

Children's Health and Safety Web Site Usability Testing (HC POR 10-03)

Health Canada

Final Report: December 17th, 2010

For more information on this report, please email por-rop@hc-sc.gc.ca

« Ce rapport est aussi disponible en français sur demande; »



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Study Background



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Study Background

- Protecting the health and safety of Canadians and their families is a priority of the Government of Canada. Canadian parents are looking to the federal government and its relevant departments for specific information relating to the safety and health of their families. In that context, the Government will ensure that families have the information they need to make informed choices and it will hold those who produce, import and sell goods in Canada accountable for the safety of Canadians.
- To support this priority, Health Canada has developed a marketing campaign to ensure awareness and access to the wealth of expert information the Government of Canada has developed in the areas of children's health and safety. This campaign will be a multi-departmental initiative with Health Canada as the lead, working with support from the Canadian Food Inspection Agency, Public Health Agency of Canada, Public Safety Canada and Transport Canada to ensure all priority issues within each department are effectively communicated in campaign products.
- A website will be the main fulfilment piece of the campaign and all advertising will direct Canadian parents to the site. Given this, it will be imperative to ensure that the user experience reflects the expectations generated from the campaign.
- Phase 5 was engaged to conduct research to assess how well the website meets Canadian parents' needs and expectations related to their children's health and safety.

Research Objectives

- The results of the research will support the continued development of the Children's Health and Safety Website to ensure that it meets the needs and expectations of its target audience: Canadian parents of children age 12 and younger. To this end, the specific objectives of the research were to assess the overall look and feel of the website, to ascertain whether the layout and flow of the information was easy to follow and to ascertain if the content matched expectations and needs.
- To effectively address these objectives, the research focused specifically on:
 - Testing the appeal of the website: Will users come back? Will they recommend it to others? What features did they like best? Would they bookmark the website for future reference?
 - Assessing if the content is presented in a usable manner: Is the content comprehensive, credible and relevant?
 - Assessing any difficulties with wording, sentences, images that could limit clear understanding of the website by users.
 - Understanding how the target audience perceives the overall website design and structure.
 - Evaluating the ease with which users can navigate through the site: Is the target audience able to find information they needed or were looking for?
 - Identifying which areas need to be improved, refined or deleted.
 - Identifying any missing information / additional information that the target audience needs.

Research Approach

A qualitative one-on-one observational interview approach was employed to achieve the research objectives. In total, 16 usability interviews were conducted between October 12th and 13th, 2010.

Audience Profile:	English (Ottawa)	French (Montreal)	Total
Parents of children age 0 - 12	10	6	16

Parents were recruited to ensure they had children between the age of 0 and 12 years old. Recruiting also required participants to have looked for general health and/or safety related information within the past year. All were recruited to emphasize a range of demographics (household income, ethnicity, education, Internet experience, etc.).

Research Approach (cont'd)

At the time of testing, the Children's Health and Safety website was not fully developed. As such, a wireframe of the site was used for testing purposes. A wireframe is a visual guide that is used in web design to communicate the structure of the website and the proposed information architecture and navigation scheme. Not all of the links were live during the testing period – and participants were given the appropriate context to ensure that they understood that the artifact they were interacting with was not the final version of the site.

The image displays two side-by-side wireframe screenshots of the Healthy Canadians website. Both wireframes feature the Government of Canada logo and the Healthy Canadians logo at the top. The left wireframe shows the 'Health & Safety - Kids' section with a heading 'Advertising campaign Facts and Stats' and a placeholder for a picture. The right wireframe shows the 'Medication and illness' section with a heading 'Two sides of one coin: Prevention and treatment' and a placeholder for a picture. Both wireframes include navigation menus, search bars, and social media links.

Methodological Note: All interviews were conducted using PCs and Internet Explorer.

Research Considerations

Interpreting the Results:

Readers are reminded that the results of qualitative research are not statistically representative. They, therefore, can not be generalized to a wider population and represent only the perceptions and opinions of a select group. Notwithstanding this point, the feedback obtained through the one-on-one interviews can provide useful direction and guidance for moving forward with enhancements to the Children's Health and Safety website prior to its public launch.

English and French Research Findings:

The research was conducted in both English and French. The findings from the observations of user behaviour as well as the content review were very consistent. In most cases, there were no reported differences. Given the strong consistency in the findings, the report only references specific areas where differences occurred by language of testing.

Expectations for the Children's Health and Safety Website



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Information Needs Related to Children's Health and Safety

Prior to reviewing the website, all participants were asked to describe examples of the types of information / resources needs they have had related to their children's health and/or safety. Participants were also asked to describe the resources that they typically turned to, to address these needs.

- The information needs typically cited by participants focused on two core themes: 1) Situation-specific ailments / health conditions and 2) General health / safety requirements.
- Those needs that fall into the first category tend to be very immediate and prompted by the onset of a condition (e.g. a fever, flu, allergic reaction). Needs that fall into the second category are more closely aligned with the intended scope of the Children's Health and Safety Website. While these needs also tended to be prompted by a specific situation or need, the requirements were less acute compared to specific health concerns / conditions. Indeed, these requirements tended to lend themselves to general browsing and exploring. The slide that follows provides examples of the typical information requirements that fell into this category.
- Interestingly, participants noted that they did not rely on any one source to address these information requirements. Rather, most turned to Google and relied on the search engine's results to direct their search path (see slide 12 for more detail on the implications of this finding).

Information Needs Related to Children's Health and Safety (cont'd)

Prior to reviewing the website, all participants were asked to describe examples of the types of information / resources needs they have had related to their children's health and/or safety. Requirements have been grouped and organized into the following broad categories, for ease of comprehension.

Product Safety

- Children's products - safety recalls (e.g. strollers, playpens, car seats).
- How to properly install car seats
- How to disengage air bags
- How to buy / properly fit a bike helmet

Physical Safety

- Bus safety
- Water safety – boating and swimming safety, personal flotation devices, playing close to hydro dams
- Being street smart (talking to strangers, being aware of surroundings)
- Safety on the road (walking, crossing the street, etc.)

Environmental Safety

- Online browsing and behaviour
- Babysitting (older kids learning how to care for younger kids)
- How to baby-proof the home
- Preparing a fire plan for the home

No Credible “Top-of-Mind” Canadian Online Resource Exists for Children’s Health & Safety Content

Interestingly, the discussion around parents’ information needs revealed that parents typically went to “Google” and typed in their search criteria and followed the results that appeared. Most noted that they tended to follow the top search results and did not always look to confirm sources. A number of English participants did note that they tend to end up on American resources, many of which were sponsored by private companies. Some noted that they tend to be somewhat mistrustful of these sites and question the real agenda behind the information and message. French participants did not mention this as a specific concern.

It was clear that both English and French participants did not have a typical “go-to” site that they would consider top-of-mind for addressing information and resource needs for their children’s health and safety. This finding underscores the significant opportunity that exists to position the Children’s Health and Safety site as a credible, Canadian source that can be trusted to provide fact-based information to Canadian parents.



“I feel like these sites [private brand sites] have a hidden agenda, like they want to sell me something and it makes me think, is this information well-founded?”

Mother with young children

“If it is a government site, I will trust it because you can assume that they are not going to post things that are not research-based or that they don’t stand behind.”

Mother with young children

Creative Spot Generates Positive Expectations and Anticipation for the Children's Health and Safety Website

Prior to reviewing the Website, all participants were shown proposed creative material (a 30 second television ad) designed to promote the Children's Health and Safety Website. Following this, participants were asked to describe their expectations for the site based on the message communicated in the creative material.



healthycanadians.gc.ca/kids

Expectations for the Children's Health and Safety Website:

- Most expect a wide range of content, from food and nutrition to personal and environmental safety.
- A few French participants experienced a bit of difficulty interpreting the concept of the ad – they did not immediately make the connection between the graphic and the link to a “fact”. This was a particular issue with the sugar drink graphic.
- Some parents (of children 8+) note that they would expect the site to include content that would help them strike up a conversation with their child and/or content that they could look at together.
- A few parents also noted that it would be important that the site provide content in different formats (i.e. text, videos, interactive elements), to engage people through different mediums.

“I like this a lot. I’m really excited and curious to see what other stuff this site has.”

Father with young children

Usability Findings



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Usability Findings

- The usability interviews evaluated participants' ability to complete specific tasks on the Children's Health and Safety Web site. The wireframes that were used for testing purposes had content loaded in the "Car Restraints" and "Medication and Illness" sections. As such, usability tasks were structured around these two areas. It is important to note though, that the site's navigation structure was consistent throughout. Findings from the observational research can be effectively applied to the rest of the site.
- For ease of comprehension, the usability findings have been categorized according to their impact on the site's effectiveness:



Enabler of effectiveness



Potential barrier to effectiveness



Barrier to effectiveness

Site Navigation



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Home Page Design Facilitates a Successful Navigation Experience

The observational research revealed that the site design facilitated an effective and successful navigation experience. The left menu bar stood out to participants – and was the key path most took to start searching for information during the usability tasks. A number noted that this design convention reflected their typical navigation patterns, as most opted to use the left menu bar as their primary navigation path. Participants also noted that the topic categories included in the left menu bar were clear and easy to interpret, which facilitated navigation. Moreover, English and French participants noted that the topic categories reflected the top-of-mind concerns / topics / issues related to their children's health and safety.

The observational research did reveal that not all participants took the time to scan down the page. As such, they missed the content pieces featured here, including the reference to the Customizable Handbook. Given the value attributed to this tool, consideration should be given to promoting the placement of this key content piece by placing it above the page fold. A few participants also noted that it would be important to rotate featured content items on the Homepage (above the page fold). This would ensure that regular visitors are exposed to the breadth of the site's content.

The screenshot shows the Healthy Canadians website (www.healthycanadians.gc.ca) with a left-hand navigation menu. A blue speech bubble points to the 'Health & Safety - Kids' menu item, containing the text: "I use a lot of drop-down menus like this to get more specific, so this is great. Mother with young children". A red dashed line indicates the 'page fold'. Below the fold, a red circle highlights the 'Create your Customizable handbook' section, with an arrow pointing to it from the text 'Below the page fold'. Another arrow points to the 'Recalls' section at the bottom right.

The French research revealed that there were inconsistencies in the translation of the term "Recalls". On some pages, the term "Retraits" was used and on others, term "Rappel". Participants noted that the term "Rappel" is term that is commonly understood and used. "Retrait" should not be used.

Search Feature Stands Out on Home Page

At the outset of the usability task component of the interviews, participants were asked to indicate where they would go on the page to look for information they would be interested in. While most opted to begin navigating, some noted that they always go to the site's search engine.

The observational research revealed that the placement of the site's search feature facilitated navigation for those who are "natural searchers". Indeed, some noted that they always use the site's search feature, regardless of the navigation structure. As such, the placement of the search feature matched expectations and facilitated use.

The screenshot shows the Healthy Canadians website (www.healthycanadians.gc.ca). The header includes the Government of Canada logo and the word "Canada". The main navigation bar contains links for Français, Home, Contact Us, Help, Search, and canada.gc.ca. Below the navigation bar, there is a breadcrumb trail: Home > Health Campaigns > Health and Safety - Kids >. The left sidebar lists various topics under "Health & Safety - Kids", including Boating Safety, Bullying, Car Restraints, Childhood Obesity, Emergency Prep., Food Safety, Healthy Pregnancy, Immunization, Infant Care, Injury Prevention, Medication and Illness, and Physical Activity. The main content area features a heading "Advertising campaign 'Facts and Stats'" and a large placeholder image labeled "PICTURE". Below the image is a paragraph of Lorem Ipsum text. On the right side, there is a search bar with a "Go" button, which is circled in red. Below the search bar are dropdown menus for "Ages" and "Keywords". At the bottom right, there is a "Facebook Quiz" section with a "Go >>" link.

The observational research revealed that some participants thought that the “Age” and “Keyword” options were linked to the search feature, rather than separate search options. The inclusion of these options within the same framed box as the search feature contributed to this impression. This design caused participants to assume that they would have to enter a search term and could then narrow their search by age / keyword. When participants understood that these were stand-alone search features, they noted that they should be separated from the search box, to reduce potential confusion.

Some suggested it would be more intuitive if there was a reference to the target ages of the “Toddlers” and “Kids” categories. For example: Toddlers (Age 1 to 3). French participants commented that the site should include a “teen” category. This finding suggests that it would be important to provide a summary of the site’s target audience on the Homepage.

Some suggested it would be more intuitive if there was a reference to the target ages of the “Toddlers” and “Kids” categories. For example: Toddlers (Age 1 to 3). French participants commented that the site should include a “teen” category. This finding suggests that it would be important to provide a summary of the site’s target audience on the Homepage.

Most participants expected that, if they selected an age category, they would see a list of relevant topics for that age group. A few also suggested that, if age specific content was available, it would be useful to include a link at the bottom of the content pages to direct users to this (rather than require users to go back to the Home page to select this alternate search path).

Topic Landing Page Facilitates a Successful Navigation Experience

The observational research revealed that participants found it very intuitive to navigate once on the topic landing page. Most English participants tended to gravitate to the “Other Topics” and “Parents Also Liked” content featured in the centre of the page to begin to drill down to other content areas. As such, the placement of the topics in the centre of the page was a key navigation facilitator. The observations also revealed that participants consistently relied on selecting topics from the centre of the page as they moved to different sections of the site.

The observations also revealed that, while only a few English participants used the left-navigation bar to explore the topic in further detail from the landing page, most French participants used this as their primary path.

Importantly, the inclusion of these two navigation paths (i.e. “Other Topics” and the left-menu bar) supports users with different navigation preferences.

Healthy Canadians
www.healthycanadians.gc.ca

Français | **Home** | **Contact Us** | **Help** | **Search** | **canada.gc.ca**

Home > Health Campaigns > Health and Safety - Kids > Medication and illness

Recalls & Advisories
Health Campaigns
Health & Safety - Kids
Boating Safety
Bullying
Car Restraints
Childhood Obesity
Emergency Prep.
Food Safety
Healthy Pregnancy
Immunization
Infant Care
Injury Prevention
Medication and illness
Medication and kids
Medication and kids under six
Fighting the flu
Physical Activity
Rail Safety
Safe Sleep
Toys

Learn How To Use This Site
Find A Specific Topic
Get The Mobile Version
Try Our Multimedia Tools

“There is nothing worse when you open a page and now you say, ok, how do I get back. I like that I see the topics.”
Mother with young children

Two sides of one coin: Prevention and treatment
It's inevitable -- at some point, every child gets sick. But as a parent, you can help decrease the chances by following simple, everyday health and safety procedures -- such as hand washing -- to avoid illnesses like the flu, which can pose serious risks to very young children. And when your child does get sick, by being informed and asking questions you can make sure that over-the-counter and prescription medications are used and stored properly so they help your child recover as swiftly as possible.

Like SHARE Add to

TAGS: TAG 1, TAG 2, TAG 3

Other Medication Topics:

- Medication and kids
Consectetur adipisicing elit, sed do.
[+more](#)
- Medication and kids under the age of six
Consectetur adipisicing elit, sed do.
[+more](#)
- Fighting the flu
Consectetur adipisicing elit, sed do.
[+more](#)

Parents also liked:

- Medication for children aged 6 and under
Consectetur adipisicing elit, sed do.
[+more](#)
- Food allergies and intolerances
Consectetur adipisicing elit, sed do.
[+more](#)
- Allergen labelling
Consectetur adipisicing elit, sed do.
[+more](#)

Facebook Quiz
Just for fun:
Join the Facebook parent group and test your knowledge about kid's health and safety.
Go >>

Facts & Stats
Because of the ingredients they contain, some over-the-counter cough and cold medicines should never be given to children under the age of six. Always check the label first to make sure the medication is suitable for our child.

Quiz
Lorem ipsum dolor sit amet, el consectetur adipisicing elit?
☐ Answer One

Content Page Facilitates a Successful Navigation Experience

The observational research also revealed that participants found it very intuitive to navigate from the detailed content pages – to either an additional topic within the section or a completely new topic. Again, most English participants tended to gravitate to the “Other Topics” and “Parents Also Liked” content featured in the centre of the page when selecting a related topic, while French participants relied on the left-menu bar. The observations also revealed that, from the detailed content pages, all participants successfully used the left-menu bar to access new topics.

While the page also includes a link to direct users back to the topic landing page, few noticed or used this link. Adding more white space between the “Other Topics / Parents Also Liked” features will make this link more visually salient.

	Consectetur adipisicing. +more		and under +more
PICTURE	Medication and kids under the age of six Consectetur adipisicing. +more	PICTURE	Food allergies and intolerances Consectetur adipisicing. +more
PICTURE	Fighting the flu Consectetur adipisicing elit, sed do. +more	PICTURE	Allergen labeling Consectetur adipisicing elit, sed do. +more
		PICTURE	Healthy eating Consectetur adipisicing elit, sed do. +more

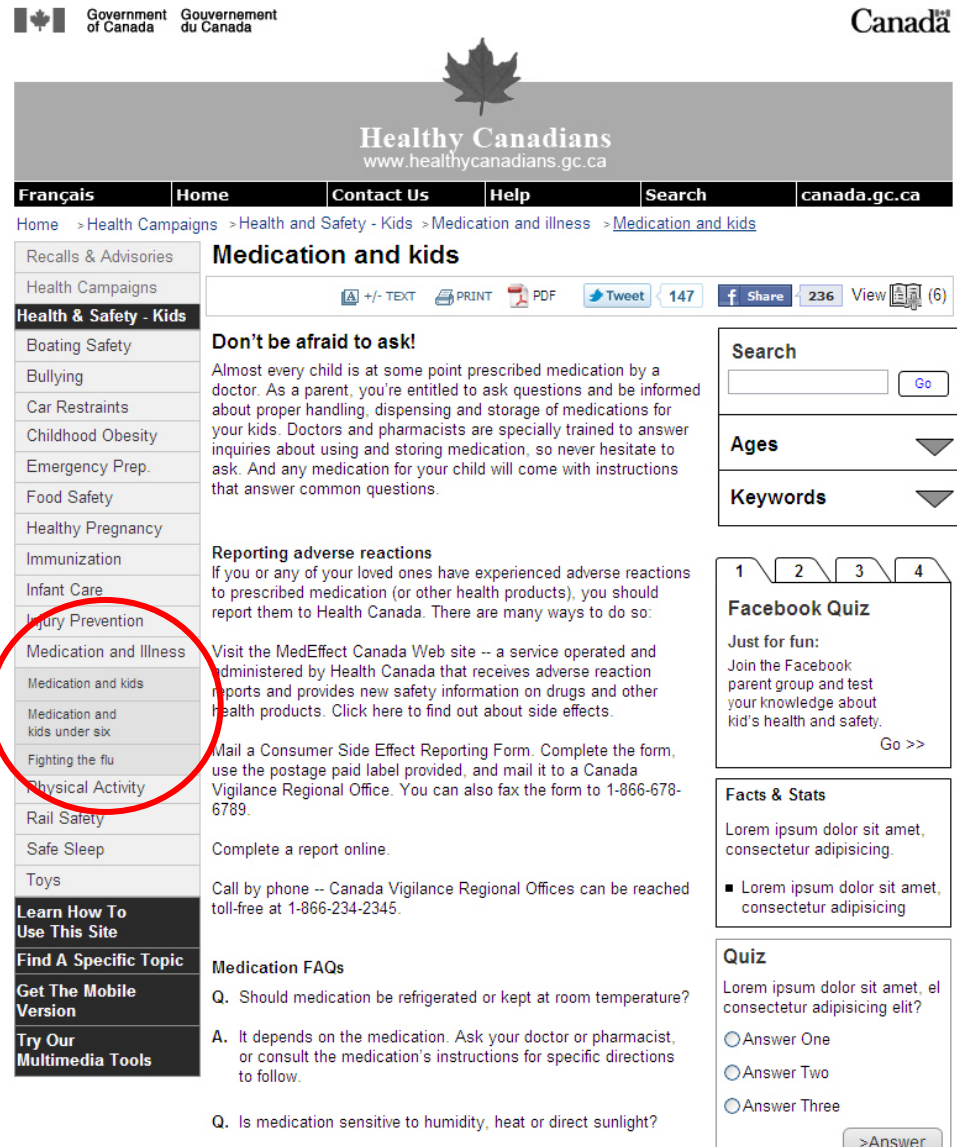
>> Back to Medication Page

The screenshot shows the 'Healthy Canadians' website. The main heading is 'Cough and cold medication and children under six'. Below this, there's a section titled 'Avoiding cough and cold medications' with a paragraph of text. To the right of this text is a table with two columns: 'Therapeutic Category (Purpose)' and 'Active Ingredients'. The table lists various medications and their ingredients. Below the table, there's a section titled 'Other Medication Topics' and 'Parents also liked', which contains several links to related content. A red circle highlights this section. At the bottom of the page, there's a link that says '>> Back to Medication Page'.

Left Menu Effective for Orienting Users to Position *Within* the Site

The observational research revealed that participants were typically able to orient themselves to their position *within* the Children's Health and Safety website – using the left-menu bar as the key visual cue. Participants noted that it was clear that the section that they had selected had expanded and all of the sub-sections were visible.

A few noted that additional visual elements could be applied to the left-menu bar to reinforce its efficacy – changing the background colour of the title or including an icon (✓) beside the main topic to indicate that sub-topics are displayed below.



The screenshot shows the Healthy Canadians website (www.healthycanadians.gc.ca). The left navigation menu is highlighted, with 'Medication and kids' selected and circled in red. The main content area displays the 'Medication and kids' section, which includes a search bar, a list of sub-topics, and a detailed article titled 'Don't be afraid to ask!'. The article discusses the importance of proper medication handling and storage for children. The right sidebar contains a search bar, a Facebook Quiz, Facts & Stats, and a Quiz section.

Government of Canada / Gouvernement du Canada

Healthy Canadians
www.healthycanadians.gc.ca

Français | Home | Contact Us | Help | Search | canada.gc.ca

Home > Health Campaigns > Health and Safety - Kids > Medication and illness > **Medication and kids**

Recalls & Advisories
Health Campaigns
Health & Safety - Kids
Boating Safety
Bullying
Car Restraints
Childhood Obesity
Emergency Prep.
Food Safety
Healthy Pregnancy
Immunization
Infant Care
Injury Prevention
Medication and Illness
Medication and kids
Medication and kids under six
Fighting the flu
Physical Activity
Rail Safety
Safe Sleep
Toys

Learn How To Use This Site
Find A Specific Topic
Get The Mobile Version
Try Our Multimedia Tools

Medication and kids

Don't be afraid to ask!
Almost every child is at some point prescribed medication by a doctor. As a parent, you're entitled to ask questions and be informed about proper handling, dispensing and storage of medications for your kids. Doctors and pharmacists are specially trained to answer inquiries about using and storing medication, so never hesitate to ask. And any medication for your child will come with instructions that answer common questions.

Reporting adverse reactions
If you or any of your loved ones have experienced adverse reactions to prescribed medication (or other health products), you should report them to Health Canada. There are many ways to do so:

Visit the MedEffect Canada Web site -- a service operated and administered by Health Canada that receives adverse reaction reports and provides new safety information on drugs and other health products. Click here to find out about side effects.

Mail a Consumer Side Effect Reporting Form. Complete the form, use the postage paid label provided, and mail it to a Canada Vigilance Regional Office. You can also fax the form to 1-866-678-6789.

Complete a report online.

Call by phone -- Canada Vigilance Regional Offices can be reached toll-free at 1-866-234-2345.

Medication FAQs

Q. Should medication be refrigerated or kept at room temperature?

A. It depends on the medication. Ask your doctor or pharmacist, or consult the medication's instructions for specific directions to follow.

Q. Is medication sensitive to humidity, heat or direct sunlight?

Search
Ages
Keywords

Facebook Quiz
Just for fun:
Join the Facebook parent group and test your knowledge about kid's health and safety.
Go >>

Facts & Stats
Lorem ipsum dolor sit amet, consectetur adipisicing.
■ Lorem ipsum dolor sit amet, consectetur adipisicing

Quiz
Lorem ipsum dolor sit amet, elit consectetur adipisicing elit?
○ Answer One
○ Answer Two
○ Answer Three
>Answer

Orienting to “Home” is the Most Significant Navigation Issue

While the left menu bar effectively oriented users to their position within the site, the observational research revealed that the most significant usability issue is users' orientation to “Home”. Most noted that they would select the “Home” button to return to the Children's Health & Safety site. However, this is an issue that is pervasive on large government sites and not unique to the Children's Health and Safety site.

When probed, participants did not immediately understand that the “Children's Health and Safety” site was part of the broader “Healthy Canadians” site. Few participants (both English and French) were familiar with the breadcrumb trail. As such, not all understood that the site hierarchy was depicted in this navigation tool. One consideration could be to include the word “site” in the “Health and Safety – Kids” link.



A few English participants also suggested moving the “Health and Safety – Kids” link to the top of the left menu bar, and placing the “Recalls & Advisories” and “Health Campaigns” links at the bottom of the menu bar. This was not a concern noted in the French testing.

“Parents Also Liked” Terminology Should be Changed to Enhance Comprehension

The observations revealed that some participants were unsure of the scope of the “Parents Also Liked” feature. A few English participants and most French participants questioned how these topics were selected for inclusion (not all noticed the “Like” feature). Some suggested renaming it to “*You Might Also Be Interested In*” to lend more credibility to the content. Specifically, both English and French participants felt that the term “liked” implied that this content was less credible / comprehensive. These participants felt that it would be more effective to re-name this section to communicate that content was selected by Health Canada.

Notwithstanding the initial confusion – participants felt that this was an excellent way to expose them to additional content they might not have otherwise encountered. While interest in this feature was stronger among English participants, some French participants also felt it offered value.

We are supposed to be finding out facts, the wording “Parents also liked” makes it feel like entertainment

Father with young children

Other Medication Topics:

- Medication and kids
- Medication and kids under the age of six

Parents also liked:

- Medication for children aged 6 and under
- Food allergies and intolerances
- Allergen labeling

“This makes me think oh, I should check that out.”

Mother with young children

A few other participants suggested that the “Other Topics” and “Parents Also Liked” features could be made more distinct by including boxes around each section – to clearly denote that the sections are separate.

Right Menu Bar Effective For Highlighting “Extras”

Participants noted that the content featured on the right-hand side of each page stood out. Most noted that they viewed this as “extra” and would check it out if they were just browsing the site, rather than looking for something specifically.

Interestingly, one participant noted that it would be more effective to label the tabs on the right-hand side of the page, rather than include numbers. Indeed, some French participants noted that they would not have even explored the tabs without labels. Labels would serve to entice users by drawing their attention to specific topic areas.

Given interest, consideration should also be given to putting priority emphasis on the “Customizable Handbook”, “Did You Know” and “Recall” content at the top of the right menu bar, rather than social media, mobile and widget content.

The screenshot shows the Healthy Canadians website (www.healthycanadians.gc.ca) with a navigation bar at the top. The main content area is titled "Medication and kids" and includes sections for "Recalls", "Health", "Boating", "Bullying", "Car Restraints", "Childhood Obesity", "Emergency Prep.", "Food Safety", "Healthy Pregnancy", "Immunization", "Infant Care", "Injury Prevention", "Medication and Illness", "Medication and kids", "Medication and kids under six", "Fighting the flu", "Physical Activity", "Rail Safety", "Safe Sleep", and "Toys".

A blue callout bubble points to the "Medication and kids" section, containing the text: *"This stuff is away from the main stuff. It is more like, click me if you have time." Father with young children*

A red circle highlights the right-hand menu, which includes the following sections:

- Keywords** (with a search bar and "Go" button)
- Facebook Quiz** (Just for fun: Join the Facebook parent group and test your knowledge about kid's health and safety. Go >>)
- Facts & Stats** (Lorem ipsum dolor sit amet, consectetur adipiscing. Lorem ipsum dolor sit amet, consectetur adipiscing)
- Quiz** (Lorem ipsum dolor sit amet, el consectetur adipiscing elit? Answer One, Answer Two, Answer Three, Answer)

At the bottom of the page, there is a "Learn How To Use This Site" section with links for "Find A Specific Topic", "Get The Mobile Version", and "Try Our Multimedia Tools".

Content



VIEW THE WORLD DIFFERENTLY

Content Typically Meets Expectations – Exceeds in Some Cases

The research revealed that participants reacted very positively to the site's proposed content. Most felt that the scope of topics was extensive. In fact, many indicated that it exceeded their expectations for topic coverage. The level of detail, tone and level of language were also considered appropriate. In fact, two recent newcomers to Canada evaluated the content and felt that it was well written and easy to understand. The content that focused on bullying was considered excellent by parents who have dealt with issue first hand. Practical suggestions and tips were appreciated, as were FAQs. The one topic that did cause some confusion among English participants was "Rail Safety" – some did not realize this referred to trains / train safety.

The screenshot shows the 'Healthy Canadians' website (www.healthycanadians.gc.ca). The sidebar menu on the left includes links for Français, Home, Health C, Recalls & Adviso, Health Campaign, Health & Safety - R, Boating Safety, Bullying, Car Restraints, Choosing a child car seat, When to replace a child car seat, Childhood Obesity, Emergency Prep., Food Safety, Healthy Pregnancy, Immunization, Infant Care, Injury Prevention, Medication and Illness, Physical Activity, Rail Safety, Safe Sleep, Toys, and Learn How To Use This Site. The main content area is titled 'Stages of car safety' and lists four stages: Stage 1 (rear-facing seats), Stage 2 (forward-facing seats), Stage 3 (booster seats), and Stage 4 (seat belts). A Facebook quiz is visible on the right side of the page.

"You've got some really good topics. Oh wow, bullying."
Consumer (Mother with young children)

"FAQs: This makes it so much faster, to the point."
Consumer (Mother with young children)

"As a newcomer, I was informed about settlement issues, but not really much information about how to take care of kids, health, foods, weather and how to deal with all of that. It is learning as you go."

Father with young children & Newcomer to Canada

Content Additions Will Continue to Enhance the Site's Value

Notwithstanding the positive reactions to the site's content, some suggestions emerged for additional topics that could be covered, including:

- Water safety (e.g. swimming pools, open water)
- Personal hygiene (e.g. washing hands properly, fighting germs)
- The importance of breast feeding / breast milk (for healthy eating for newborns)
- Contact information for poison control centres
- Tips on getting kids to eat healthy / tips for picky eaters
- Tips on getting kids to take medication
- Guidelines / considerations when mixing medication
- Animal safety (safely approaching animals, how to behave around animals)
- Personal safety – tips to educate your child if they become lost
- Content for older children caring for younger children (babysitting guidelines and tips)

Government of Canada / Gouvernement du Canada

Healthy Canadians
www.healthycanadians.gc.ca

French Home Contact Us Help Search canada.gc.ca

Home > Health Campaigns > Health and Safety - Kids > Medication and illness > Medication and kids under six

Cough and cold medication and children under six

Recalls & Advisories
Health Campaigns
Health & Safety - Kids
Boating Safety
Bullying
Car Restraints
Childhood Obesity
Emergency Prep
Food Safety
Healthy Pregnancy
Immunization
Infant Care
Injury Prevention
Medication and illness
Medication and kids
Medication and kids under six
Fighting the flu
Physical Activity
Rail Safety
Safe Sleep
Toys
Learn How To Use This Site
Find A Specific Topic
Get The Mobile Version
Try Our Multimedia Tools

Avoiding cough and cold medications

In 2009, Health Canada had manufacturers re-label over-the-counter cold and cough medications containing certain active ingredients to indicate they are not to be used or given to children under age six. Although these cough and cold medications had been used with this group for many years, there was limited evidence supporting their effectiveness. There were also reports of misuse, overdose and serious side effects raised concerns about them for young children.

Check the list below to see if your medication contains an ingredient in a cough and cold formulation deemed unsafe for consumption by children under six years old.

Therapeutic Category (Purpose)	Active Ingredients
Antihistamines in cough and cold medications (used to treat sneezing, runny nose)	- brompheniramine maleate - chlorpheniramine maleate - clemastine hydrogen fumarate - dexbrompheniramine maleate - diphenhydramine hydrochloride - diphenylpyraline hydrochloride - doxylamine succinate - pheniramine maleate - phenylephrine hydrochloride
Antitussives (used to treat cough)	- dextromethorphan - diphenhydramine hydrochloride
Expectorants (used to loosen mucus)	guaifenesin (glyceryl) guaiacolate
Decongestants (used to treat congestion)	- ephedrine hydrochloride/sulphate - phenylephrine hydrochloride/sulphate - pseudoephedrine hydrochloride/sulphate

Like Add to

TAGS: TAG 1

Other Medication Topics: Parents also liked:

Medication Medication and kids

Search

Ages

Keywords

Facebook Quiz

Just for fun: Join the Facebook parent group and test your knowledge about kid's health and safety.

Go >>

Facts & Stats

Lorem ipsum dolor sit amet, consectetur adipiscing.

■ Lorem ipsum dolor sit amet, consectetur adipiscing.

Quiz

Lorem ipsum dolor sit amet, consectetur adipiscing elit?

☐ Answer One
☐ Answer Two
☐ Answer Three

>Answer

Follow Us:

Facebook Twitter RSS

Healthy eating
Consectetur adipiscing elit, sed do. [+more](#)

Allergen labeling
Consectetur adipiscing elit, sed do. [+more](#)

How to read nutrition facts
Consectetur adipiscing elit, sed do. [+more](#)

>> Back to Medication Page

Date Modified: 2010-09-03

Top of Page

Important Notices

Some participants also suggested that any tables or graphics should be clickable – to ensure that they can be enlarged.

Content a Key Support to Newcomers to Canada

Newcomers to Canada reacted very positively to the content and noted that it touches on a number of very important – yet hard to find topics about Canadian life. These participants noted that it would be valuable to promote the site's existence with settlement agencies and other groups that work with newcomers (e.g. language schools). Both newcomers suggested that it would be valuable to have a section /downloadable handbook dedicated to newcomers that would address some of the key information that newcomers need (and that they noted Canadians take for granted). Examples of topics included typical illnesses and things to expect in Canada – like mosquito bites, how to cough properly into your sleeve, using car restraints and seatbelts, personal hygiene and fighting germs and dressing for the different seasons and weather.

"I didn't know any of this. There are probably so many things like this that you don't know about".
Mother with young children & Newcomer to Canada

The screenshot shows the Healthy Canadians website (www.healthycanadians.gc.ca) with a navigation bar in French and English. The main content area features an advertising campaign titled "Advertising campaign 'Facts and Stats'" with a placeholder for a picture. A sidebar on the right includes a search bar, age and keyword filters, and a Facebook Quiz section. Below the main content, there is a section for "Create your Customizable handbook" and a "Recalls" section. A footer contains links for "Online safety Privacy, security and youth" and "Date Modified: 2010-09-03".

Healthy Canadians
www.healthycanadians.gc.ca

Français Home Contact Us Help Search canada.gc.ca

Home > Health Campaigns > Health and Safety - Kids >

Recalls & Advisories
Health Campaigns
Health & Safety - Kids
Boating Safety
Bullying
Car Restraints
Childhood Obesity
Emergency Prep.
Food Safety
Healthy Pregnancy
Immunization

Advertising campaign "Facts and Stats"

PICTURE

Search
Ages
Keywords

Facebook Quiz

"As a newcomer, I was informed about settlement issues, but not really much information about how to take care of kids, health, foods, weather and how to deal with all of that. It is learning as you go."
Father with young children & Newcomer to Canada

Try Our Multimedia Tool

Create your Customizable handbook
Save and keep chosen pages from this website in a personalized booklet.
Learn more >>

Recalls
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod... >>

Bullying?
had increasingly high profile in recent years as people understand how deeply it can wound children -- and the consequences can sometimes be... >>

Food allergies and intolerances Be alert, be safe
much more aware of food allergies and their risks today. Many schools have careful guidelines about what to eat and can't bring in their lunches... >>

Online safety Privacy, security and youth
Staying safe on the Internet means staying aware. Each of us is responsible for our own -- and our families' -- privacy and safety on the Internet... >>

Follow Us:
Facebook Twitter RSS

Date Modified: 2010-09-03

Top of Page

Important Notices

Detailed Content Typically Matches' Expectations

Participants reviewed the detailed content sections that have been scheduled for release with the site. Given the depth of content covered, participants rotated through the content (i.e. each participant typically reviewed 1-2 content sections). Participants did not have specific feedback on all sections – most noted that the content was effective and met their expectations. The table below presents a summary for those content areas where participants provided specific feedback and observations.

Content Section:	Participant Comments / Observations:
Bullying	• Participants reacted very positively to this content. In fact, those who had gone through issues of bullying and/or had talked to their kids about this issue noted that the topics covered were a true reflection of the issues – and appropriate responses. • There were a few suggestions for additional content that could be added to this section, including: • Tips for helping your child deal with a bullying incident – after it has been brought to an authority figure's attention. One parent noted that she had struggled with what to say to her daughter – after the issue was brought out into the open. • Examples of the types of sexual rumours that may circulate (for older kids) and how to specifically address these. • Examples of how to tell if an incident / event could be considered bullying or just an isolated incident.

***"This will help me teach him.
We were actually just talking
about this the other day."***

Mother with young children

***"I wish I had something like this
at the time I was dealing with
this [bullying and her daughter]."***

Mother with young children

Detailed Content Typically Matches' Expectations (cont'd)

Content Section:	Participant Comments / Observations
Healthy Eating	- Participants suggested that it would be valuable if there were tips for picky eaters – including strategies to ensure that kids get the proper daily requirements. - French participants specifically suggested including guidelines on “normal amounts of food” for daily intake.
Rail Safety	One participant noted that the content was excellent (notwithstanding confusion around the term “Rail Safety”. However, adding imagery to depict the typical symbols associated with rail safety would add value – particularly to help parents to teach their children the meaning of the various symbols associated with rail crossings.
Emergency Preparedness	One participant suggested that it would be valuable to include scenarios that parents could practice with their children for various emergency situations. For example, in the event of the need to call 911, the site could provide a script so that parents could ensure their children would know the answers to the questions that will be posed to them.
Boating Safety	The content in the Boating Safety section was considered comprehensive. One participant suggested that this section could provide tips for parents to help their kids learn what they should do in the event of an emergency on the boat / water. This participant also suggested that more information could be included on accident prevention on boats.

“This has a lot of information I have looked for and found – but all from different sites, not all at once, so this is great.”

Mother with young children

“They could call 911, but would they know the answers? This is good because it would get you thinking about what you need to do in these situations

Father with young children

Following Content Guidelines Will Enhance the User Experience

During the content review, participants provided unaided suggestions for enhancements to the site's content. These suggestions can be considered as over-arching guidelines for presenting site content.

Content Guidelines:



- Include sources and links to additional references, wherever possible. Some site visitors will want to pursue additional information and the inclusion of additional reference / sources will facilitate this.
- Include graphics and images to support content and to ensure the site is visually engaging.
- FAQs were considered an effective way to present content. One participant suggested including a “common misconceptions” section – that would state a commonly held belief and then content would “debunk” this.
- Provide direct advice. A few participants noted that they do not like it when sites provide vague descriptions of things to do in certain situations – particularly related to their child's health and safety. Participants reacted positively to the tone of the content and noted that it is important to continue to prescribe specific tips and strategies, rather than vague directions.

Tools and Resources



VIEW THE WORLD DIFFERENTLY

Tools Typically Meet Participants' Expectations and Add Value

The tools included on the Children's Health and Safety site typically met users' expectations. However, some were considered more valuable than others. In particular, participants reacted very positively to the Customizable Handbook (see Slide 35 for more specific detail on this tool).

Universally valuable tools:

- Customizable Handbook
- Quizzes
- Did you Know
- Facts & Stats
- Recall alerts (if available through site and/or email)

Tools with less universal appeal:

- Facebook / Twitter feeds
- RSS Feeds
- Facebook group
- Accessibility from mobile devices

Note to reader: Slide 36 addresses findings around the perceived value of social media components in more detail.



Create your Customizable handbook

Save and keep chosen pages from this website in a personalized booklet.

[Learn more >>](#)

Recalls

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod... >>

Facts & Stats

Lorem ipsum dolor sit amet, consectetur adipiscing.

- Lorem ipsum dolor sit amet, consectetur adipiscing

Quiz

Lorem ipsum dolor sit amet, el consectetur adipiscing elit?

- ☐ Answer One
- ☐ Answer Two
- ☐ Answer Three

[>Answer](#)

Facebook Mini-Feed

Twitter Mini-Feed

09-24 11:49 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Follow Us:



RSS

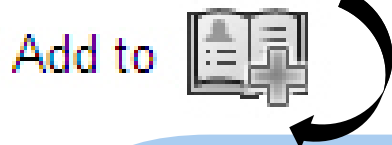
"I always do quizzes – I love that."

Mother with young children

Customizable Handbook Holds Wide Appeal; Logo Unclear

Participants reacted very positively to the Customizable Handbook. The concept of enabling users to save and organize relevant content was considered very useful. A few suggested incorporating a password enabled save feature that would enable users to come back and modify content.

However, notwithstanding the positive comments about the tool itself, the observational research revealed that most did not notice the link promoting this feature on the Homepage (given that it appeared below the page fold). Moreover, the icon that is intended to describe this feature was not effective (most thought it was just mean to symbolize a bookmark feature). Most suggested including small text underneath the icon “Customizable Handbook” to ensure that users understand the intent of the feature.

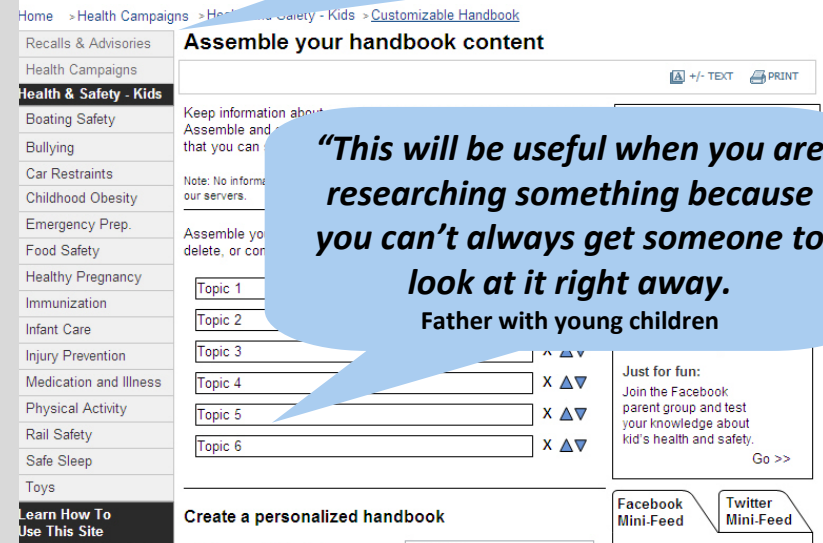


“I saw this, but thought it was just part of the Facebook and Twitter stuff, so I just ignored it.”

Mother with young children

“I wish other sites had that.”

Father with young children



“This will be useful when you are researching something because you can’t always get someone to look at it right away.”

Father with young children

Interestingly, most participants would not customize to the point of adding their child’s name or photo. English participants noted that this was due to privacy / security concerns, while French participants noted that they would not take this time to customize the content.

“There are so many creepers out there, I wouldn’t risk it.”

Mother with young children



Social Media Tools Appeals to Existing Social Media Users

While the Children's Health and Safety site has incorporated social media features, the majority noted that they would not necessarily use these to stay informed. When probed, most noted that they did not actively engage with Facebook and Twitter (or even understand and/or use RSS feeds). As such, most did not see much value in these communication channels and would prefer to visit the site to stay informed.

However, it is important to note that those participants who currently use social media tools (even though a minority) indicated that they would use these tools and felt they added value to the site. As such, this finding suggests, at a directional level, that interest does exist for social media tools, among the converted. These participants indicated that they would join a Facebook group or become a follower on Twitter.

"Oh yes, because if I have difficulty finding information about a problem or topic, I would ask the group if they have experience on dealing with this."

Father with young children & social media user

"I always hit "Like" when I like something."

Mother with young children & social media user

Facebook Mini-Feed

09-24 11:49 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Twitter Mini-Feed

Follow Us:



FaceBook



Twitter



RSS

Recalls

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod... >>

Embedding Video Content Would Add Value to the Site

The research revealed that participants would see considerable value if videos were embedded into the site - featuring talks on health and safety topics by known experts. In fact, a few participants noted that they have gone to YouTube to search for videos on topics for their children. Some noted that they would find the site even more valuable if there were different mediums through which they could interact with the content.

"To me, if it had videos, I wouldn't need to search anymore. I would just be able to learn right away."

Father with young children

The screenshot shows the Healthy Canadians website (www.healthycanadians.gc.ca) with a navigation bar in French and English. The main content area features an advertising campaign titled "Advertising campaign 'Facts and Stats'" with a large placeholder for a picture. Below this, there are sections for "Selecting a child's car seat" and "Fighting the flu", each with a picture placeholder and a brief description. A sidebar on the right includes a search bar, a Facebook Quiz, a Facebook Mini-Feed, a Twitter Mini-Feed, and a Recalls section. At the bottom, there is a YouTube logo and a link to "the Internet. >>".

Content Aimed at Children Would Add Value For Parents

The research also revealed that some English participants saw opportunities to include content that would be aimed specifically at children (typically age 5 and older). French participants did not cite the same expectations. While these participants acknowledged the primary scope of the site was to focus on content aimed at parents, they noted that it would be useful if the site incorporated content that they would look at / interact with – with their children. They noted that engaging and interactive content aimed at kids would help them to understand and retain key concepts. These parents noted sites like CBC.ca/Kids provided excellent content in a format that helped kids learn and have fun. The parents that suggested incorporating content that kids could interact with tend to actively look online *with* their children.



"If it is something important I'd try to teach him, I'd definitely want to show him from someone else's perspective and also to help me teach him."

Mother with young children

Impact of the Children's Health and Safety Website



VIEW THE WORLD DIFFERENTLY

Impact of the Children's Health and Safety Website

Research participants resoundingly applauded the concept of the Children's Health and Safety Website. As was noted earlier in the report, the absence of a credible Canadian sources for children's health and safety content signals an opportunity for the site to take a leadership position in this topic area.

This would be my # 1 resource. Everything is fact-based because it is by the Government of Canada, not a private company out to make a profit, telling me what they want me to hear."

Mother with young children

"This is a great site because when I Google, I never really am sure who is writing this stuff."

Father with young children

"This really gives parents and guardians ideas to help."

Mother with young children

"I'm excited this site is going to come out and because it is a government site, I feel the information will be more accurate, not just something from some Joe Blow that put up whatever he thinks. This is definitely the first place I will go to check about this stuff."

Mother with young children

Recommendations



VIEW THE WORLD DIFFERENTLY

Recommendations: Positioning the Children's Health and Safety Website

The research revealed that there is a significant gap in the availability of credible, Canadian online resources for children's health and safety content. There is a significant opportunity to position the Children's Health and Safety site as a credible, Canadian source that can be trusted to provide fact-based information to Canadian parents.

Key Positioning Opportunities

- Canadian content, featuring a Canadian-centric approach to health and safety topics
- Unbiased content from the Government of Canada – unlike content provided by corporations that have a “hidden agenda” to sell a product or service.
- One-stop resource for a wide range of children's health and safety content. No need to look to multiple sources to address information requirements.
- Increase confidence and knowledge of “*need to know*” topics to keep kids healthy and safe.

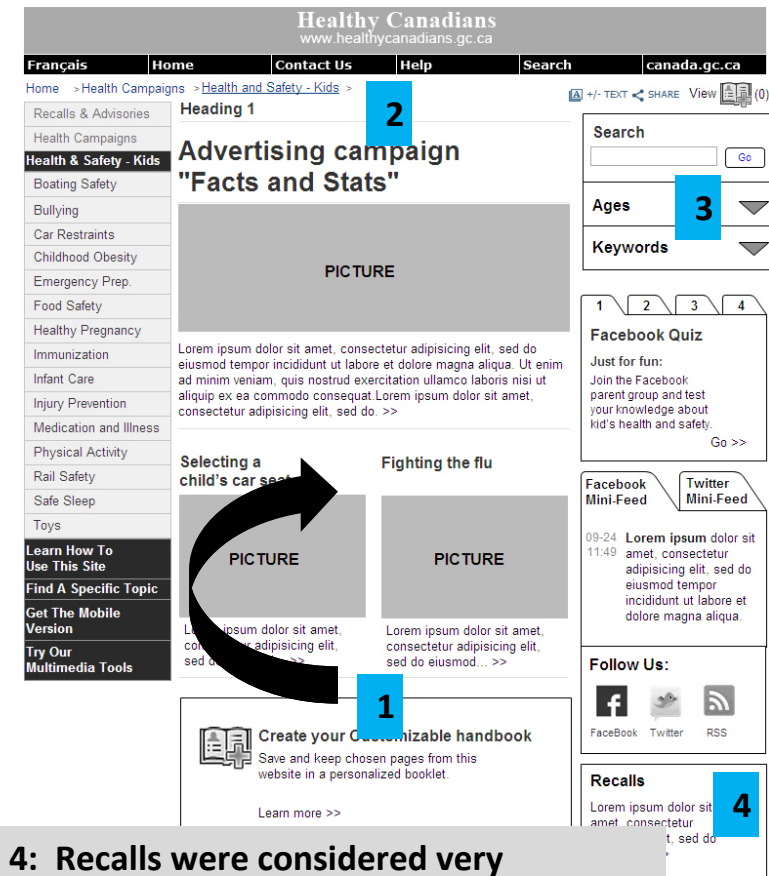
Recommendations: Site Navigation - Homepage

The research revealed that the site's design facilitated a successful navigation experience. This experience was consistent on the Homepage, Topic Landing Pages and Detailed Content Pages. As such, recommendations to improve the navigation experience focus on minor "tweaking" rather than fundamental changes to the site's navigation structure.

1: Consider promoting the position of the "Customizable Handbook" so that this feature appears above the page fold. This will ensure that first-time visitors are exposed to this valued feature.

2: Include more white space between the site's breadcrumb trail and the page content. This will make this feature more visually salient.

3: Use separate boxes for the "Search" and "Age / Keyword" features. Given that these three features are all include within one framed box, some assume that the features are associated with each other. Making them appear distinct will reinforce that these are separate features.



4: Recalls were considered very important – more so than other nice to have features like social media feeds. Consider moving this section further up the right-hand side of the page.

responsible for our own -- and our families' -- privacy and safety on the Internet. >>

Recommendations: Site Navigation – Topic Landing & Detailed Content Pages

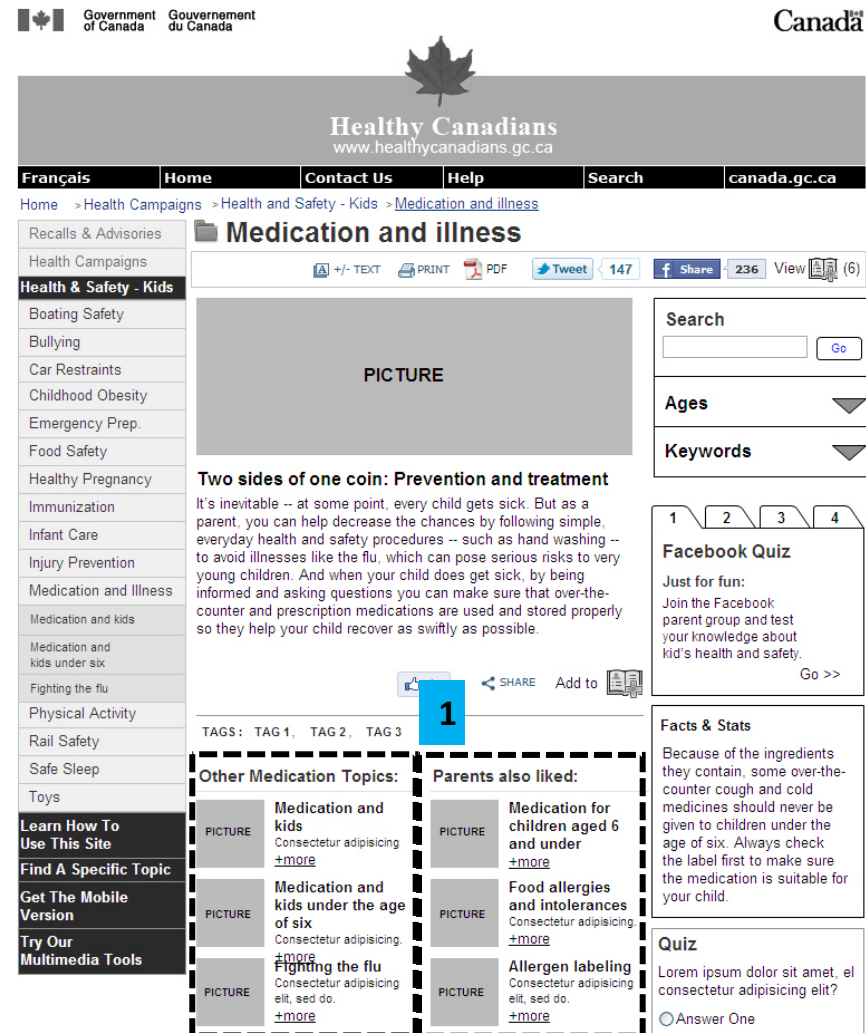
1: Maintain the approach to presenting topics in the centre of the page in the two-column format i.e. “Other Topics” and “Parents Also Liked”. However, consider revising the language of the “Parents Also Liked” feature to “You Might Also Be Interested In” to more accurately convey the intended scope of this section. Consideration could also be given to making these features more visually distinct by including boxes around each section.

2: Consider adding more white space between the “Other Topics” and “Parents Also Liked” features and the “Back to Topic” link to ensure that this navigation feature is noticed. Consideration could also be given to increasing the size of the font.

Other Medication Topics:	Parents also liked:
 Medication and Illness Consectetur adipiscing elit, sed do. +more	 Medication for children aged 6 and under Consectetur adipiscing elit, sed do. +more
 Medication and kids under the age of six Consectetur adipiscing elit, sed do. +more	 Food allergies and intolerances Consectetur adipiscing elit, sed do. +more
 Fighting the flu Consectetur adipiscing elit, sed do. +more	 Allergen labeling Consectetur adipiscing elit, sed do. +more
	 Healthy eating Consectetur adipiscing elit, sed do. +more

[>> Back to Medication Page](#)

2



Government of Canada / Gouvernement du Canada

Canada

Healthy Canadians
www.healthycanadians.gc.ca

Français Home Contact Us Help Search canada.gc.ca

Home > Health Campaigns > Health and Safety - Kids > Medication and illness

Recalls & Advisories
Health Campaigns
Health & Safety - Kids
Boating Safety
Bullying
Car Restraints
Childhood Obesity
Emergency Prep.
Food Safety
Healthy Pregnancy
Immunization
Infant Care
Injury Prevention
Medication and Illness
Medication and kids
Medication and kids under six
Fighting the flu
Physical Activity
Rail Safety
Safe Sleep
Toys

Medication and illness

TEXT PRINT PDF Tweet 147 Share 236 View (6)

PICTURE

Two sides of one coin: Prevention and treatment
It's inevitable -- at some point, every child gets sick. But as a parent, you can help decrease the chances by following simple, everyday health and safety procedures -- such as hand washing -- to avoid illnesses like the flu, which can pose serious risks to very young children. And when your child does get sick, by being informed and asking questions you can make sure that over-the-counter and prescription medications are used and stored properly so they help your child recover as swiftly as possible.

SHARE Add to

TAGS: TAG 1, TAG 2, TAG 3

Other Medication Topics:

PICTURE **Medication and kids**
Consectetur adipiscing elit, sed do.
[+more](#)

PICTURE **Medication and kids under the age of six**
Consectetur adipiscing elit, sed do.
[+more](#)

PICTURE **Fighting the flu**
Consectetur adipiscing elit, sed do.
[+more](#)

Parents also liked:

PICTURE **Medication for children aged 6 and under**
Consectetur adipiscing elit, sed do.
[+more](#)

PICTURE **Food allergies and intolerances**
Consectetur adipiscing elit, sed do.
[+more](#)

PICTURE **Allergen labeling**
Consectetur adipiscing elit, sed do.
[+more](#)

Facebook Quiz
Just for fun:
Join the Facebook parent group and test your knowledge about kid's health and safety.
Go >>

Facts & Stats
Because of the ingredients they contain, some over-the-counter cough and cold medicines should never be given to children under the age of six. Always check the label first to make sure the medication is suitable for your child.

Quiz
Lorem ipsum dolor sit amet, elit consectetur adipiscing elit?
☐ Answer One

Recommendations: Site Navigation – Right Menu Bar

1: The research revealed that the right menu bar is effective for highlighting “extra” site content. Consideration could be given to the following, to further enhance this tool:

- Label the tabs, rather than include numbers. This will entice users by drawing their attention to specific topic areas.
- Given interest, priority emphasis (i.e. the first, second and third tabs) should be given to the ‘Customizable Handbook’, the “Did You Know” and “Recalls” sections.

The screenshot displays the Healthy Canadians website (www.healthycanadians.gc.ca). The top navigation bar includes links for Français, Home, Contact Us, Help, Search, and canada.gc.ca. The main content area is titled "Medication and illness" and features a large placeholder image labeled "PICTURE". Below the image, there is a section titled "Two sides of one coin: Prevention and treatment" with a paragraph of text. To the right of the main content, there is a sidebar with several sections: "Search" with a search bar and "Go" button; "Ages" and "Keywords" dropdown menus; "Facebook Quiz" with a "Go >>" button; "Facts & Stats" with a paragraph of text; "Quiz" with a paragraph of text and radio buttons for "Answer One", "Answer Two", and "Answer Three"; "Facebook Mini-Feed" and "Twitter Mini-Feed" sections; and "Follow Us:" with icons for Facebook, Twitter, and RSS. The right menu bar is highlighted with a blue box and the number 1, indicating the focus of the research.

Recommendations: Site Content

The research revealed that the site's content typically met – and in some cases – exceeded participants expectations. The following recommendations represent over-arching considerations that can guide presentation.

Content Guidelines:



- Consider including sources and links to additional references, wherever possible. This will support site visitors who want to pursue additional information and references.
- Consider including graphics and images to support content and to ensure the site is visually engaging.
- Consider including a “common misconceptions” section – that would state a commonly held belief and then content would “debunk” this.
- Continue to provide direct advice. A few participants noted that they do not like it when sites provide vague descriptions of things to do in certain situations – particularly related to their child's health and safety. Participants reacted positively to the tone of the content and noted that it is important to continue to prescribe specific tips and strategies, rather than vague directions.

Recommendations: Site Content

The research revealed that the site's content typically met – and in some cases – exceeded participants expectations. As such, recommendations related to the site's content focus primarily on enhancements to proposed content as well as suggestions for new topic areas.

Existing Content:	Recommendations:
Bullying	• Consider enhancing content in the “Bullying” section by adding: • Tips for helping a child deal with a bullying incident – after it has been brought to an authority figure’s attention. • Examples of the types of sexual rumours that may circulate (for older kids) and how to specifically address these. • Examples of how to tell if an incident / event could be considered bullying or just an isolated incident.
Healthy Eating	• Include tips for picky eaters – including strategies to ensure that kids get the proper daily requirements. • Include Canadian guidelines for daily intake.
Rail Safety	• Consider adding imagery to depict the typical symbols associated with rail safety – particularly to help parents to teach their children the meaning of the various symbols associated with rail crossings.
Emergency Preparedness	• Consider including scenarios that parents could practice with their children for various emergency situations. For example, in the event of the need to call 911, the site could provide a script so that parents could ensure their children would know the answers to the questions that will be posed to them.
Boating Safety	• Consider providing tips for parents to help their kids learn what they should do in the event of an emergency on the boat / water. Consider including more information on accident prevention on boats.

Recommendations: Site Content (cont'd)

Recommendations – Content Additions

Newcomers to Canada:

- Consider promoting the site's existence with settlement agencies and other groups that work with newcomers (e.g. language schools).
- Consider including a distinct section /downloadable handbook dedicated to newcomers that would address some of the key information that newcomers need (and that they noted Canadians take for granted). Examples of topics included typical illnesses and things to expect in Canada – like mosquito bites, how to cough properly into your sleeve, using car restraints and seatbelts, personal hygiene and fighting germs and dressing for the different seasons and weather.

Content Additions: Consider including the following new topics within the site:

- Water safety (e.g. swimming pools, open water)
- Personal hygiene (e.g. washing hands properly, fighting germs)
- The importance of breast feeding / breast milk (for healthy eating for newborns)
- Contact information for poison control centres
- Tips on getting kids to eat healthy / tips for picky eaters
- Tips on getting kids to take medication
- Guidelines / considerations when mixing medication
- Animal safety (safely approaching animals, how to behave around animals)
- Personal safety – tips to educate your child if they become lost
- Content for older children caring for younger children (babysitting guidelines and tips)

Recommendations: Incorporating Social Media Tools

The research revealed that social media features hold value for those who currently use social media applications. Indeed, even though a minority, these participants felt these tools added value to the site. As such, this finding suggests that, at a directional level, interest exists for social media tools, among the converted. It is important to note, however, that this finding is based on a very small sample size. Quantitative research will provide a more effective indicator of uptake and interest among the site's target audience group.

1: While it is likely important to maintain the social media elements, priority emphasis (i.e. the first, second and third tabs) should be given to the 'Customizable Handbook', the "Did You Know" and "Recalls" sections, on the right-menu bar. The Homepage strongly features social medial tools. However, a better balance should be struck between these features and other site features that were considered universally valuable.

The screenshot displays the Healthy Canadians website (www.healthycanadians.gc.ca). The header includes navigation links for Français, Home, Contact Us, Help, Search, and canada.gc.ca. A sidebar on the left lists various health topics under 'Health & Safety - Kids', including Recalls & Advisories, Health Campaigns, Boating Safety, Bullying, Car Restraints, Childhood Obesity, Emergency Prep, Food Safety, Healthy Pregnancy, Immunization, Infant Care, Injury Prevention, Medication and Illness, Physical Activity, Rail Safety, Safe Sleep, and Toys. The main content area features a heading 'Advertising campaign "Facts and Stats"' with a placeholder for a picture. Below this are sections for 'Selecting a child's car seat' and 'Fighting the flu', each with a picture placeholder and a brief description. A 'Create your Customizable handbook' section is also present. The right sidebar contains a search bar, a Facebook Quiz, a Facebook Mini-Feed, a Twitter Mini-Feed, and a 'Recalls' section. The footer includes the date 'Date Modified: 2010-09-03', a 'Top of Page' link, and 'Important Notices'.

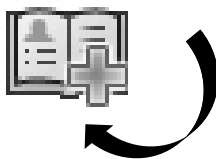
Recommendations: Customizable Handbook

Participants reacted very positively to the Customizable Handbook. The concept of enabling users to save and organize relevant content was considered very useful.

- 1: Consider incorporating a password enabled save feature that would enable users to come back and modify content.
- 2: The observational research revealed that most did not notice the link promoting this feature on the Homepage (given that it appeared below the page fold). Consider placing content promoting this feature above the page fold on the Homepage.
- 3: The icon that is intended to describe this feature was not effective (most thought it was just mean to symbolize a bookmark feature). Consider including small text underneath the icon "Customizable Handbook" to ensure that users understand the intent of the feature.

3

Add to



1

- 4: Most participants would not customize to the point of adding their child's name or photo – due to privacy / security concerns. This feature may not need to be maintained on the live site.

Recommendations: Additional Tools / Features

Participants reacted very positively to the scope of tools and features included in the site. There were few suggestions for required enhancements, with the exception of the two recommendations outlined below:

1: Parents saw opportunities to include engaging and interactive content aimed at kids – to help them to understand and retain key concepts. Consideration should be given to exploring opportunities to include “child and parent” educational content, to reinforce concepts introduced through the site.

2: The research revealed that participants would see considerable value if videos were embedded into the site - featuring talks on health and safety topics by known experts. Consideration should be given to incorporating YouTube style content into the site, to offer site visitors a different (and engaging) medium through which to interact with the content.

The screenshot shows the Healthy Canadians website (www.healthycanadians.gc.ca) with a navigation menu including Français, Home, Contact Us, Help, Search, and canada.gc.ca. The main content area features a heading "Advertising campaign 'Facts and Stats'" and a large placeholder for a picture. Below this, there are sections for "Selecting a child's car seat" and "Fighting the flu", each with a picture placeholder and a brief description. A sidebar on the right includes a search bar, a "Facebook Quiz" section, a "Facebook Mini-Feed" section, and a "Recalls" section. A red arrow points from the "Recalls" section to a YouTube logo, indicating a recommendation to embed video content.