

# Contraception Choices Website Design and Content

Expert meeting 1<sup>st</sup> March 2016

- 9.30 Welcome, overview
- 9.50 Design ideas (in groups of 3)
- 10.30 Break
- 10.45 Present your ideas - pros and cons
- 11.30 Whole group – decisions on intervention content and design
- 12.30 Lunch

**Aim: To design an interactive digital intervention to help young women make contraceptive choices**

In groups of three –

## **1. Choose a setting**

GP practice, abortion clinic, pharmacy, post-natally, Brook young people's clinic or sexual health clinic

## **2. Target group**

'Young women aged 15 to 30', or more finely targeted than that?

## **3. What is/are the problems to be addressed?**

Aim and specific objectives of the website/module:

#### **4. How will you make the intervention interactive and engaging?**

For example:

- Quiz format with feedback on answers
- Online diaries
- Videos
- Others' stories
- Branching scenarios
- Chat rooms/bulletin boards
- Expert Q&A
- Virtual characters
- Games
- Virtual worlds
- Animations
- Automated email or texting

#### **5. How will you tailor the intervention for individual users?**

For example:

- a. To personalise the site using name, colours, choice of characters etc.
- b. By demographics e.g. ethnicity
- c. By individual features such as previous experiences
- d. By behaviours e.g. unprotected sexual activity
- e. By theoretical factors, e.g. knowledge, motivation and skills

**6. What is the platform?**

App or website or other?

**7. How would the intervention be used?**

When? Where? How?

**8. Would the intervention have an output? (e.g. printed or emailed recommendations for methods....)**

How would this be used?

**9. Can the intervention benefit staff as well? Outline how if yes**

**10. Your name:**

## **Write on Three Flip Charts**

- 1) Outline the design of your interactive digital intervention
- 2) What's good about your intervention?
- 3) What's not so good about your intervention? What are the obstacles to developing it or using it in practice?