

Staying Connected: AboutKidsHealth and Social Work @ SickKids

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AboutKidsHealth: A brief history

- 2001: AboutKidsHealth
 - Founding grant from TD Securities over 8 years
- 2002-2004: The Online Family Health Centre
 - 2002: strategic planning, field research.
 - Blast Radius and Phase 5
 - January 2003: open AboutKidsHealth Family Resource Centre
- 2004-2010: AboutKidsHealth.ca
 - July 2004: launch AboutKidsHealth.ca with 3 Resource Centres
 - September 2007: launch AboutKidsHealth v.2 with 9 Resource Centres
 - 2007: AboutKidsHealth becomes SickKids Patient Education Group
 - 2008: AboutKidsHealth becomes part of the Learning Institute
 - April 2009: Translation grant from Citizenship and Immigration Canada
 - January 2010: Sustainability grant from Public Health Agency of Canada
 - January 2011: launch multilingual AboutKidsHealth.ca v.3 with 13 Resource Centres

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The AboutKidsHealth Team

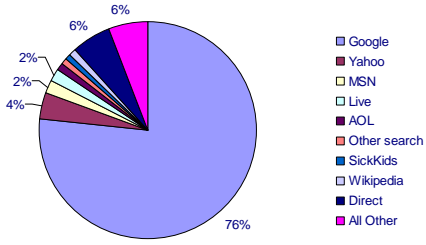
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Susan Tallett, MB, BS, MEd, FRCPC, Chief of Education (The Learning Institute)

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Accessibility - finding the information



83% of traffic from major search engines

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Utilization: visits from 1009 Canadian communities (English site)

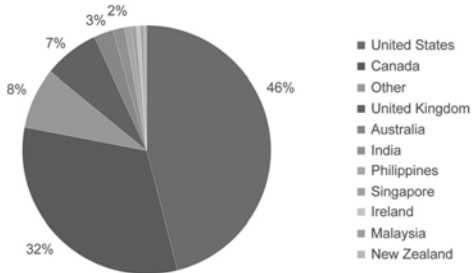


500+ Canadian communities in a typical month

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Utilization: visits from 218 countries (English site)



180+ countries in a typical month

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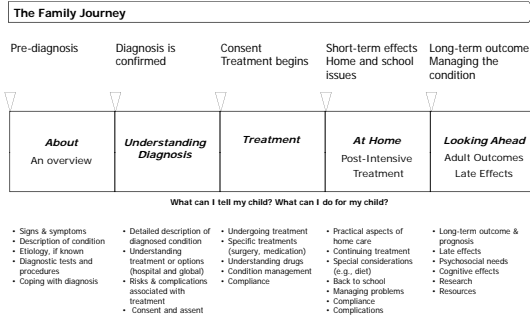
Content and features: Resource Centres

- 14 Resource Centres: ADHD, Asthma, Autism, Brain Tumour, Blood & Marrow Transplantation, Congenital Heart Conditions, Diabetes, Epilepsy, Juvenile Idiopathic Arthritis, Leukemia, Pain, Pregnancy and Babies, Premature Babies, Scoliosis Surgery
- Rigorous approach: 12-24 months work with collaborating clinical team (physicians, nurses, other health professionals)
- 15,000 to over 250,000 words of basic content
- 5000 to 15,000 words of advanced content for mature Resource Centres
- Over 250 original medical illustrations, animations, and other images
- Comprehensive, interactive, family focused

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Resource Centres: Information architecture



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Blood and Marrow Transplant Resource Centre



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Blood and Marrow Transplant Resource Centre



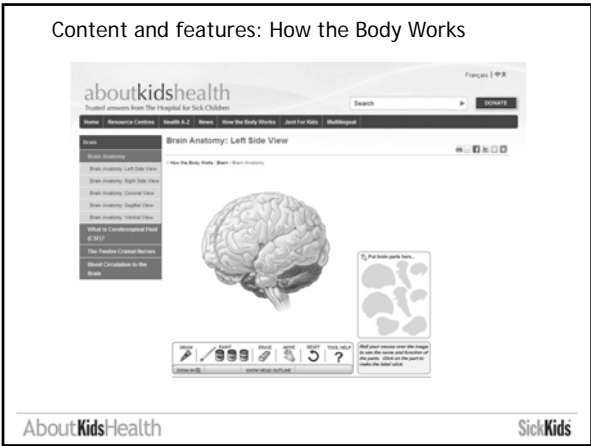
Blood and Marrow Transplant Resource Centre



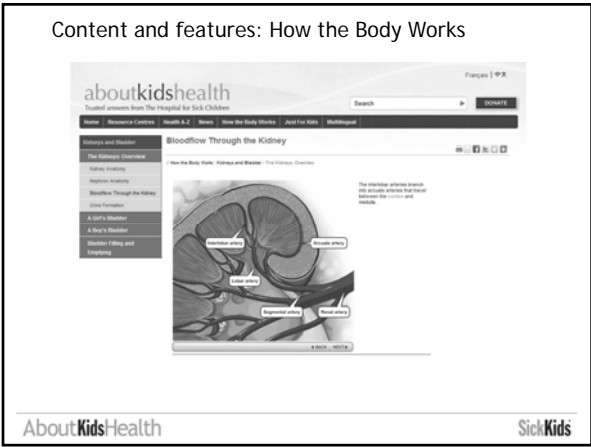
Blood and Marrow Transplant Resource Centre



Content and features: How the Body Works

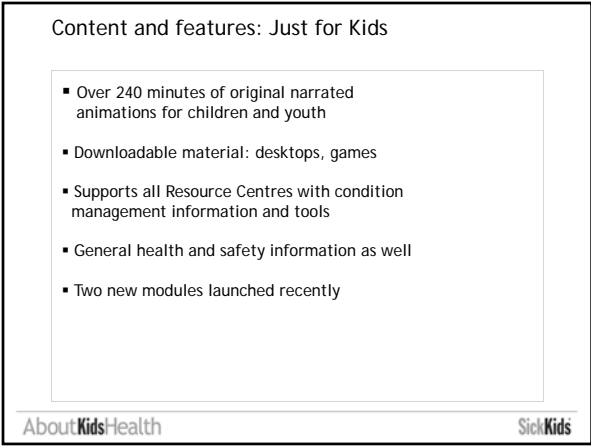


Content and features: How the Body Works



Content and features: Just for Kids

- Over 240 minutes of original narrated animations for children and youth
- Downloadable material: desktops, games
- Supports all Resource Centres with condition management information and tools
- General health and safety information as well
- Two new modules launched recently



Content and features: Just for Kids



Content and features: Just for Kids



Content and features: Just for Kids



Content and features: Health A-Z and e-Zine

- Health A-Z encyclopedia
 - contains all multilingual content
 - repository of all SickKids patient education materials
 - accessible externally on AboutKidsHealth.ca
 - < Grade 7 reading level
 - A-Z contains much other material including primary care topics, parenting and relationships, and education
- Online magazine
 - Weekly publishing
 - Series, feature articles, news items, and columns

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Content and features: Health A-Z



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Content and features: Health A-Z



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Content and features: News



Content and features: Featured Articles



Innovation in family health education: Video documentaries and instructions



National collaboration on child health information for families

Collaborative syndication with national educational partners

- Phase I: serve AboutKidsHealth Resource Centres to pediatric hospitals across Canada and China
- Phase II: add content and collaborate in creation of new content
- Phase III: launch dynamic print application - locally branded materials (Patient Education Materials Centre)
- **No cost to partner hospitals**
 - Partners agree to participate in creation, review, or translation of health education materials
 - Partners collaborate in development of a sustainable business model
- IWK Children's Hospital (Halifax), Children's Hospital of London Health Science Centre, and British Columbia Children's Hospitals have launched
- Positive discussions with several other children's hospitals across Canada. Anticipate three more will join this year.

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National collaboration on child health information for families



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Translation Project: Grant from Citizenship and Immigration Canada

Scope of the project

- Develop new technology platform for AboutKidsHealth.ca
 - SharePoint Content Management System (CMS)
 - new database structure
- Visual redesign of AboutKidsHealth.ca including wordmark
 - new page format (1024 x 768)
 - all new page templates
- Translation of AboutKidsHealth.ca site into French and Chinese (simplified character set)
 - the modern character set may be read by the majority of Chinese speakers
 - Culturally fluent and medically accurate approach built into translation process
- Translation of ~250 child health articles + ~50 forms into Tamil, Urdu, Arabic, Spanish, Chinese (traditional character set)
 - 75 documents will be translated into Punjabi and Portuguese as well
 - audio files will be created of these 300 files in all languages including French and English

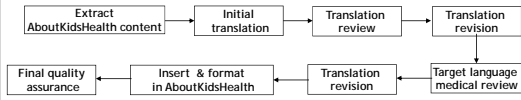
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Translation Project: 80% executed in 12 months

Translation process

- All English content initially re-reviewed by experts or newly created
- Experienced, certified medical translators



- Over 2.2 million words translated into French and Chinese (simplified)
- Over 300,000 words translated into Arabic, Chinese (traditional), Spanish, Tamil, and Urdu, 50,000 into Portuguese and Punjabi all with accompanying audio (mp3) files

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AboutKidsHealth: New site launched in January



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AboutKidsHealth: Research activities

- AboutKidsHealth has collaborated on, developed, and currently administers or has in development 3 CIHR-funded multi-centre studies
- Seven additional funded research projects have been built or are under development (SSHRC [2], CAS, CDA, NIMH, Meighen Foundation, Candlelighters Foundation)
- Seven of these eleven studies will validate or provide new content for AboutKidsHealth.ca

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AboutKidsHealth.ca: Launches and new initiatives

- Research under development
 - Idiopathic Thrombocytopenic Purpura treatment decision tool
 - Transplantation teen self-management (Teens Taking Charge)
 - Cancer teen transition (Teens Taking Charge)
 - Usability testing of site in French and Chinese
 - Study of communication symbols for with families with LEP
 - Evaluation of translated family education materials in the ER
- Launched
 - Facebook page
 - You Tube channel
 - Twitter account
- Late-stage development
 - "News feed": use of blogging application by health professionals
 - Discussion forums for families
- Early stage development
 - mobile-compatible site
 - mobile health A-Z app

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Sustainability grant to AboutKidsHealth

- Announced by federal Minister of Health, Leona Aglukkaq on January 29, 2010 at The Hospital for Sick Children
- Three years of funding beginning April 1, 2010 from the Public Health Agency of Canada to
 - Create a sustainable business model for AboutKidsHealth.ca
 - Develop a national partnership in child health information with other paediatric hospitals
 - Continue to develop AboutKidsHealth.ca in both official languages
 - Develop new programmes for youth
 - Develop new programmes for rural and Aboriginal populations (Nunavut)

"The information found throughout AboutKidsHealth is very impressive, both because it's so comprehensive and because it's so accessible," said Dr. David Butler-Jones, Chief Public Health Officer of Canada, adding the site "offers parents, children, and health-care professionals information and tools they can use and understand." January 29, 2010

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