Content Elements for Web-Based Health Promotion

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ABSTRACT

This paper provides an analysis of the basic elements required for health promotion based on digital content. It covers the feedback from the respondents involved in a pilot study type; content interventions were examined among the respondents to analyze the most required content elements for health promotion programs for workplace community. These elements should be focused on to highlight the importance of content quality and interactivity features for health promoters using technology solutions to provide digital content. The findings of this research has attracted the interest of policy makers associates in Malaysia to engage with the research team to enhance the quality of content provided to the Malaysian society.

KEYWORDS

Content, eHealth, Health promotion, Interactivity, Intention, Quality

INTRODUCTION

Information Communication and Technology tools have been accessible nowadays almost by everyone, the content creation and dissemination have been rapidly changing from the traditional methods to better modern methods such as using interactive multimedia and media based content. In correlation with health communication; the ICT tools have been used widely between healthcare professionals and health communication societies to ensure better info transmitting, which will lead to knowledge sharing atmosphere. “The concept of eHealth has gained momentum within health care in recent years, but surprisingly little has addressed the issue of health promotion within eHealth” (Evers, 2006), the ICT tools have been used a lot among health care industries to ensure better health care delivery services but it hasn’t been used utilized with sufficient strategy into health promotion approach. Evers (2006) has also mentioned how the Internet should serve as an information hub in America. However, it was mentioned that the Americans who are looking for health information online increased from 46 million to 73 million in December 2002. World Health Organization has determined the role of IT tools into health promotion and healthcare delivery quality. “The internet has become a powerful global communication method for health interventions, providing public access to a wide range of health promotion programs” (Levac, and O’Sullivan, 2010). Eventually, Media tools are still the fastest in terms of becoming the future tools for health promotion “A recent study by the Centre for Health Promotion found that social media was fast becoming a powerful tool in delivering health promotion” (HNC, 2013).
Background Study

WHO (2010) states the health problems in Malaysia reside in NCDs (Non-Communicable Diseases). The World Health Organization and the Malaysian Ministry of Health have collaborated into developing a strategy to address the opportunities and challenges of Malaysia’s Public health. “This includes, adding lifelong wellness to disease prevention and control, by emphasizing health promotion and consumer empowerment” (WHO-Malaysia, 2009). Health promotion strategies need a lot of planning due to community changes and human behaviors as well, therefore the content is really important since it is the core object that will draw an effect on the behaviors.

Ragunath (2013) has stated that the Ministry of Health in Malaysia has prioritized the focus on promoting health at the workplace environment as a partial contribution of the overall health promotion initiative. This step is implemented in collaboration with Mysihat (Malaysia Health Promotion Board) in order work on the strategies and plans, “Continuous effort with intersectoral collaboration e.g. Malaysian Health Promotion Board” (Ragunath, 2013). The role of multimedia content is also missing in the Malaysian society due to the loads of informative content, which only focuses on documentation rather than content quality and methods. Myhealth (2011) is a portal application powered by the Ministry of Health in Malaysia, the portal is very good in terms of information bowls and categories, but unfortunately the portal does not have any sort of interactive/creative content even though they provide media elements such as videos, illustration, animation and audio; but the content of all these elements are not presented in a method that will ensure community participation or awareness.

For instance, when creating content to a specific niche of the community, the content has to be developed based on this niche preference and what can impact them mostly. When thinking to implement e-health promotion, there are some interventions to be considered as mentioned by Barretto et al (2010). The interventions can be inherited for theory-based phases such as: Best Practices, Design, Content, Construct, and Finalize. It is vital that the best practices are done in the first phase since they will help determine the health issues/problems to be covered, and the most appropriate programs to be deployed. Based on that, it will assist to set a change for a specific target behavior; which will be the metric factor during the evaluation. Next, is to analyze the best practices and conduct data collection among the target audience and examine their results. Once the practices are defined, the next phase will be to design the material. “Evidence suggests that health promotion programs are more effective if they are theory-based” (Barretto et al, 2010). Therefore, the initial phase in outlining any health promotion intercession is to build up the framework, which will structure the concepts, definition and related behavior change as stated by Barretto et al (2010). When it comes to Design, it is recommended to state the expected objectives of the health promotion tool, such as increase awareness, positive change in behavior, and better dietary programs and so on. Based on these objectives, the design will set its conceptual framework. The figure below demonstrates how Barretto

Figure 1. Malaysian country cooperation strategy (WHO-Malaysia, 2009)
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