

Health Information (Hi) Website

Online health and wellness information and resources for individuals, families, and communities

About Hi

- The Hi website provides access to credible, evidence-informed health and wellness information that promotes health and helps prevent illness.
- The Hi website is aligned with the Transformation, Access and Quality goals in NL Health Services' Strategic Plan.
- Hi has transformed the way we communicate health and wellness information to the public. It is a shift from large-amounts of print resources to a more efficient, accessible and environmentally friendly mode of communicating health information.
- There are currently over **280 pages** of content on Hi. Subject-matter experts in various program areas throughout NL Health Services are responsible for the content.
- Content is organized into three categories: **Healthy Living, Life Stages, and For Communities**. In those categories, users will find information on topics such as breastfeeding, parenting, and sexual health, as well as community toolkits.
- Hi features an artificial intelligence (AI) chatbot that allows users to ask questions about a variety of health and wellness topics and directs them to relevant resources and services.

Empowering Parents and Families

- Every new parent in the province is referred to Hi via their public health nurse (PHN). Nurses refer clients to specific topics on Hi depending on their needs (e.g., the "Welcome to Parenting" section, which includes information on breastfeeding, diaper changing, crying).
- As children grow and attend child health clinics, PHNs refer parents to other areas of Hi that support growth and development (e.g., safety, toilet training, picky eating).
- Resources on Hi aim to empower and support parents and families at all stages of development (e.g., teens, puberty, school).



“ This [Hi] will be your lifeline. ”

- New mom to pregnant friend, 2023.

Social Marketing and Hi

- Hi is an important component in all social marketing campaigns, strategies, and initiatives run by the Provincial Public Health Program.
- We promote Hi to mark various health promotion events, like Sexual Health Week, Fall Prevention Month, and World Breastfeeding Week.
- When running social marketing campaigns (e.g., pertussis outbreak, preventing infant flat head), we direct the public to Hi for further information and resources.

Our Commitment

- The Health Promotion Program developed the **Hi Standards**, a set of guidelines for writing, editing, and managing the content on Hi. The standards require all pages to be reviewed and updated annually and meet requirements for readability, active sentences, and grade level. This ensures accessible content and continuous quality improvement.
- We are committed to ensuring that content on Hi is up-to-date, credible, and easy for our users to understand and navigate.

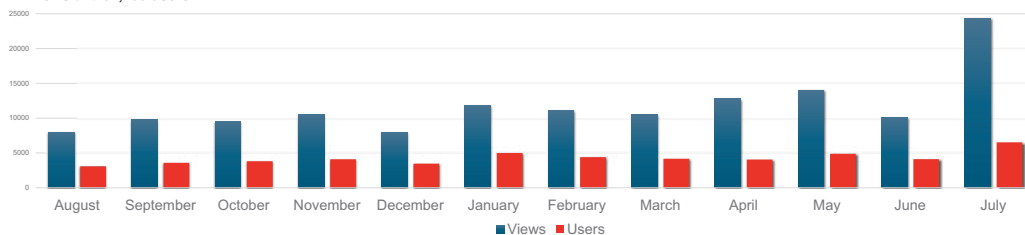
Artificial Intelligence (AI)

- Public Health received financial support from the Janeway Foundation to build an artificial intelligence (AI)-powered chatbot in 2022. The project was completed in 2023 in collaboration with key partners.
- The Hi chatbot is an innovative and interactive way for users to navigate resources that support the health of their children (under five) and their families.
- While the chatbot is currently limited to topic areas related to children under five, we plan to add new topic areas in the future (e.g., for teens, adults, communities).
- Since its launch in November 2023, the chatbot has received more than **2,000 messages** as part of over **800 conversations**. We are continuously working to improve user experience.
- We use the chatbot analytics to better understand our audience and prioritize new topic areas or services.
- We continue to promote the chatbot to families throughout the province.



Website Analytics (Aug. 2023 – 2024)

- Health Promotion reviews Hi website analytics regularly. Page owners regularly review analytics for their individual pages and sections and will adjust page content and structure accordingly.
- On average, there are approximately **11,700 page views** and **4,250 users** per month. From August 1, 2023 – July 31, 2024, there were more than **140,600 views** and **51,100 users**.



Upcoming Opportunities

- We look forward to moving Hi to the NL Health Services' website once it is established. While we currently promote Hi through various activities, upon transition to the new NL Health Services' website, we will continue promotion efforts for Hi, as well as enhance Hi and the chatbot feature.
- We are always adding new content and improving existing content for Hi. Watch for pages on diaper rash, nutrition during pregnancy and travelling with infants or children, as well as many other topics soon.
- We are also planning to expand the topic areas available in the chatbot (content supporting school-aged children, adults, seniors and community).

