



Communicate Health



Our technology must match our values





Source: twitter.com



Inclusive technology is:

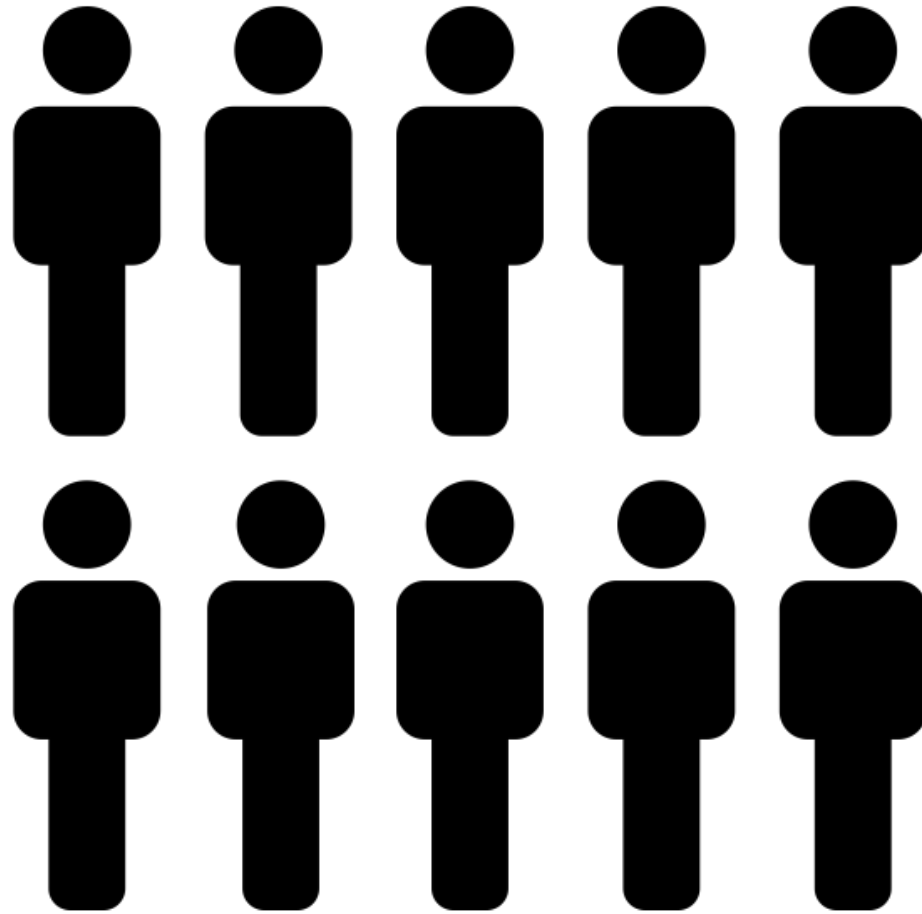
1. Accessible (in the broadest sense of the term)
2. Empathetic
3. Easy to understand and use – for everyone
4. Has been designed and tested with the people who will use it





Accessible





Created by Wilson Joseph
from Noun Project



Example: Using HTML to provide structure and meaning

Rendered

Superbear saves the day

7 Aug 2015

The city's favorite bear yet again proves his mettle by rescuing a young cat from a tree. Witnesses say that Superbear's efforts were not appreciated by the feline, who inflicted some minor scratch wounds on his rescuer.

Related Articles

- [Bear receives key to city](#)
- [Superbear stands for mayor](#)

Code Snippet

```
</> <section>
  <article>
    <h2>Superbear saves the day</h2>
    <time datetime="2015-08-07">7 Aug 2015</time>
    <p>The city's favorite bear yet again proves
his mettle by rescuing a young cat from a tree.
Witnesses say that Superbear's efforts were not
appreciated by the feline, who inflicted some
minor scratch wounds on his rescuer.</p>
    <aside>
      <h3>Related Articles</h3>
      <ul>
        <li><a href="#">Bear receives key to
city</a></li>
        <li><a href="#">Superbear stands for
mayor</a></li>
      </ul>
    </aside>
  </article>
</section>
```

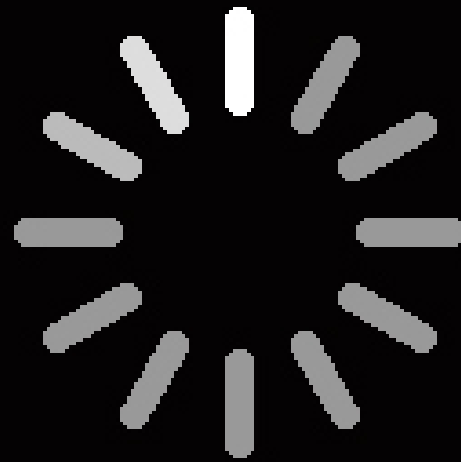




Alt: "It's 2019! What're y'all's resolutions?" a doodle in a celebratory 2019 party hat asks. Responses range from "I'mma learn karate," to "More mashed potatoes," to "I will finally cure cat head." One doodle announces "I'm making lifestyle changes." "What does that mean?" another one wonders.



Loading...

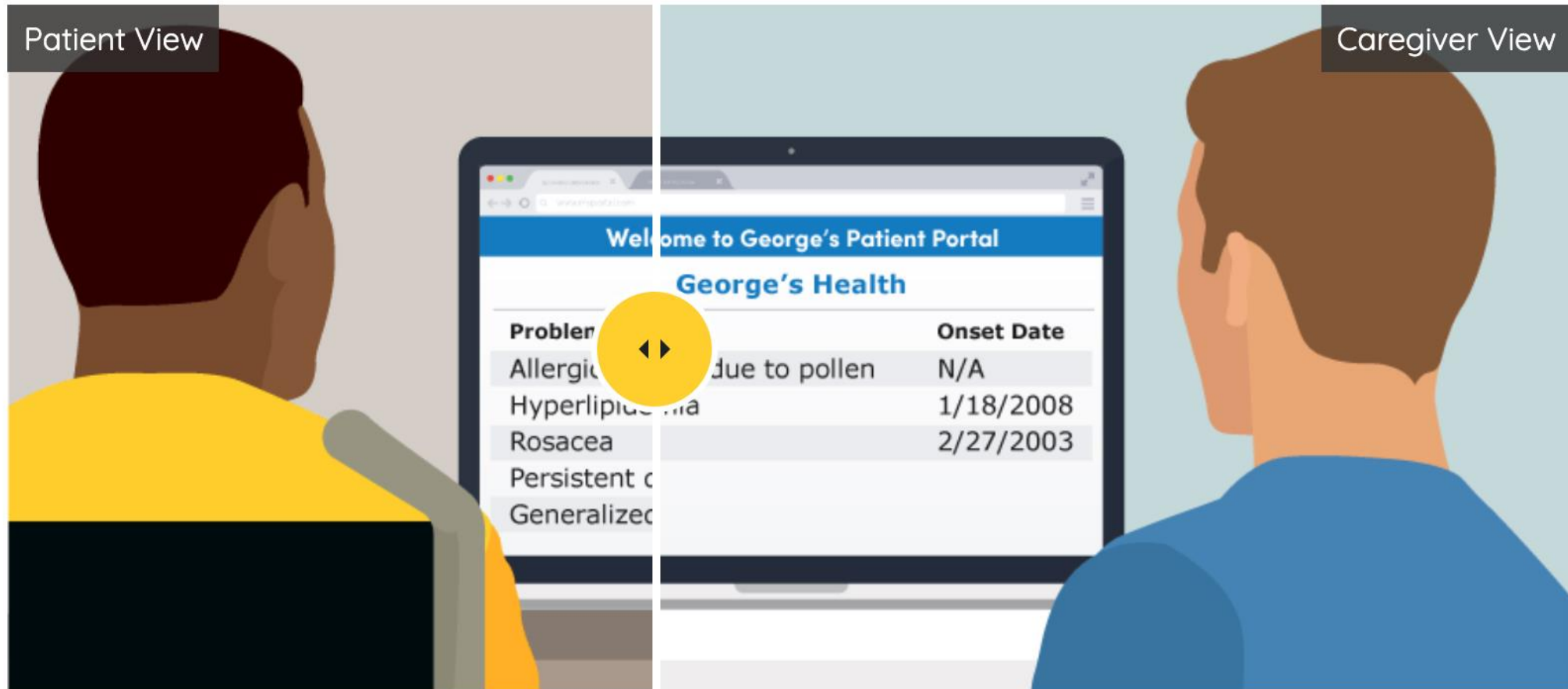




Empathetic

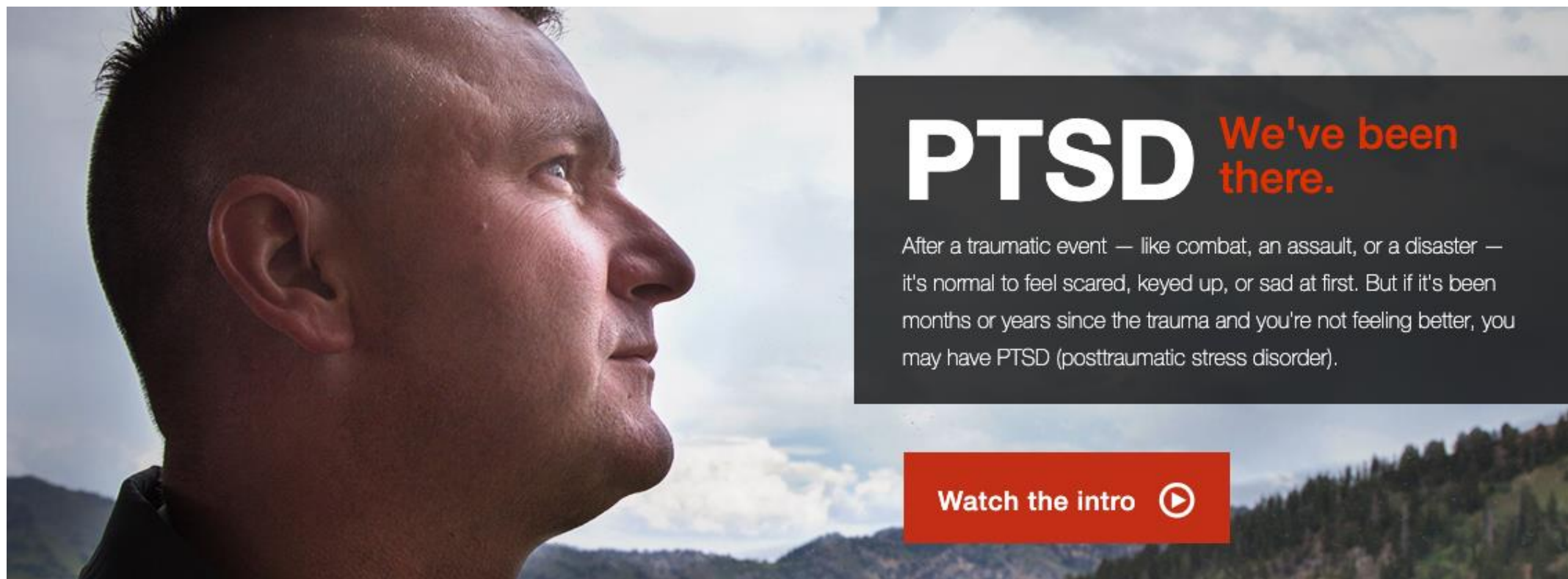


In some portals, patients can set access levels — so their caregiver can see some information while other sensitive data stays private. **Click and drag the slider to see the difference.**




Source: <https://www.healthit.gov/playbook/pe/chapter-4/>



A man's profile is shown in the foreground, looking out over a mountain landscape under a cloudy sky. The man has short, dark hair and is looking towards the right. The background shows rolling green hills and mountains under a blue sky with white clouds.

PTSD **We've been there.**

After a traumatic event — like combat, an assault, or a disaster — it's normal to feel scared, keyed up, or sad at first. But if it's been months or years since the trauma and you're not feeling better, you may have PTSD (posttraumatic stress disorder).

Watch the intro 

Source: <https://www.ptsd.va.gov/apps/aboutface/>



- Home
- Choose an activity
 - Hold his or her head up
 - Roll over
 - Bring things to his or her mouth
 - Grab, reach for, or hold toys
 - Sit up
 - Stand up
 - Walk
 - Go up and down stairs
 - Run
- View activities by age
- About Developmental Delays

Physical Developmental Delays: What to look for

Physical developmental delays are when children aren't doing activities (like rolling over, sitting without support, or walking) that other children their age are doing. Developmental delays can be a sign of a serious health condition, so it's important to talk with your child's pediatrician about them.

Use this website to learn more about physical developmental delays for children ages 5 and under. The information is meant to help you start a conversation with your child's pediatrician.

Remember, all children develop in different ways. This site can serve as a guide if you have a feeling that something is wrong. You know your child best.

If you're worried about other developmental issues, like social, emotional, communication, or learning, [learn the signs and act early](#). This tool **only** focuses on a child's physical development.

Get Started:

Choose an activity
(like sit up or walk)

See all activities by age

The Physical Developmental Delays: What to Look For tool was developed by the cooperative agreement number 5 U36 OT000165, funded by the Centers for Disease Control and Prevention. Its contents are solely the responsibility of the American Academy of Pediatrics and do not necessarily represent the official views of the Centers for Disease Control and Prevention or the Department of Health and Human Services.

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Child with typical development

Play

Child with a physical developmental delay

Child with typical development

Child with a physical developmental delay

Menu

Physical Developmental Delays: What to look for

Choose an activity

I'm worried about my child's ability to:

Hold his or her head up

Roll over

Bring things to his or her mouth

Get back on the floor





Easy to understand
and use





Health Literacy Online

A Guide for Simplifying the User Experience

This research-based guide will help you develop intuitive health websites and digital tools that can be easily accessed and understood by all users — including the millions of Americans who struggle to find, process, and use online health information.



Foreword by Dr. Karen B. DeSalvo, MD, MPH, MSc

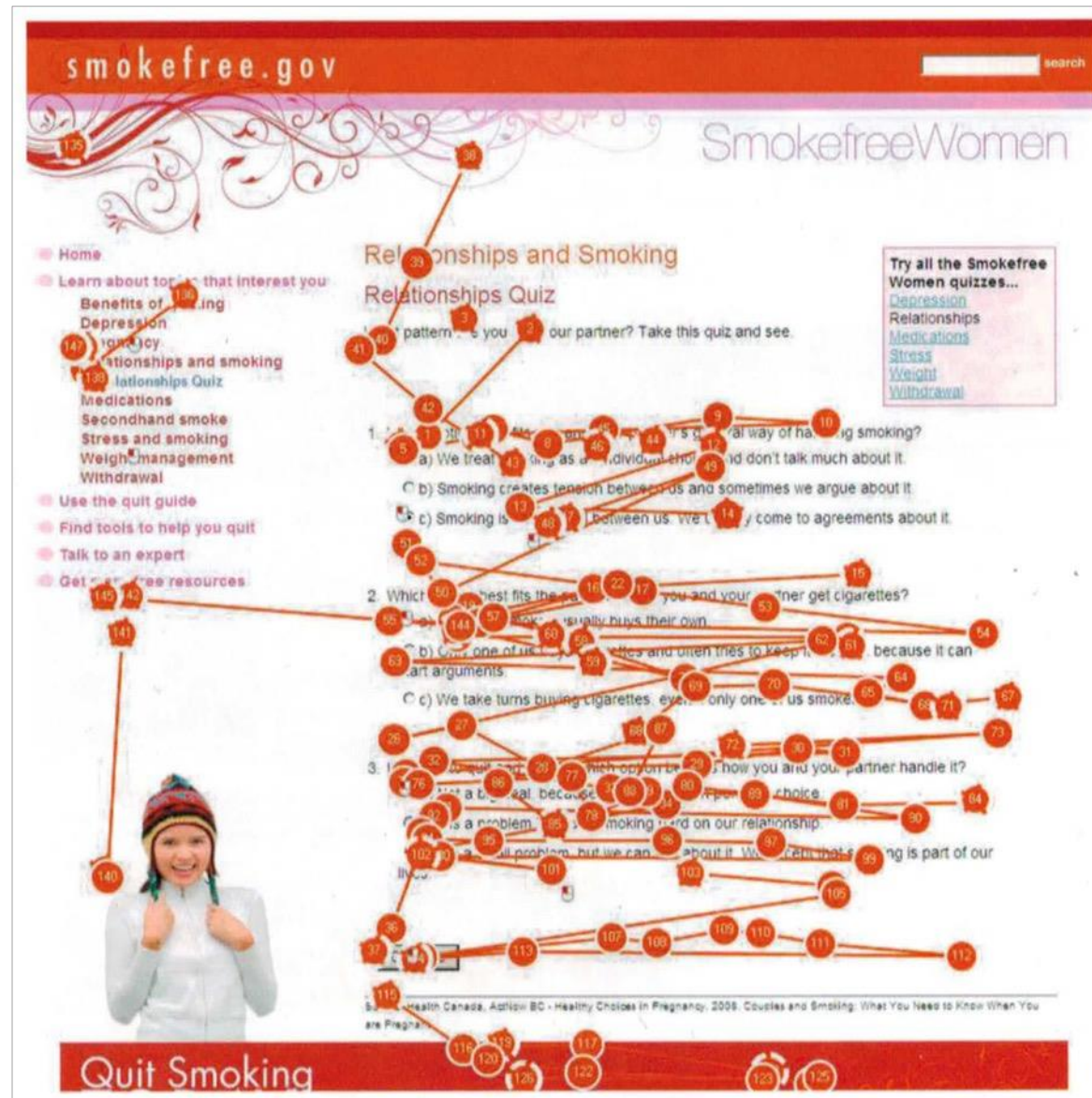


About Health Literacy Online: 2nd Edition

Source: <https://health.gov/healthliteracyonline/>



Source: Colter, A and Summers, K (2014). Low Literacy Users. In Bergstrom & Schall (Eds.), *Eye Tracking in User Experience Design* (p. 335). Waltham, MA: Elsevier.



smokefree.gov

Home
Learn about topics that interest you
Benefits of quitting
Previous Stories
Thinking
Depression
Medications
Secondhand smoke
Stress and smoking
Withdrawal
Use the online quit guide
Find tools to help you quit
Talk to an expert
Get more free resources
Find a study near you

Benefits of Quitting

The benefits of quitting are far better than the discomforts of recovery! Stay with it and find your freedom. Once you do, you'll never let it go.

The Bad News...

Quitting smoking is hard.

I will miss my cigarettes.

Withdrawal is uncomfortable.

I might feel a little sad.

Everything I do reminds me of smoking.

Smoking is a part of my life.

The Good News...

But it can be done. Millions of people just like you have been successful.

But cravings will pass. Most cravings only last a few minutes, and over time the urges to smoke will get weaker and come less often.

But it isn't painful. It's for a short time and it's manageable. Gaining a few extra pounds after quitting is normal, but exercise and healthy eating can stop most of this weight gain, if not all of it.

Smoking has been part of your daily life, like drinking coffee and waiting for the bus. But every day that you spend as a non-smoker will help make new routines that don't include cigarettes.

Smoking feels good because you've had lots of practice being a smoker. But you have years ahead of you to practice being a non-smoker.

Many people who quit are surprised by how good they feel!

They feel more free.

- They don't need to smoke.
- They don't need to find a place to smoke.
- They don't need to worry about their smoke bothering others.

They smell good.

- Their clothes, and breath don't smell like smoke.
- Their cars, homes, and kids don't smell like smoke.
- They can better smell good and not bad smells.

They feel more relaxed.

- They don't have to make sure they always have cigarettes.
- They have more money.
- They are not as worried about their health.

They look and feel better.

- They are proud about being able to quit.
- Their skin looks better.
- They have more energy when they walk, play with their kids, or do something active.

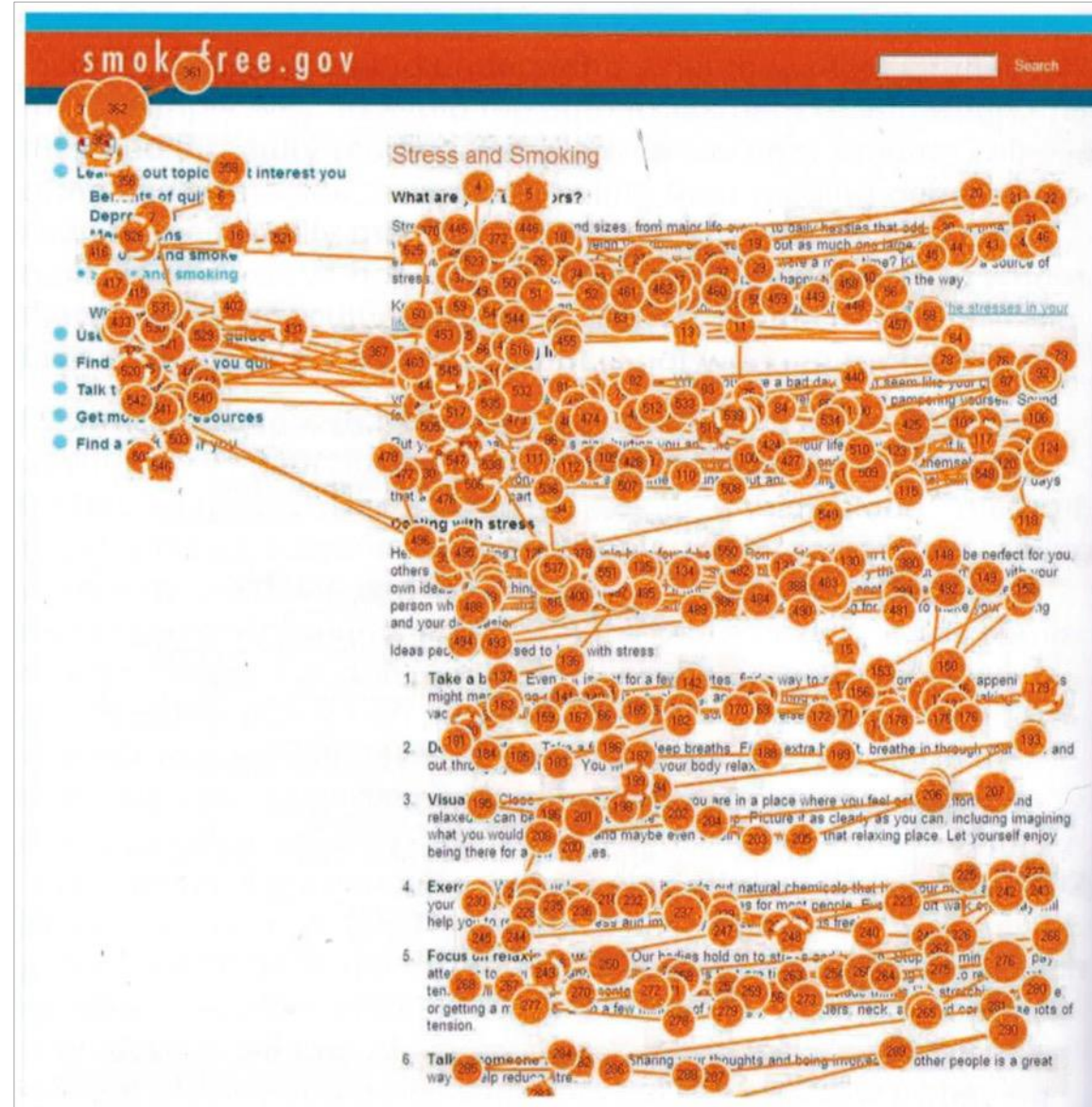
Quit Smoking TODAY! we can help.

"My grandkids are proud of me."

Source: Colter, A and Summers, K (2014). Low Literacy Users. In Bergstrom & Schall (Eds.), *Eye Tracking in User Experience Design* (p. 335). Waltham, MA: Elsevier.



Source: Colter, A and Summers, K (2014). Low Literacy Users. In Bergstrom & Schall (Eds.), *Eye Tracking in User Experience Design* (p. 336). Waltham, MA: Elsevier.



Alert

An alert keeps users informed of important and sometimes time-sensitive changes.



Success status

Lorem ipsum dolor sit amet, [consectetur adipiscing](#) elit, sed do eiusmod.



Warning status

Lorem ipsum dolor sit amet, [consectetur adipiscing](#) elit, sed do eiusmod.



Error status

Lorem ipsum dolor sit amet, [consectetur adipiscing](#) elit, sed do eiusmod.

Source: <https://v2.designsystem.digital.gov/components/alert/>

Usability guidance

Consider next steps. When the user is required to do something in response to an alert, let them know what they need to do and make that task as easy as possible. Think about how much context to provide with your message. For example, a notification of a system change may require more contextual information than a validation message. Write the message in concise, human readable language; avoid jargon and computer code.

Be polite. Be polite in error messages — don't blame the user.

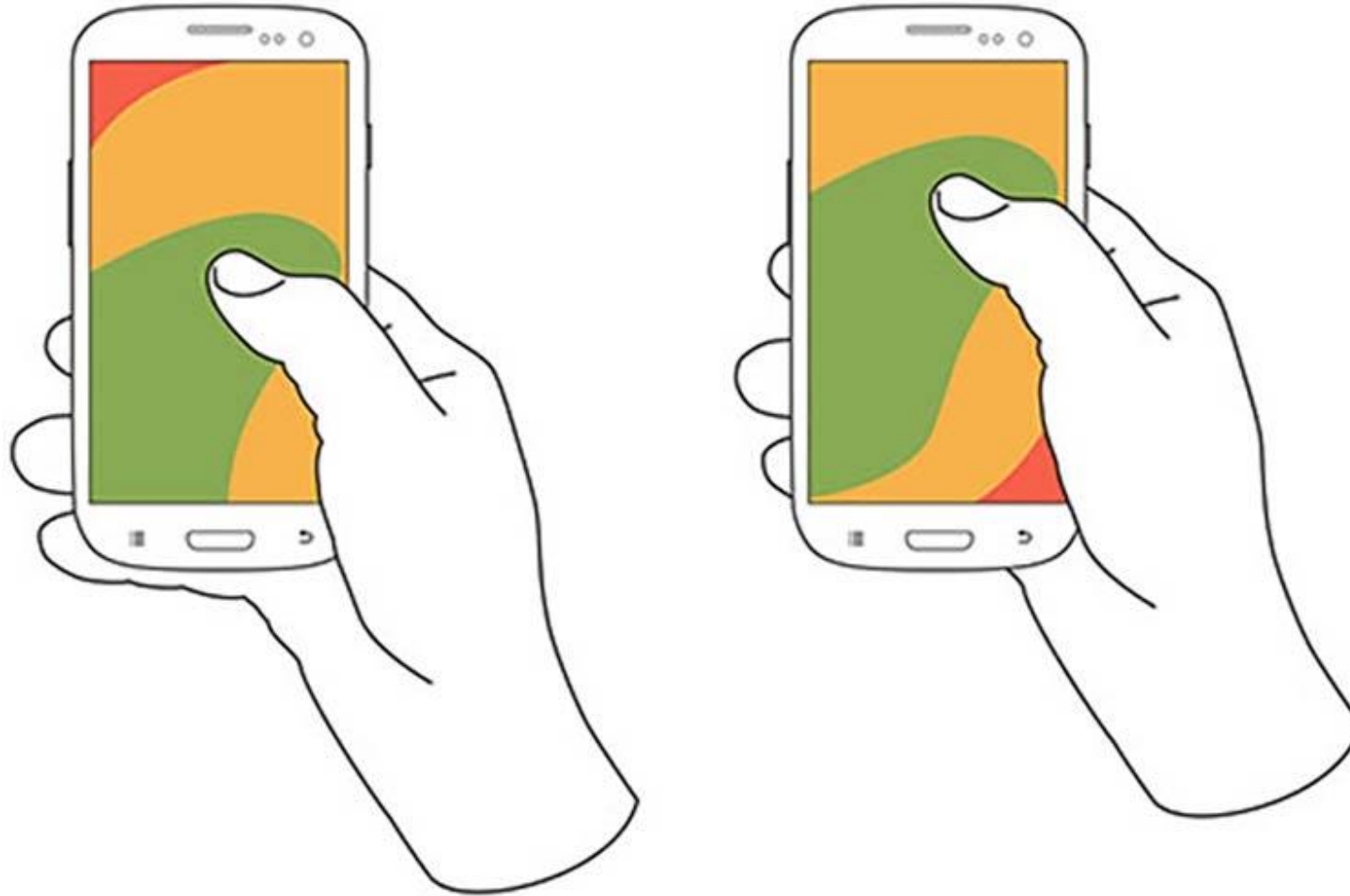
Alerts are an opportunity. Users will read a message that helps them resolve an error even if they generally won't read documentation; include some educational material in your error message.

Don't overdo it. Too many notifications will either overwhelm or annoy the user and are likely to be ignored.

Allow a user to dismiss a notification wherever appropriate.

Understand the user's context. Don't include notifications that aren't related to the user's current goal.





Source: CommunicateHealth





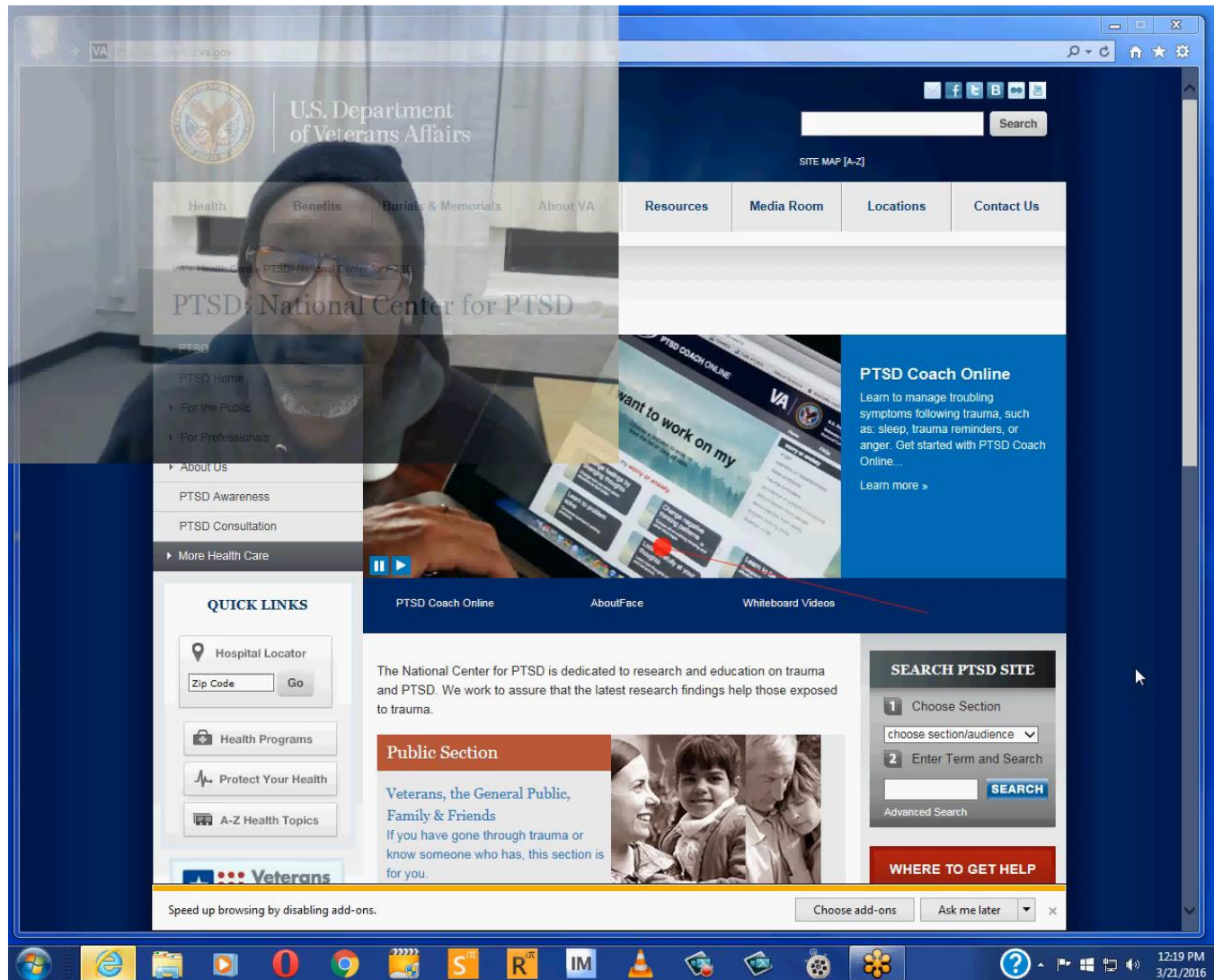
Designed and tested with
people who will use it



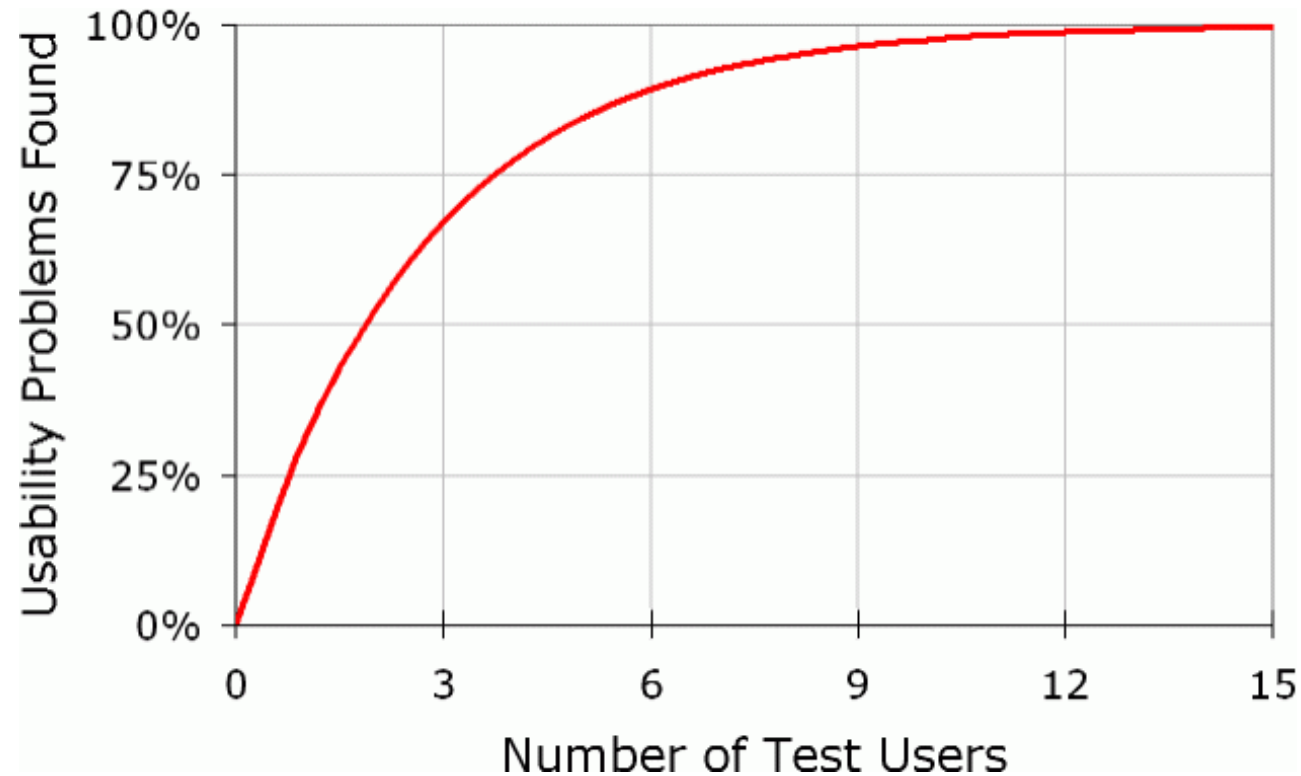


Source: CommunicateHealth





Usability testing with 5 participants will reveal 85% of usability problems.



Source: Nielsen Norman Group, 2000



How can you tell?

-
- Try it out on your phone
 - Check out the content – is it conversational and clear?
 - Ask the developer about their user testing process – who did they test with?
 - Create your own user panel and give it a test drive
 - Ensure the tool is accessible to people using assistive technology like screen readers
 - Check the load time (there are websites that will do this)



Our technology must match our values



Thank you!

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