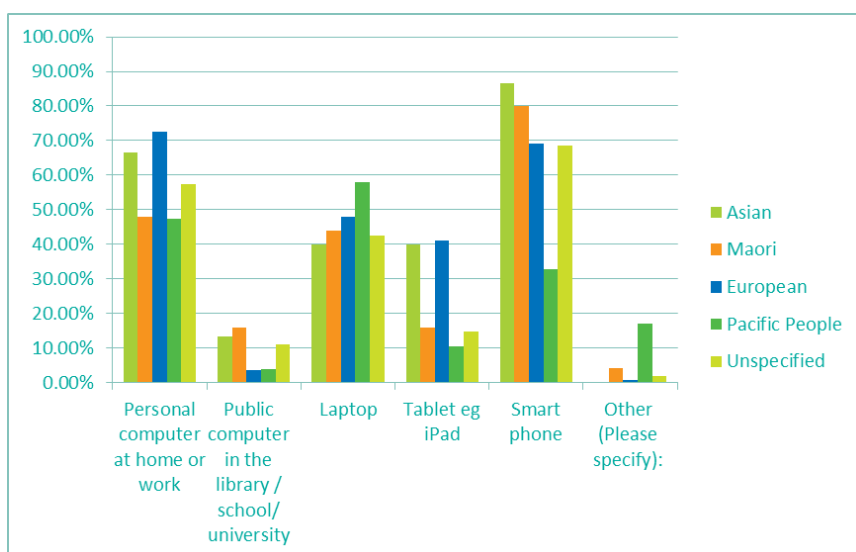


Accessing Health Information Online

Background

Feedback was sought to help identify the best way of providing high quality online information on common health conditions and healthy lifestyles for patients and their families. From November 2017 to January 2018 surveys were circulated through Waitemata DHB's online community panel and at events targeting Pacific and Māori families.

How do you access online information?



Do you have specific websites you visit regularly to find health information? If so, which ones

Most people used google to find information on health and then identified common themes or found what they felt to be legitimate sites where they felt comfortable trusting the information. The Ministry of Health, WebMD, Mayo Clinic and Medsafe were some of the more commonly mentioned websites.

Have you ever visited the Health Navigator website?

Yes – 23%
 No – 65%
 Not sure – 12%

Those working in health were more likely to have visited Health Navigator with 29% stating that they had visited the website.

What helps you to feel that online information is reliable?

Response	% of participants
Recommended by GP or other health Professional	74%
Has a government website address (eg ends with govt.nz)	54%
Is New Zealand based	44%
Recommended by friends and family	36%
Endorsed or promoted by well known people I trust eg sports professionals	16%
Other	21%

Suggestions for improvement

Common suggestions from participants were that they would like information they could trust and a website that was easy to navigate, provided holistic or alternative options as well as the medical perspective, included good visuals and multimedia content, was endorsed by health professionals and was easy to find with regular communications on key areas of interest.

Providing information in accessible formats and in different languages was also requested.

What health information would you be interested in?

The most frequently selected information was:

- Information on medicines
- Information about services and support that are available
- Health conditions such as diabetes and cancer
- Healthy lifestyle information such as diet and exercise guidance