

BRINGING CULTURALLY RELEVANT HEALTH INFORMATION TO DISADVANTAGED AUSTRALIANS

TECHNOLOGY, THE MEDIA AND HEALTH

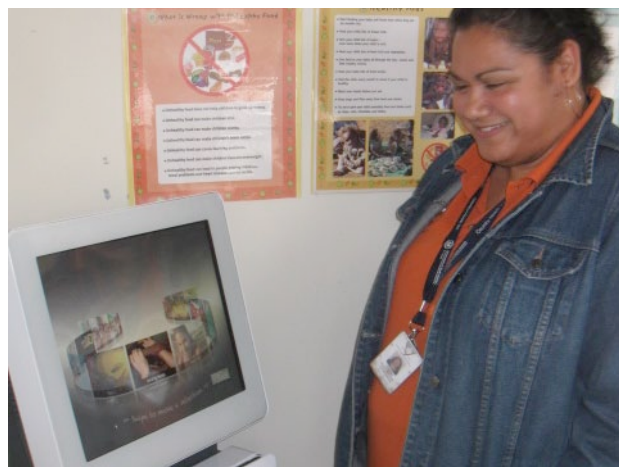
Julienne Gibson, Manager
Hitnet's Network

HITnet is the Health Interactive Technology Network, a National Program providing health information services to improve health literacy to disadvantaged populations via community-participatory projects. These projects produce interactive media learning modules, which HITnet broadcasts over multiple delivery channels; a nation-wide touchscreen kiosk network, interactive DVD's, a soon-to-be released virtual kiosk on their website, social media and currently exploring options to deliver by mobile devices.

HITnet's program's vision is to establish itself as a digital social enterprise and leader in the delivery of technology-mediated health and information services to populations in need in Australia. The HITnet platform consists of interactive media content, managed and distributed via a custom-designed web-based application suite. The national network of touchscreen kiosks that were initially located in health centres in urban, regional and remote Indigenous communities, are also now in correctional centres, schools and youth drop-in centres. The content attracts, engages and delivers key health messages via 'choose your own adventure', choice/consequence, interactive media. The user navigates their way through the story by interacting with the content, and on the kiosk's touchscreen each touch is logged to create usage data and subsequent quantitative evaluation reporting. HITnet endeavours to make content relevant, culturally appropriate, and to build capacity locally by basing the productions within communities and returning to celebrate the production launch with the community. Current Indigenous health topics screening on the network include: sexual health, mental health, nutrition, hepatitis C, rheumatic heart disease, kids health, breast cancer awareness, bush tucker and cultural stories.

For more information please go to our website at <http://www.hitnet.com.au/>

Following an initial proof-of-concept study in two Queensland sites and subsequent rollout of 4 kiosks in Cape York in 2005, grassroots demand has resulted in expansion to the current network of 70 kiosks in Queensland, Western Australia, South Australia and the Northern Territory. The expansion of the service has led not only to a broader audience, but also to an increased number of stakeholders. The requests for HITnet services are driven by community needs and government priority. HITnet views its primary stakeholders as those who seek



Port Pirie - Client Usage

information from the touchscreen kiosk and the community-based participants of its content development projects. Other key stakeholders are funding bodies, health professionals, researchers and the HITnet team itself, all of whom bring different expectations and requirements in terms of evaluation.

As HITnet broadens its network reach and technology base, and considers the opportunities presented by the roll-out of the National Broadband Network, it is also expanding its focus from Indigenous health content to other vital information topics for other populations in need.



Danila Dilba NT