



# HITnet

Health Interactive Technology Network

## HITnet KIOSK DATA REPORT

**March 2010**

HITnet provides the capacity for comprehensive quantitative evaluation, however as a maturing service provision organisation, the content details and methodology of evaluating health and other social interventions across a wide range is beyond the scope of HITnet, which can only ensure the data capacity. Generic core data includes information on distribution, usage and content selection, with module-specific questionnaire capacity.

In addition to information re kiosk uptake, there is also information regarding non-kiosk applications such as interactive DVDs for mediated use.

### **DISTRIBUTION**

HITnet now operates through 30 kiosks in Queensland, with expansion currently occurring into the Torres, Gulf and Corrections settings.

Queensland Health clients will have access to 49 touchscreen kiosks delivering engaging health information by July 2010. This represents over 60% of kiosks on the national network.

Please see the table on page two for details of current kiosk sites Australia wide.



## HITnet Kiosk Network as at February 2010

### Cape York

- 1 Kowanyama PHCC
- 2 Aurukun PHCC
- 3 Coen PHCC
- 4 Wujal Wujal PHCC
- 5 Hopevale PHCC
- 6 Mapoon PHCC
- 7 Weipa Hospital
- 8 Cooktown Hospital
- 9 Lockhart River PHCC
- 10 Napranum PHCC
- 11 Pompuraaw PHCC

### Torres Strait Islands

- 1 Youth Drop In Centre, Thursday Island

### North QLD

- 1 Yarrabah Library
- 2 Wuchopperen AMS
- 3 Good Shepherd College, Mt. Isa
- 4 Lotus Glen Correctional Centre
- 5 Townsville Men's Corr. Centre \*
- 6 Townsville Women's Corr. Centre \*
- 7 Cairns Base Hospital

### W.A

- 1 SWAMS, Bunbury
- 2 Wirraka Maya, South Hedland
- 3 Derbarl Yerrigan, Maddington Perth
- 4 Derbarl Yerrigan, Mirrabooka Perth
- 5 Derbarl Yerrigan, East Perth
- 6 Derby Aboriginal Medical Service
- 7 Puntukumu AMS, Jigalong \*
- 8 Palyalatju AMS, Balgo
- 9 Ord Valley Health Service, Kununurra
- 10 Broome Aboriginal Medical Service
- 11 Yura Yungi Health Service, Health Service
- 12 Mawarnkara Health Service, Roebourne
- 13 Nganganawili Aboriginal Health Service, Wiluna
- 14 Warburton Youth Arts Centre \*

### S.A

- 1 Naracoorte Hospital
- 2 Pangula Mannamuma Health Service, Mt. Gambier
- 3 Mt. Gambier Hospital \*
- 4 Millicent Hospital \*
- 5 Port Lincoln AHS
- 6 Ceduna AHS
- 7 Koonibba AHS
- 8 Tullawon HS, Yalata \*
- 9 Ernabella \*

### South QLD

- 1 Inala Community Health Service
- 2 Yulu-Burri-Ba, North Stradbroke Island
- 3 AICHS, Woollongabba Brisbane
- 4 Goondir ATSIHS, Dalby
- 5 Bidgerdii, Rockhampton
- 6 Arthur Gorrie Correctional Centre \*
- 7 Borallon Correctional Centre
- 8 Brisbane Correctional Centre
- 9 Brisbane Women's Correctional Centre \*
- 10 Capricornia Correctional Centre \*
- 11 Maryborough Correctional Centre \*
- 12 Wolston Correctional Centre
- 13 Woodford Correctional Centre \*
- 14 Brisbane Youth Detention Centre \*
- 15 Mununjali Housing & Development Beaudesert
- 16 Yugambah Community Centre, Kingston

### Northern Territory

- 1 Youth Drop In Centre, Darwin
- 2 Mutijulu Health Service

\* denotes kiosk awaiting installation



## **SCOPE OF CONTENT**

We produce and deploy six broad categories of content addressing the needs, resources and urgency of the participating contracting agencies.

### **1. Commissioned major modules:**

- Sexual Health – *Put It On* – Napranum Qld (OATSIH)
- Drugs, Alcohol & Sexual Health – *Kaiyai Girl*: Kimberley (WA Health)
- Suicide Prevention – *Healing Spirit* – Yarrabah Qld (DoHA)
- Offender Health – *Free the Warriors Within* – Lotus Glen Prison (QH)
- Nutrition – *Deadly Dinners* – Cairns (QH)
- Sexual Health – *Risky Business* – Cairns (WA Health)
- Alcohol – *Grog Story* – Yarrabah (OATSIH)
- Alcohol – *Alcohol* – Cairns (OATSIH & AERF)
- Sexual Health – *CondoMan* – Brisbane/Cairns (WA Health)
- Children's Health – *Deadly Kids* – Cairns (OATSIH)
- Diabetes – *Diabetes* – Cairns & Brisbane (OATSIH).

### **2. Commissioned minor modules:**

- Breast Cancer – *Looking After Your Breasts* – Torres & Cape (NBOCC NSW)
- Sexual Health – *Let's Talk About Sex* – Perth (WA Health)
- Nutrition – *What's in Food?* – Brisbane (QH)
- Smoking – *Granny, why don't you smoke?* – Lockhart River (OATSIH)
- Carers Health – *Are you a Carer?* – Cape York (Carers Queensland)
- Carers Respite – *Take a Break* – Cape York (Carers Queensland).

### **3. Community engagement modules:**

- Mental Health – *Frame of Mind* – Aurukun, Napranum, Weipa, Hopevale, Wujal Wujal, Cooktown, Kowanyama, Yarrabah, Dalby, Mossman (QH, Arts Queensland and DoHA)
- Nutrition – *Lockhart River Bush Tucker, Kuyulu Ngampulungku Mayi* – Lockhart River (QH & Lockhart Council & HITnet)
- Kid's Health – *Digital Dreaming* – Yarrabah (Education Qld)
- Kid's Health – *Aurukun Kids* – Aurukun (Telstra & Western Cape College)

### **4. Critical response resources:**

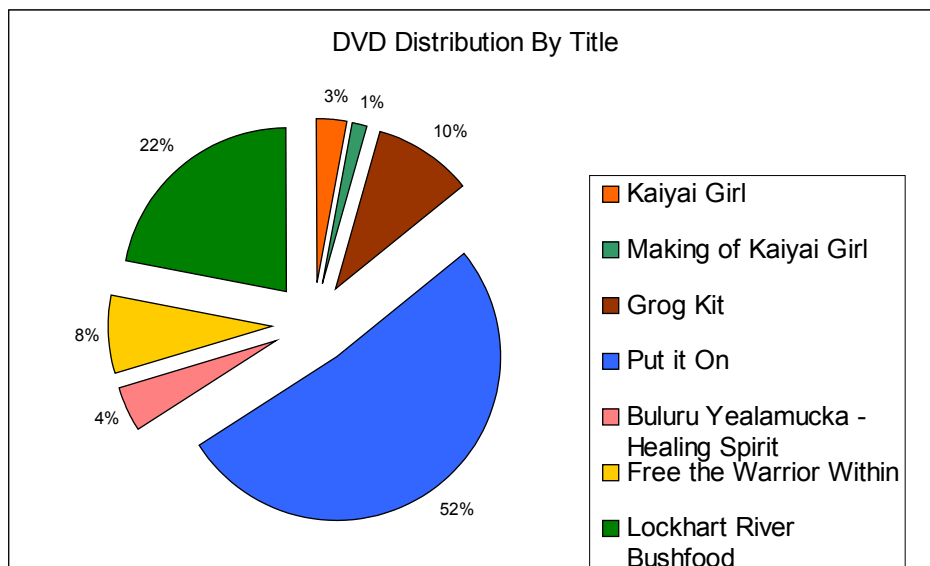
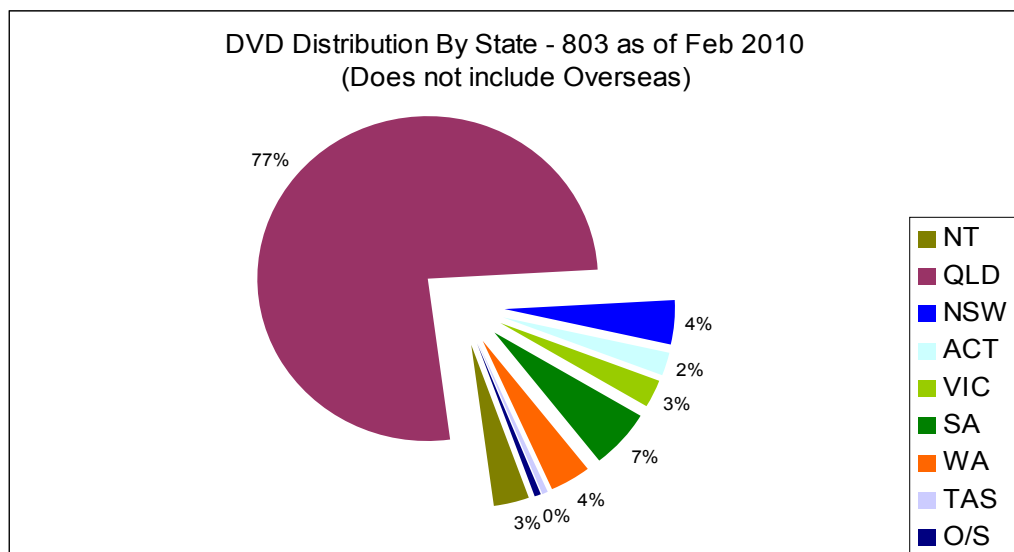
- Swine Flu – *Keep the Flu Off You* – Queensland (QH)
- Dengue Fever – *Dengue Fever* – Queensland (QH)

### **5. Screen saver promotions:**

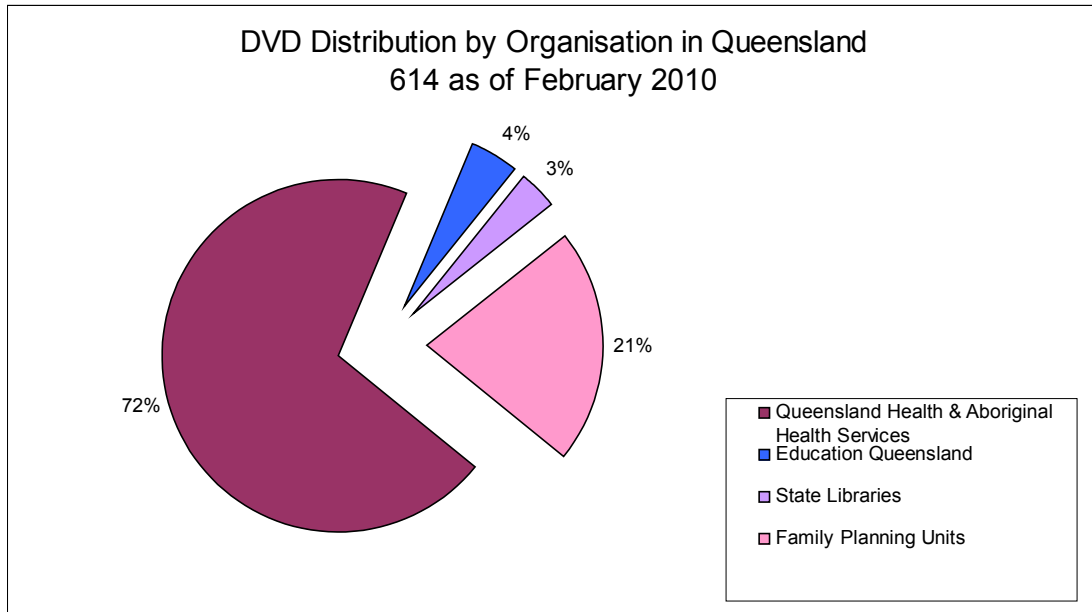
- Sexual Health – *Young Persons Check* – Pormpuraaw (QH)
- Diabetes Week, Mental Health Week, etc
- Local health initiatives, eg. Eye Health Week in Yarrabah
- Health Staff photos and roles
- Local arts and crafts
- Local role models.

## 6. Interactive DVDs:

- Sexual Health – *Put It On* – Napranum Qld (OATSIH)
- Nutrition – *Deadly Dinners* – Cairns (QH)
- Nutrition – *Lockhart Bush Food* – Lockhart River (QH)
- Suicide Prevention – *Buluru Yealamucka (Healing Spirit)* – Yarrabah (DoHA)
- Alcohol, Drugs & Sexual Health – *Kaiyai Girl* – Broome (WA Health)
- Community Creative Development – *Making of 'Kaiyai Girl'* – Broome (WA Health)
- Offender Health – *Free the Warriors Within* – Lotus Glen NQ (QH)
- Mental Health – *Frame of Mind* – Aurukun, Dalby, Weipa, Mossman (QH)



Formal implementation of Healing Spirit, Free the Warriors and Deadly Dinners DVDs will occur in Queensland in 2010, significantly changing distribution figures for these resources. QH have produced 1,000 copies of 'Deadly Dinners'.



In addition, there is a list of resources no longer deployed to the network, but for which there remain potential uses, for example the interactive AUDIT survey which provides instant feedback to users on their risk of harm associated with personal drinking habits.

**POTENTIAL**

HITnet is able to build into module development the capacity for incorporating the data needs for evaluation required by the contracting agencies (or clients) including kiosk and module use, volunteered user characteristics, user navigation choices within modules, time and duration of use, and to incorporate specific user questionnaires – all identifiable in aggregate, group or by individual site in real time.

Table 1 below contains information provided to kiosk sites across the HIT network in the form of a generic data report. The reports are provided free of charge for the first three months following installation of the kiosk, and can be provided thereafter for a small cost.

**TABLE 1: Sample Generic Data Report**

<b>Aurukun January 2010</b>									
Time in Use: 86 hours 4 min									
Time Idle: 2 hours 34 min									
Average Session Duration: 14 min 47 secs									
Use by Time:									
	TOTAL	Less than 30 secs	30 secs to 2 minutes	2 minutes to 5 minutes	5 minutes to 10 minutes	10 minutes to 20 minutes	More than 20 minutes		
Total Uses	368	0	0	78	116	105	69		
Purposeful Uses	349	0	0	64	113	103	69		
Use by Gender & Age:									
	TOTAL	Male	Female	No Response	15 or Younger	16 to 25	26 to 40	40 or older	No Response
Total Uses	368	75	70	223	22	16	23	24	283
Purposeful Uses	349	70	68	211	21	15	23	22	268

<b>Aurukun January 2010</b>	
<b>Total Sessions of all Modules Accessed: 1142</b>	
Deadly Kids:	396
Lockhart Bush Tucker	224
Sexual Health	80
Healing Spirit	104
Looking after breasts	29
Kaiyai Girl	41
Frame of Mind	197

Customised data reports are produced at the request of contracting agencies such as Queensland Health. HITnet builds into module development the capacity for incorporating the data needs for evaluation, resulting in reports such as the one below in Table 2.

**TABLE 2: Sample Customised Data Report**

**Aurukun  
Jan  
uary  
201  
0**

Looking After Your Breasts  
Summary

Stories	No. of accesses	Total Duration Viewing (minutes)	Average Duration (seconds)
Beryl's Story	7	4.02	34.43
Ivy's Story	6	3.68	36.83
Marilyn's Story	8	3.03	22.75
Topsy's Story	8	6.95	52.13
<b>SUBTOTAL</b>	<b>29</b>	<b>17.68</b>	
Find out More	11		
Have your Say	20		
<b>SUBTOTAL</b>	<b>31</b>	<b>0</b>	
<b>TOTAL</b>	<b>60</b>	<b>17.68</b>	

While this module on breast cancer is not sufficiently utilised, it demonstrates the ability and potential to customise usage data reports for clients. New modules for Queensland Health (Deadly Dinners) and Offender Health Services (Free the Warriors Within) were designed to produce data specific to their needs.

## 1. Queensland Data

This table contains a sample of 21 urban, regional and remote sites in Queensland. It shows the number of purposeful kiosk uses in a month for each site, and the average individual usage time by session for each month.

**TABLE 3**

	<b>Kiosk Site</b>	<b>Average session time</b>	<b>Purposeful uses in a month</b>
1	Kowanyama PHCC	13 mins 25 secs	93
2	Aurukun PHCC	14 mins 47 secs	349
3	Coen PHCC	12 mins 56 secs	151
4	Wujal Wujal PHCC	10 mins 20 secs	152
5	Hopevale PHCC	13 mins 8 secs	134
6	Mapoon PHCC	13 mins 18 secs	59
7	Weipa Hospital	12 mins 19 secs	117
8	Cooktown Hospital	10 mins 21 secs	175
9	Lockhart River PHCC	18 mins 59 secs	272
10	Napranum PHCC	17 mins 15 secs	203
11	Pormpuraaw PHCC	9 mins 58 secs	145
12	Youth Drop In Centre, Thursday Island	15 mins 55 secs	143
13	Yarrabah Library	10 mins 21 secs	209
14	Wuchopperen AMS	14 mins 9 secs	243
15	Lotus Glen Correctional Centre	16 mins 23 secs	148
16	Cairns Base Hospital	15 mins 44 secs	132
17	Inala Community Health Service	16 mins 52 secs	75
18	Yulu-Burri-Ba, North Stradbroke Island	16 mins 1 sec	37
19	AICHS, Woollongabba Brisbane	11 mins 28 secs	94
20	Goondir ATSIHS, Dalby	18 mins 39 secs	79
21	Mununjali Housing & Development Beaudesert	10 mins 18 secs	28

The table demonstrates:

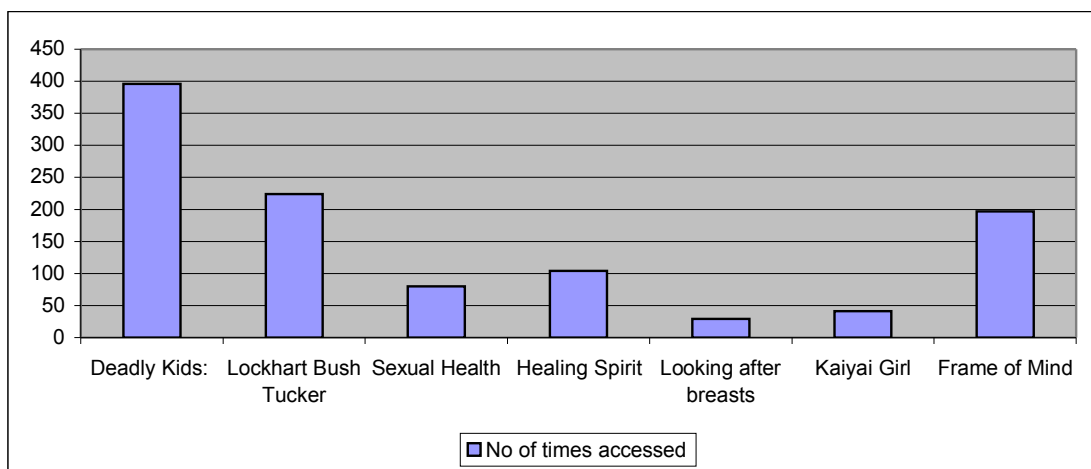
- That information is obtainable from all sites;
- The non-randomness of kiosk use;
- There are consistently high levels of use;
- That data enables identification of sites where use is relatively compromised by local support or access issues, eg. Kowanyama.

- That data provides the opportunity to look at the efficiency of communication on the basis of site type and local support issues relevant to Beaudesert and Mapoon respectively.

## 2. Regional Data

Data can be captured and analysed in regions such as Cape York, to demonstrate the variety of content being accessed across communities and the popularity of particular topics, as well as the use of kiosks and individual content modules over time. The two graphs below feature recent usage statistics from Aurukun and Kowanyama kiosks as examples.

**TABLE 4 Aurukun: number of times modules were accessed in January 2010**

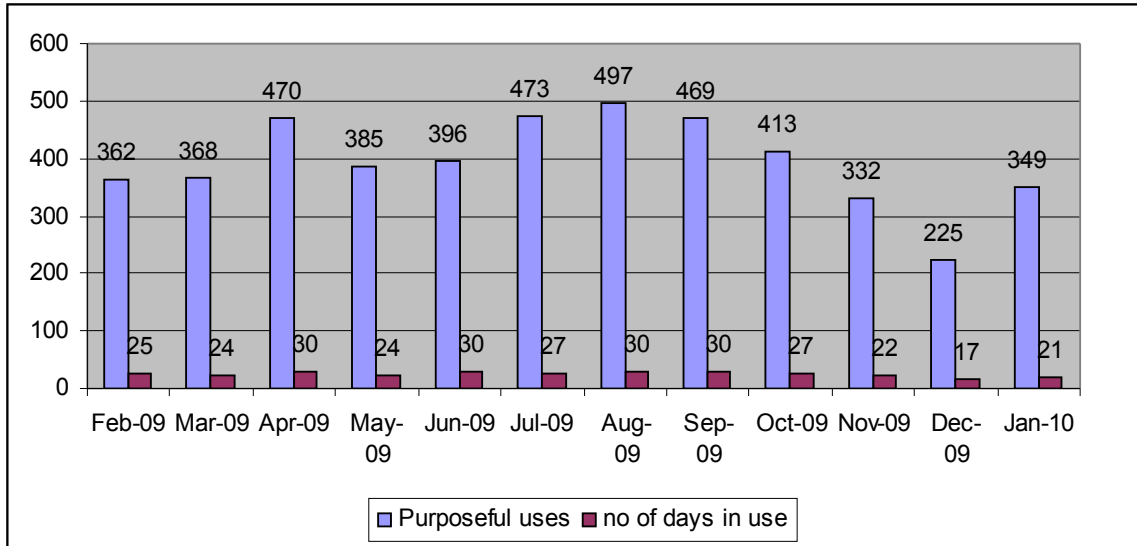


The graph demonstrates:

- The breadth of interest across content and the capacity to identify modules with consistently high usage across sites, eg. *Deadly Kids*. (See Appendix 2 for a cross-section of modules accessed in Cape York communities, where the most popular module in *every community* is *Deadly Kids*).
- That the 349 purposeful uses for January 2010 involved 1142 episodes of access to particular modules, therefore, approximately 3 modules are being accessed per session. (This says nothing about the number of people viewing content, as frequently there is more than one person at a time, especially amongst children).

**TABLE 5**

**Aurukun: purposeful uses and number of days in use, by month 2009/10.**



**3. Local Data**

Monthly generic data reports generated for individual kiosks on the network provide a longitudinal picture of use over a period of a year and help to identify events impacting on use over that time.

Table 5 above demonstrates:

- The impact that availability of the kiosk makes on use, for eg. The kiosk was accessible every day during August and September with almost 500 uses, and turned off or not accessible for almost half of December, with only 225 uses.
- The impact of local involvement in production – the local Aurukun music video ‘Frame of Mind’, a mental health intervention, was deployed to the kiosk in July 09, significantly boosting user numbers for 4 consecutive months. Further information on the impact of ‘Frame of Mind’ in Cape York can be found in a June 2009 evaluation report called *Building Bridges: Learning from the experts – building bridges to implement successful life promotion and suicide prevention expertise across Aboriginal communities.* [www.hitnet.com.au](http://www.hitnet.com.au)

**TABLE 6:**  
**Kowanyama: purposeful uses and number of days in use, by month 2008/09.**

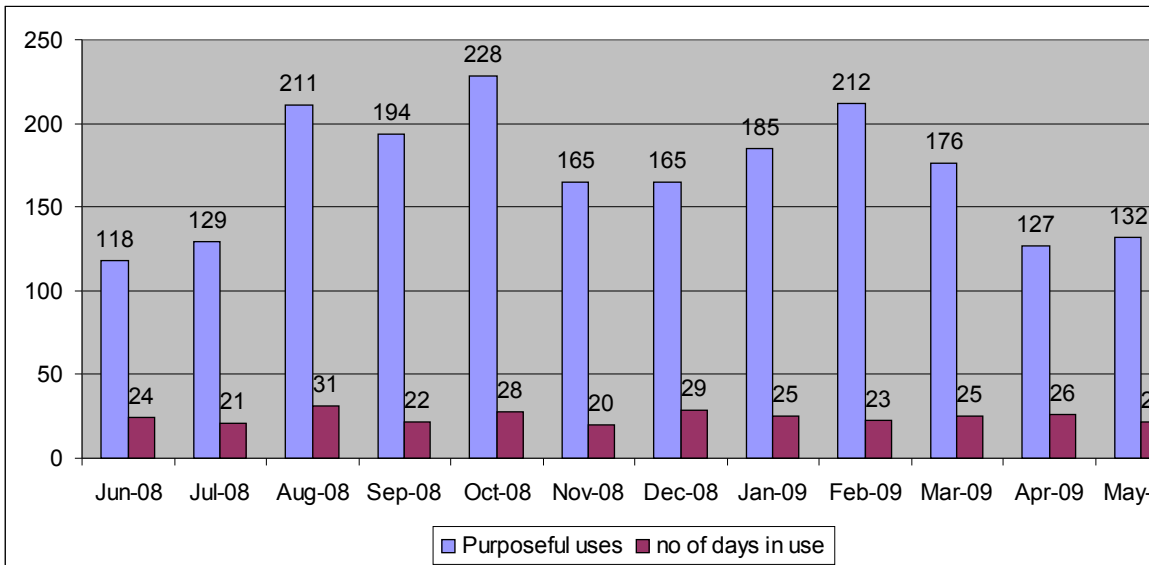


Table 6 also demonstrates the ability to look at the impact of local involvement in production of content:

- In August 2008 *Healing Spirit* (a suicide prevention module produced in Yarrabah and featuring a story from a Kowanyama resident) was deployed,
- *Lockhart Bush Tucker* was also deployed at this time. The figures demonstrate the interest in new content from nearby communities.
- The February 2009 deployment of *What's in Food?*, a module produced by Qld Health in Brisbane, shows a small spike in user numbers despite only 23 days in use that month.

**4. Onscreen questionnaires:** the National Breast and Ovarian Cancer Centre's module called *Looking After Your Breasts* may be insufficiently utilised but shows what is possible. Kiosks provide the ability and potential to collect data through customised on-screen surveys.

**TABLE 7:**

Aurukun - January, 2010

**Looking After Your Breasts Survey**

Question	Question sub-category	Yes response number	Yes response %	No response number	No response %	Sub-category response number	Sub-category response %
1 Did you learn anything new from 'Looking after your breasts'?		9	50	9	50		
1a What was the most important thing you learned about?							
	How to find breast cancer early.					3	50
	Breast changes to look out for.					0	0
	What you can do if you find a change in your breasts.					1	17
	Your chances of developing breast cancer.					0	0
	What's fact and what's fiction.					2	33
2 After viewing 'Looking after your Breasts' do you think you will do anything different to reduce your chance of getting breast cancer?		5	42	7	58		
2a What is the main thing you will do differently?							
	Limit your alcohol to no more than 2 glasses a day.					1	20
	Keep your weight down.					1	20
	Exercise for half an hour or more a day.					1	20
	Check my breasts.					1	20
	Book a breast screen at BreastScreen.					1	20
	Talk to a health worker.					0	0
3 Will you pass on what you have learned from 'Looking after your breasts'?		5	45	6	55		
4 What did you think of the information in 'Looking after your breasts'?							
	Very useful information for Indigenous women.					2	18
	Useful information for Indigenous women.					0	0
	Not useful for Indigenous women.					1	9
	Don't know.					8	73
5 How old are you?							
	Under 25 years.					3	27
	25 - 39 years.					2	18
	40 - 59 years.					2	18
	60 years and over.					4	36
6 Are you?							
	Male					7	70
	Female					3	30
7 Have you had breast Cancer?		5	50	5	50		



**5. Special populations:**

Indigenous men in correctional settings, Lotus Glen Correctional Centre, Nth Qld.

**TABLE 8: Purposeful uses & number of days in use, by month Aug 08-June09**

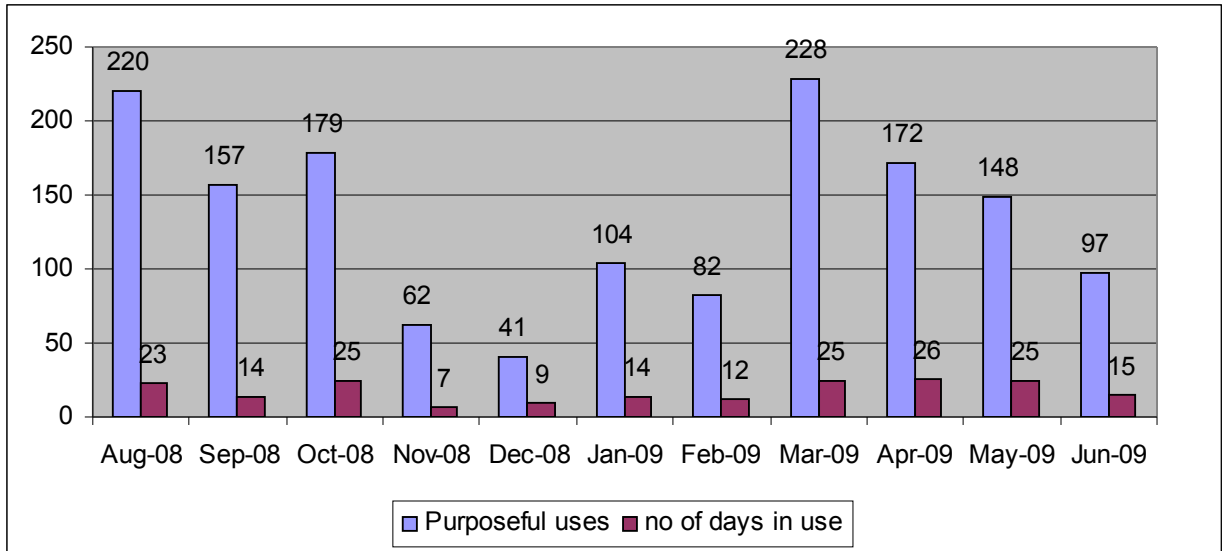
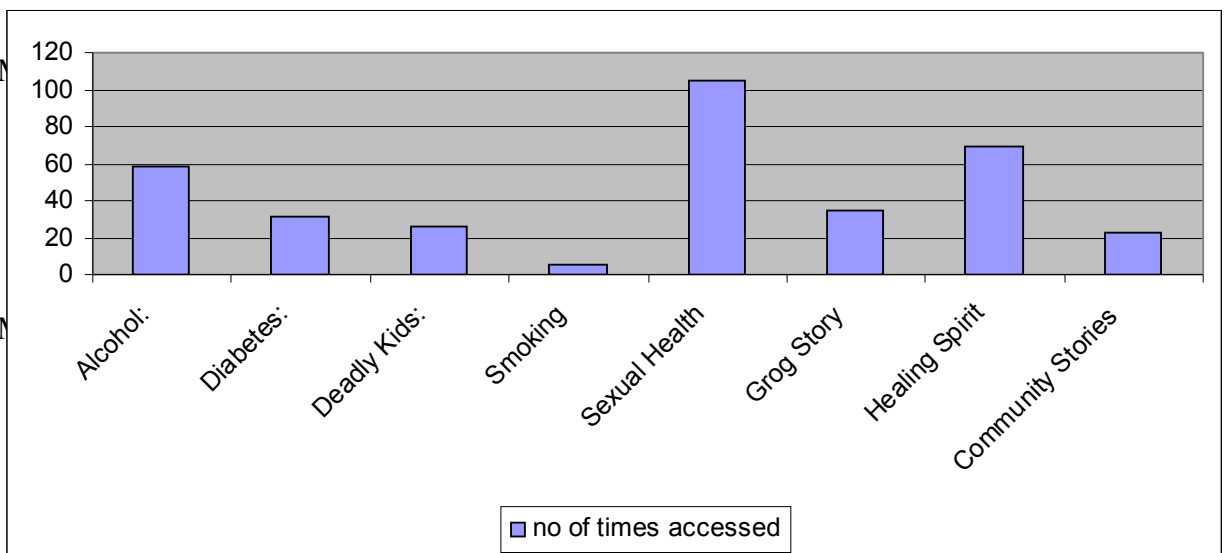


Table 8 shows how well the kiosk is used by inmates when available, and how significantly use is impacted by events such as site renovations, November 08 to February 09.

**TABLE 9: Number of times modules were accessed in May 2009**



This table demonstrates the capacity to identify modules with consistently high use in special populations, for example *Sexual Health*, *Healing Spirit* (suicide prevention) and *Alcohol* in Lotus Glen. *Sexual Health*, produced with the Napranum community, consistently has the highest number of purposeful uses. Statistics will be examined closely when the first 'corrections-specific' content is deployed. *Free the Warriors Within* focuses on Indigenous male prisoner's health and wellbeing, and is now being deployed to kiosks in twelve corrections facilities in Queensland.

## Making Sense

As identified at the outset HITnet is able to provide information and data, but how this is used in support of comprehensive evaluation must be driven by those with content expertise, as part of broader evaluation initiatives.

However, this data also provides powerful information to support cost effectiveness evaluation, as in the National Suicide Prevention Strategy Report 2009, which was able to provide a cost for each time the module was used.

The user-driven nature of this data – in contrast to paper-based health promotion resources – is such that it lends itself to comprehensive cost-effectiveness analysis, for example in the NSPS Report which was able to derive costs per individual use.

There are other examples in earlier evaluation reports:

1. **Touch and see (and hear):** Touchscreen technology and Indigenous health – an evaluation of the pilot introduction of health touchscreens into remote and urban Indigenous communities in Queensland. 2002.
2. **Health Interactive Technology Report 2007** – a three year evaluation report to Health Promotion Queensland.
3. **Building Bridges: Learning from the Experts** – building bridges to implement successful life promotion and suicide prevention expertise across Aboriginal communities. National Suicide Prevention Strategy Report, 2009.
4. **Primary Health Care Kiosk Survey Report – June 2008.** Cape York District Health Service.
5. **Cultural and Indigenous Research Centre Australia (CIRCA)** conducts external focus testing and evaluation of Indigenous health promotion resources nationally. They have produced reports on the following HITnet new media resources:
  - Free the Warriors Within – focus testing with prisoners in Lotus Glen
  - Deadly Dinners – commissioned by QH – focus tested with members of the Yarrabah community
  - Kaiyai Girl and Put It On – evaluation commissioned by FaHCSIA Canberra – conducted in the East Kimberley.
6. **Peer Reviewed Publications:**  
Hunter E, Travers H & McCulloch B. Bridging the information gap: IT and health in Indigenous populations. *Australasian Psychiatry*, 11 (Supplement), 2003, S51-S56.

Hunter E, Travers H, Gibson J, Champion J. Bridging the triple divide: performance and innovative multimedia in the service of behavioural change in remote Indigenous settings. *Australasian Psychiatry*, 15 (Supplement 1), 2007, S44-S48.

Dossel D, Travers H & Hunter E. The use of touch screen technology for health-related information in Indigenous communities: Some economic issues. *Prometheus*, 25 (4), 2007, 373-392.

Hunter E, Travers H, Pelham S, Gibson J, Hermawan G & Corey A. Pride and performance: Evaluation of a multimedia and information technologies project in remote Aboriginal Australia. *Australasian Psychiatry*, 17 (Supplement 1), 2009, S155-S158.

Cattoni J, Gamble L, Gibson J, Hunter E, Jones A, Mitchell S, Pelham S, Smith R & Travers H. Out of a digital chrysalis: NIHNMF (pronounced *nymph* - the National Indigenous Health and New Media Forum). *Australasian Psychiatry*, 17 (Supplement 1), 2009, S159-S162.

In addition to findings published in the above reports and peer reviewed publications found on our website, evaluation is conducted routinely and/or in response to client need, as follows:

- **WA Health: pre and post kiosk installation surveys** designed and being implemented to measure impact of sexual health content produced and deployed to WA network.
- **Market Research Report, May 2009:** analysis of target market, market situation, analysis of offering, identification of potential customer base.
- **Demand Research Report, 2010:** need, desirability, ability to achieve and efficacy. In planning phase.
- **3 year evaluation project for Queensland Health, 2010-2013:** Indigenous smoking cessation intervention (Proposed).

HITnet will apply for Digital Regions Initiative funding from the Commonwealth in 2010 in partnership with Queensland Health and the Queensland Facility for Advanced Bio-informatics, who will assist with collection, analysis and use of kiosk trace data from the HIT network.