H.I.P.s kiosks during an observational study conducted in 1994.
- As illustrated, Health C.H.I.P.s are most popular among the younger age groups: more than half the people using Health C.H.I.P.s were aged 18 years or less and none of the observed users were aged over 60 years.



How Can We Increase the Usage and Usefulness of Health C.H.I.P.s?

- Programs targeting older people are being developed.
- It has been proposed to attach posters promoting new Health C.H.I.P.s programs to the structure housing the kiosks: this is intended to encourage people to use the kiosks more than once.
- An additional screen is being designed to ask everyone using Health C.H.I.P.s their age and gender before launching into the program. This will allow improved monitoring of the types of people using Health C.H.I.P.s.
- Only six programs can be advertised on the initial Health C.H.I.P.s screen: users have to press a “More Topics” button to find out the titles of other programs. The six topics included on the initial screen will be tailored, according to the answers provided to the new age and gender screen described above.

GOALS: Health C.H.I.P.s Usage

- To achieve an average of 100 daily users per kiosk per day by December 1996.
- To test the accuracy of self-reported age & sex information entered into the computers by December 1996.
- To report more information about all Health C.H.I.P.s users, including their age, sex and the number of times they have used the kiosks.
- To tailor the programs offered on the initial screen to users' age and gender.

Progress Indicators: Marketing Health C.H.I.P.s

- In an effort to recoup some of the time and money invested in the development of Health C.H.I.P.s, attempts are being made to sell the Health C.H.I.P.s programs.
- Non-health service organisations, as well as other health services, are being offered the opportunity to purchase Health C.H.I.P.s.
- Negotiations are currently underway with Portland Aluminium, Victoria.

GOALS: Marketing Health C.H.I.P.s

- To sell 2 Health C.H.I.P.s programs by December 1996.
- To sell an additional 4 Health C.H.I.P.s programs by June 1997.

Progress Indicators: Community Knowledge Levels

- Each Health C.H.I.P.s program includes at least one “Test Your Knowledge” quiz. In future reports, it is hoped to present data showing the proportion of questions answered correctly by Health C.H.I.P.s users.

GOALS: Community Knowledge Levels

- To present data about community knowledge levels by September 1996.