

T2X

Using a social network to improve  
the health literacy of adolescents

Design, Reality and Evolution

[www.t2x.me](http://www.t2x.me)

# T2X Basics

- NIH funded study to test the effectiveness of using a social network to improve the health literacy of adolescents
- Fall 2009 – Fall 2012
- UCLA Fielding School of Public Health, Health Net, EPG
- T2X is moving forward as a health literacy and wellness social network with expanded support from Health Net

***What do we mean by health literacy?***

# Defining health literacy

- Constellation of skills, including the ability to perform basic reading and numerical tasks required to function in the health care environment (AMA 1999)
- Degree to which individuals have the capacity to obtain, process, and understand basic health information and services needed to make appropriate health decisions (US DHHS 2000)
- Set of skills used to organize and apply health knowledge, attitudes, and practices relevant when managing one's health environment

# Conceptual definition of health literacy



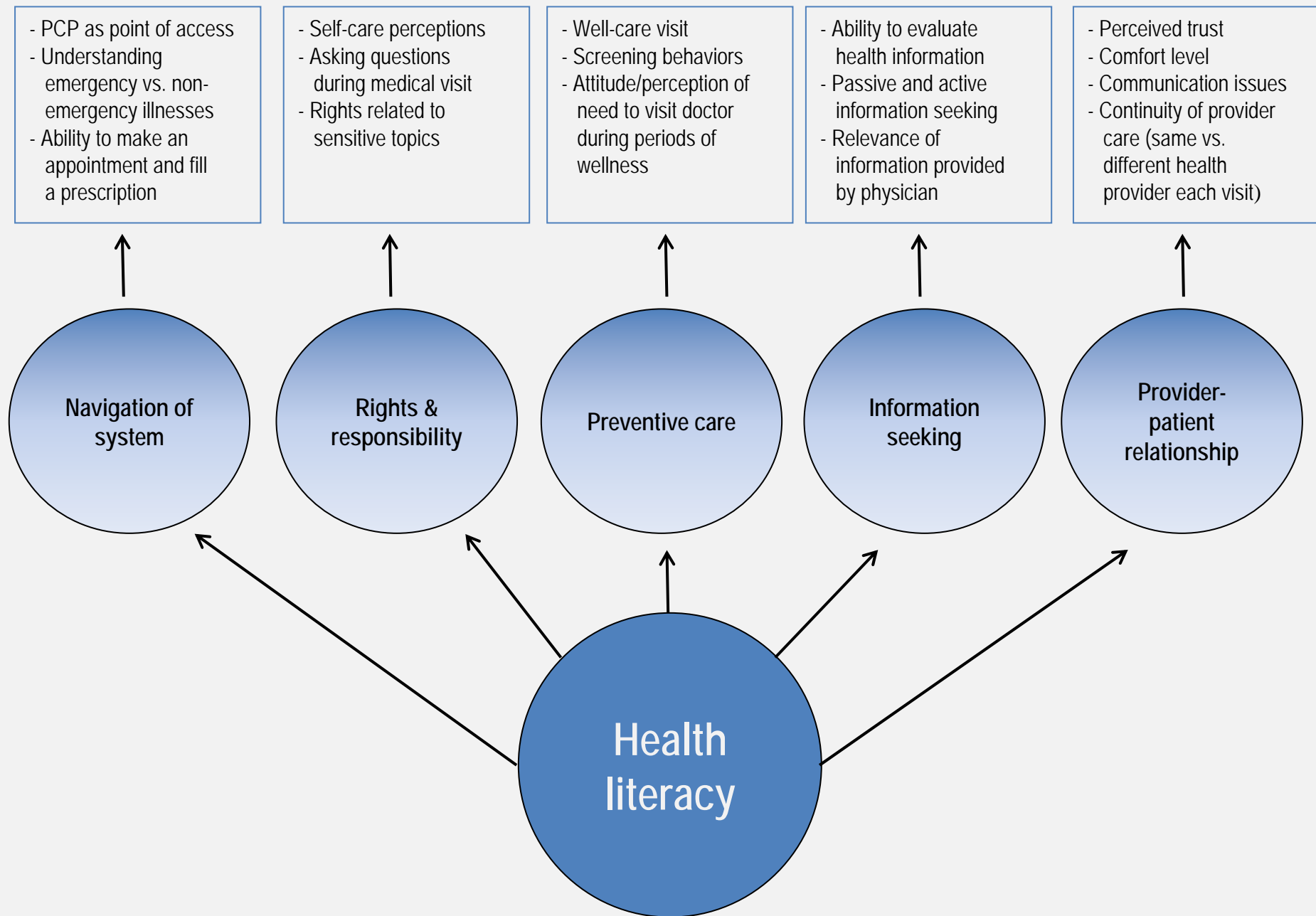
*Traditional health literacy*

- Word recognition
- Reading comprehension
- Numeracy
- Matching health education materials and treatment instructions with patient literacy levels



*Expanded health literacy*

- Rights and responsibilities
- Patient advocacy
- Communication skills
- Health system navigation competencies
- Information seeking and evaluating



# Expanded health literacy domains

- Interacting with the health care system
- Patient-provider encounter
- Rights and responsibilities
- Health information from personal source
- Health information from media source
- Health information-seeking competency using Internet

T2X Design



# Solution Design

Social network with learning features

Organized around health themes of interest to adolescents

Designed to allow teens to build capacities related to expanded health literacy

## Social Network vs. Health Site



# Health Themes

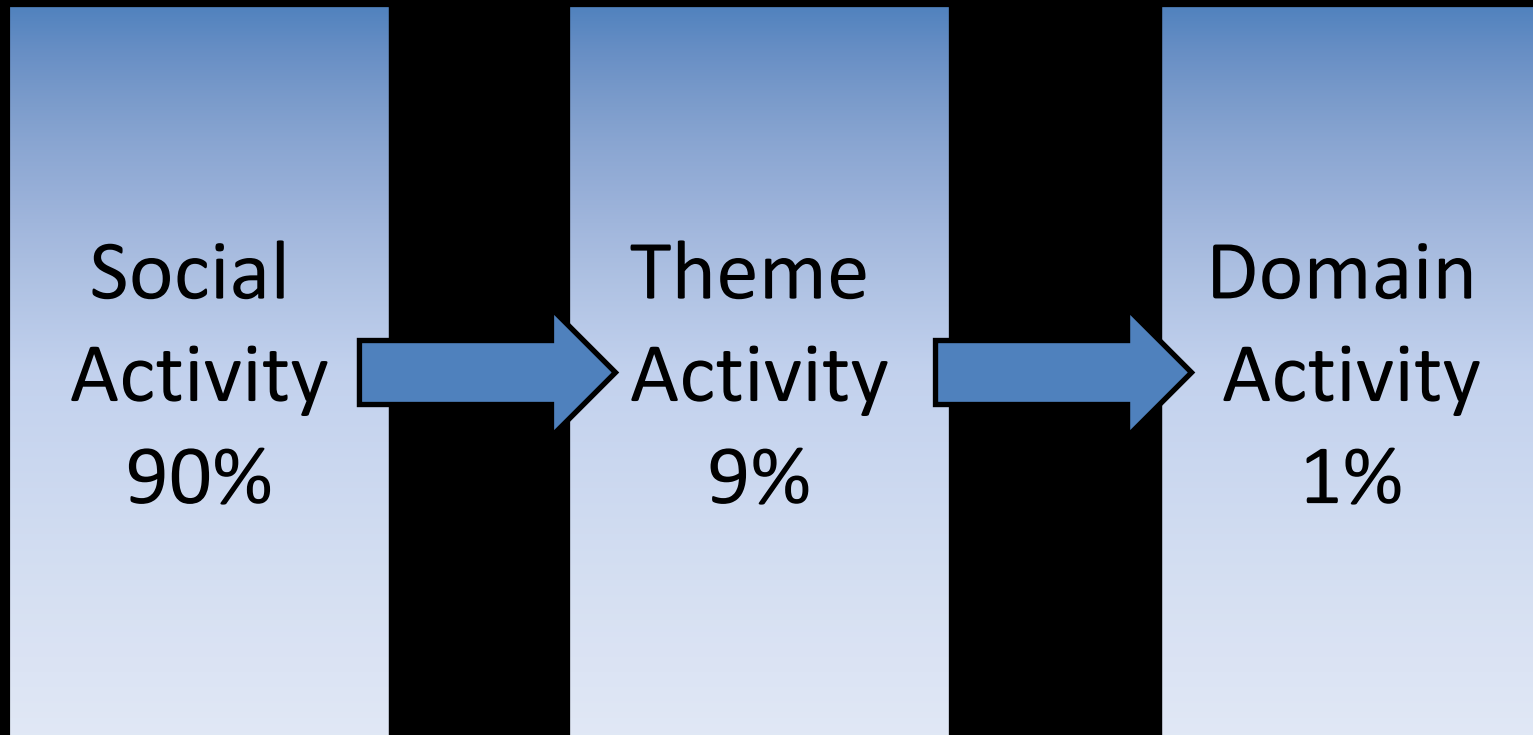


- Appearance
- Sex / STDs / Pregnancy
- Stress / Depression
- Infectious Disease
- Obesity / Weight
- Fitness / Sports

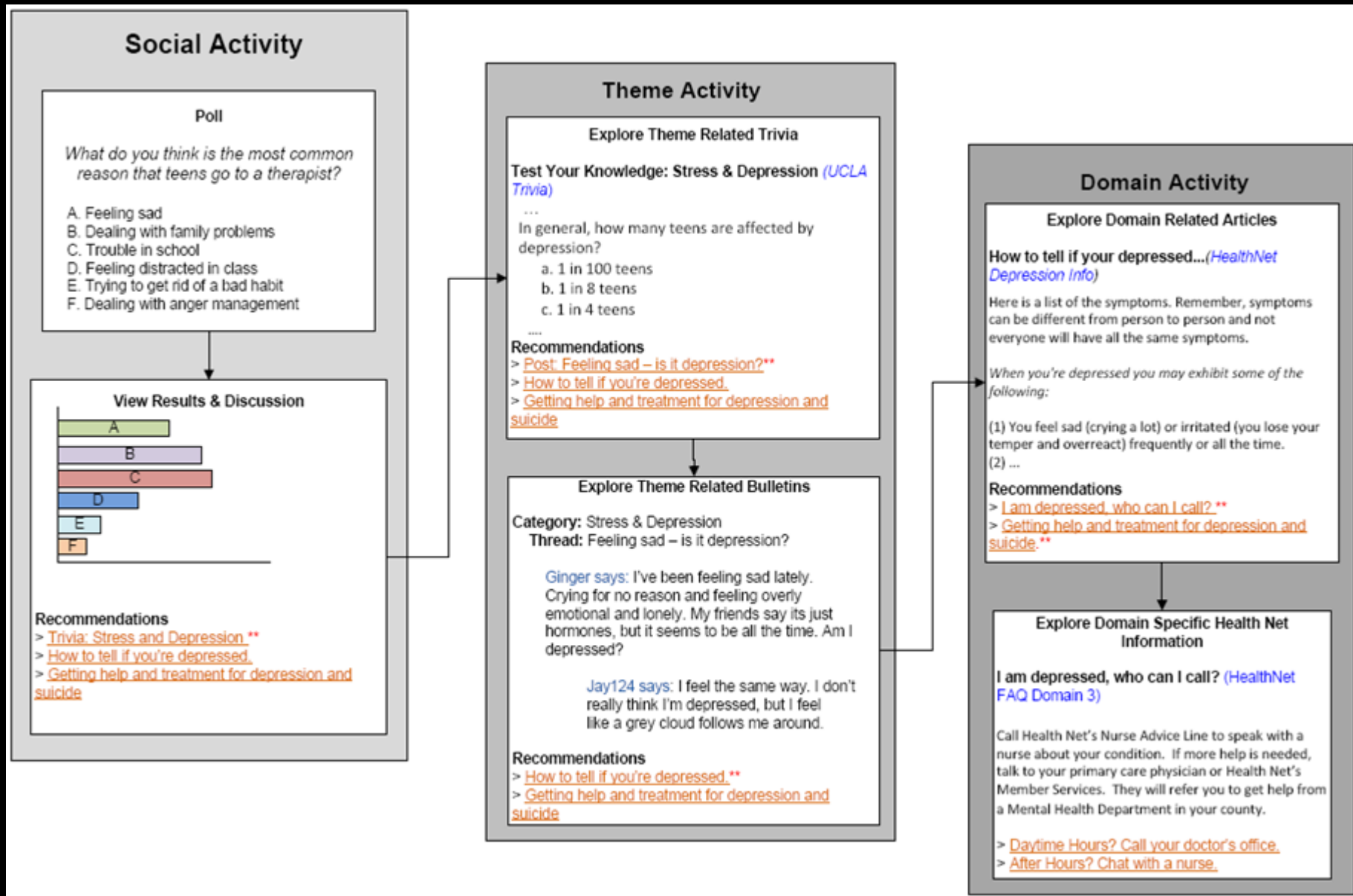


- Violence / Gangs
- Relationships / Family
- Driving
- Safety / Injury
- Drugs / Alcohol / Smoking

# Conceptual Framework

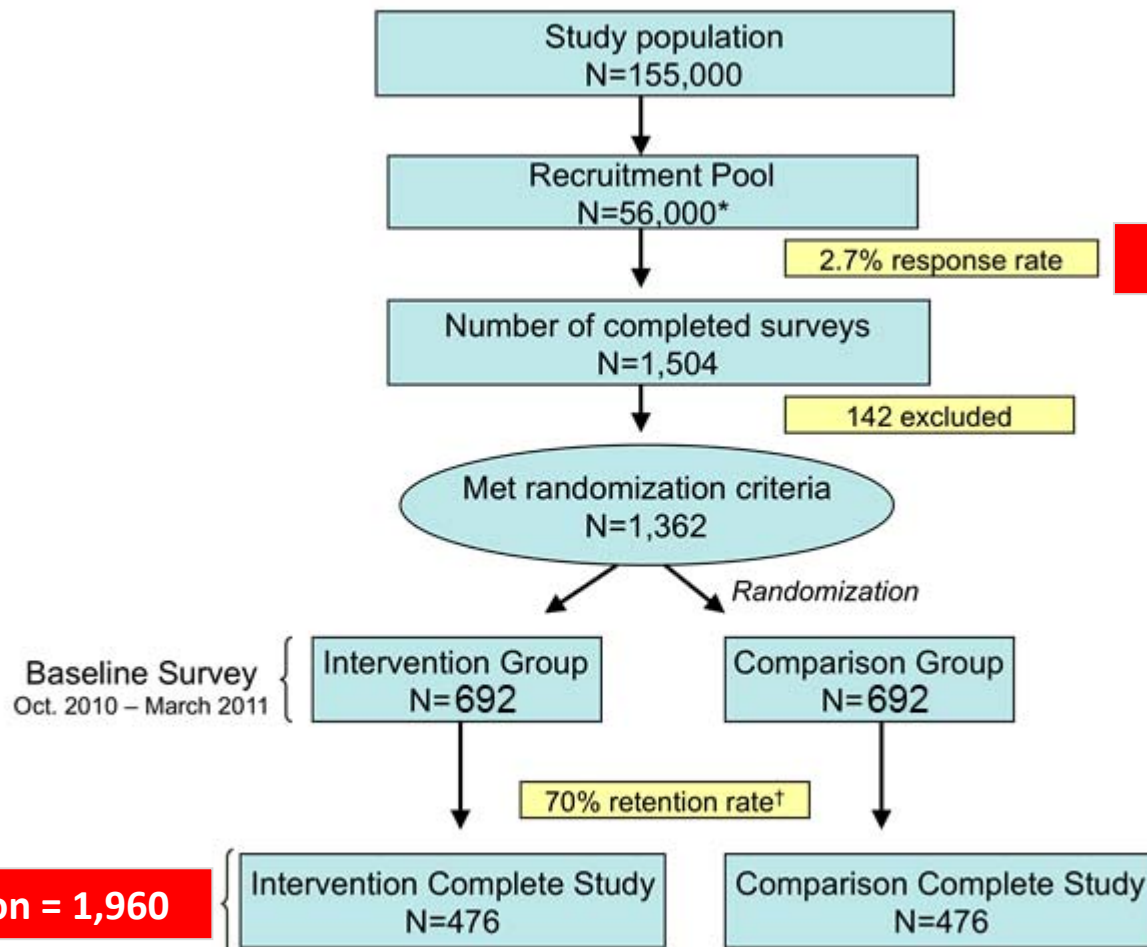


# Proposed User Navigation



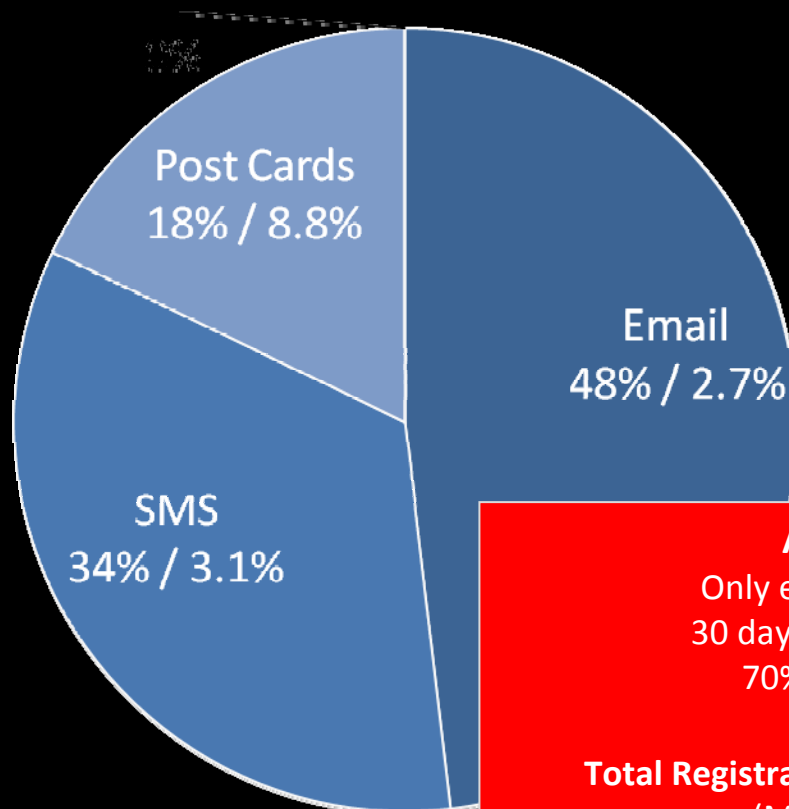
T2X Reality

# Study Population



\*Excluding siblings, randomly selected; †Estimated retention rate.

# Site Enrollment Strategies



## Assumptions

Only email would be used  
30 days for all registrations  
70% conversion rate

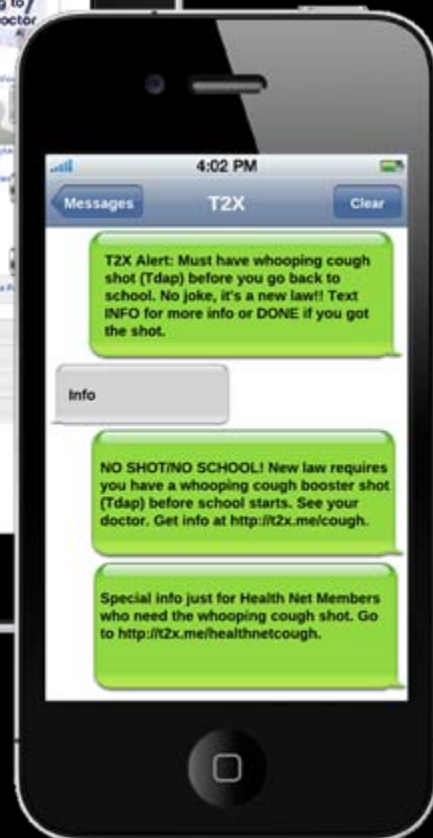
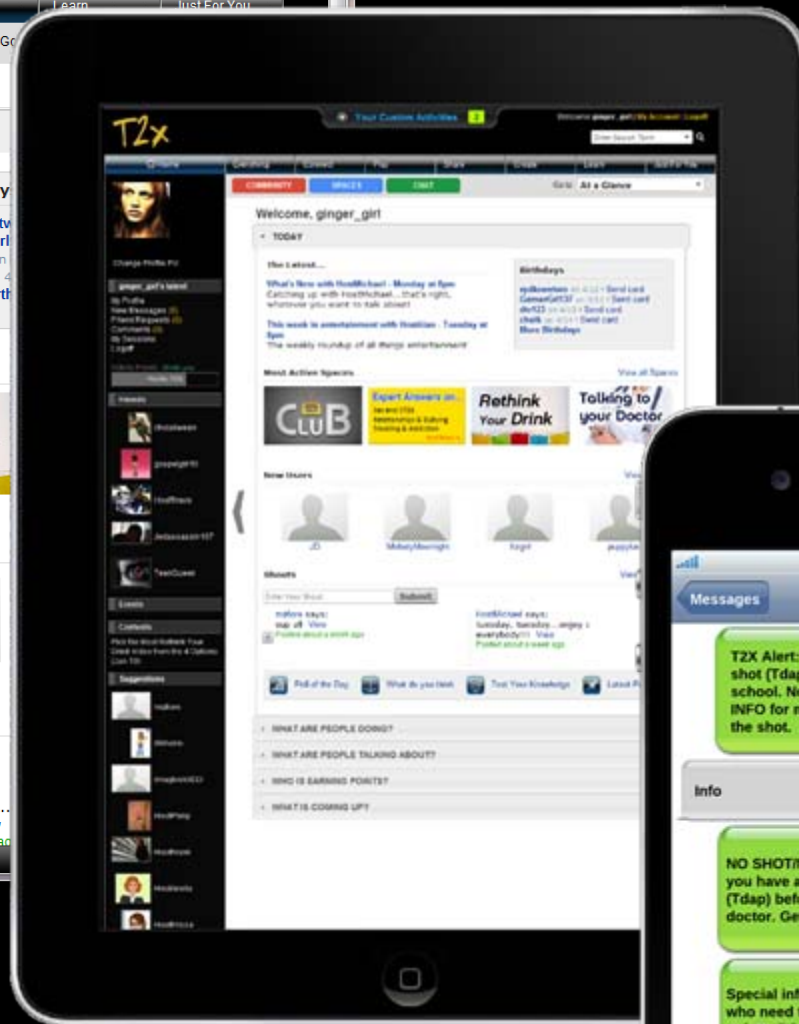
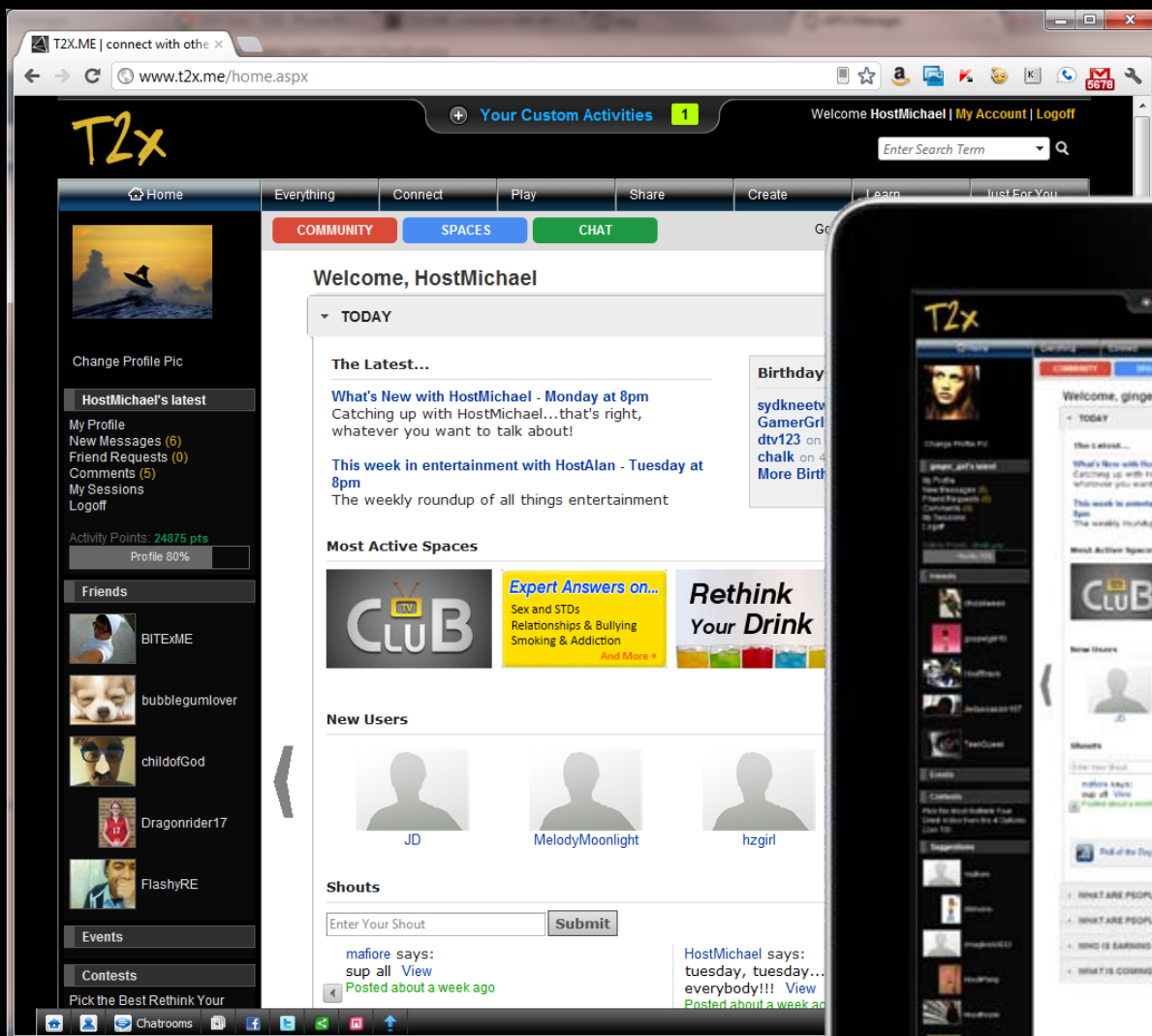
**Total Registration Timeframe = 311 days**  
(Median = 49 days)

**Overall Registration Rate = 24%**

**Avg. Touches Needed for Registration = 4.8**  
**Most Successful Single Touch = Holiday Card**

% Site Registrations / Success Rate Based on Touches

**Final Study Population in Site = 165 (12% of plan)**





# User Types by Earned Points

## Points Matrix (*partial*)

### Social Activities

Login	150pts
Upload Video	100pts
Upload Picture	5pts
Post Story/Blog	50pts
Games	10pts
Comments	10pts
Send E-Card	10pts
Contest Entry	250pts

### Learning Activities

Poll Vote	100pts
Option Vote	100pts
Add Goal	100pts
Bulletin Post	250pts
Test Your Knowledge	250pts
Nurse Chat	250pts
Teens Health Article	250pts

### Power Users

=> More than 20 Logins AND/OR more than 10,000 points

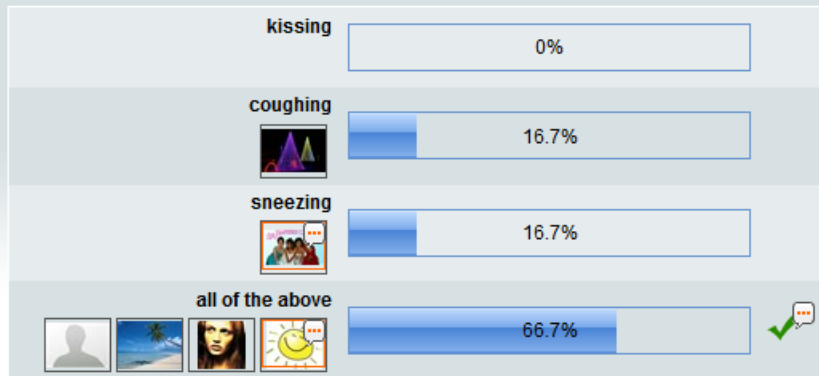
### Moderate Users

=> Between 5-25 Logins AND/OR more than 1,000 points

### Light or Registered Only Users

=> Less than 5 Logins AND/OR less than 1,000 points

## How is meningitis spread?



1 **Social Activity:** Learning Poll

81%

2 **Theme Activity:**  
Article on Infectious Disease

18%

3 **Domain Activity:**  
Article on Health System  
Navigation Competency

1%

Assumption – Social 90%, Theme 9%, Domain

## Meningitis

Content provided by:



Lee este artículo  
en Español

Meningitis can be a serious infection, and it can be contagious — which is why outbreaks make the news. However, it's also pretty rare.

### What Is Meningitis?

Meningitis means inflammation of the membranes surrounding the brain and spinal cord called the **meninges** (pronounced: muh-nin-jeez). It often occurs when an infection elsewhere in the body spreads through the blood and into the **cerebrospinal fluid** (the fluid that circulates in the spaces in and around the brain and spinal cord).

Live Nurse Chat

For more information, ask your doctor or call the Health Education Information Line at: 1-800-804-6074



Health Net<sup>®</sup>  
COMMUNITY SOLUTIONS

Getting shots may sting a little, but it's much better than keeping doing the things you love—instead of being sick with diseases that can cause life long disabilities or even death.

It's important for you to get your shots because you get your shots, you will also help keep your friends safe.

Welcome to the Health Net  
Nurse Chat



To chat with a nurse, you must be a current Health Net member and you must enter your Health Net Member ID.

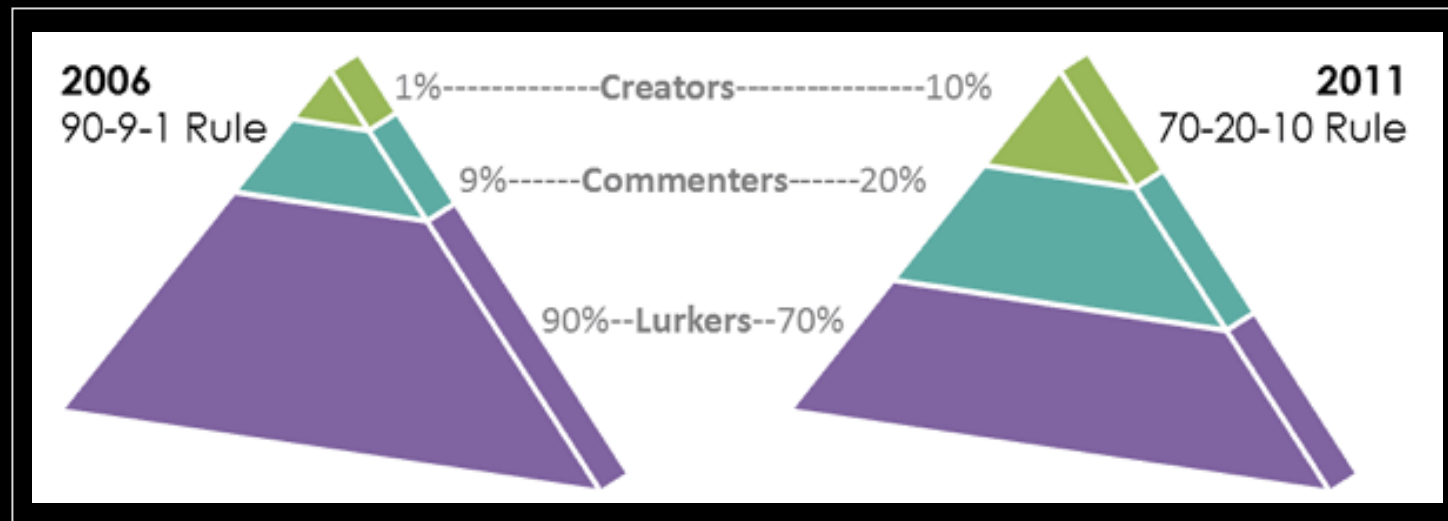
# Usage Patterns

n = 165

Power Users = 15 or 9%

Moderate Users = 28 or 17%

Light or Registered Only Users = 122 or 74%



# Member Demographics



## Invitations

- Male = 41%
- Female = 59%
- Avg. Age = 15.2



## Users

- Male = 30%
- Female = 70%
- Avg. Age = 15.4

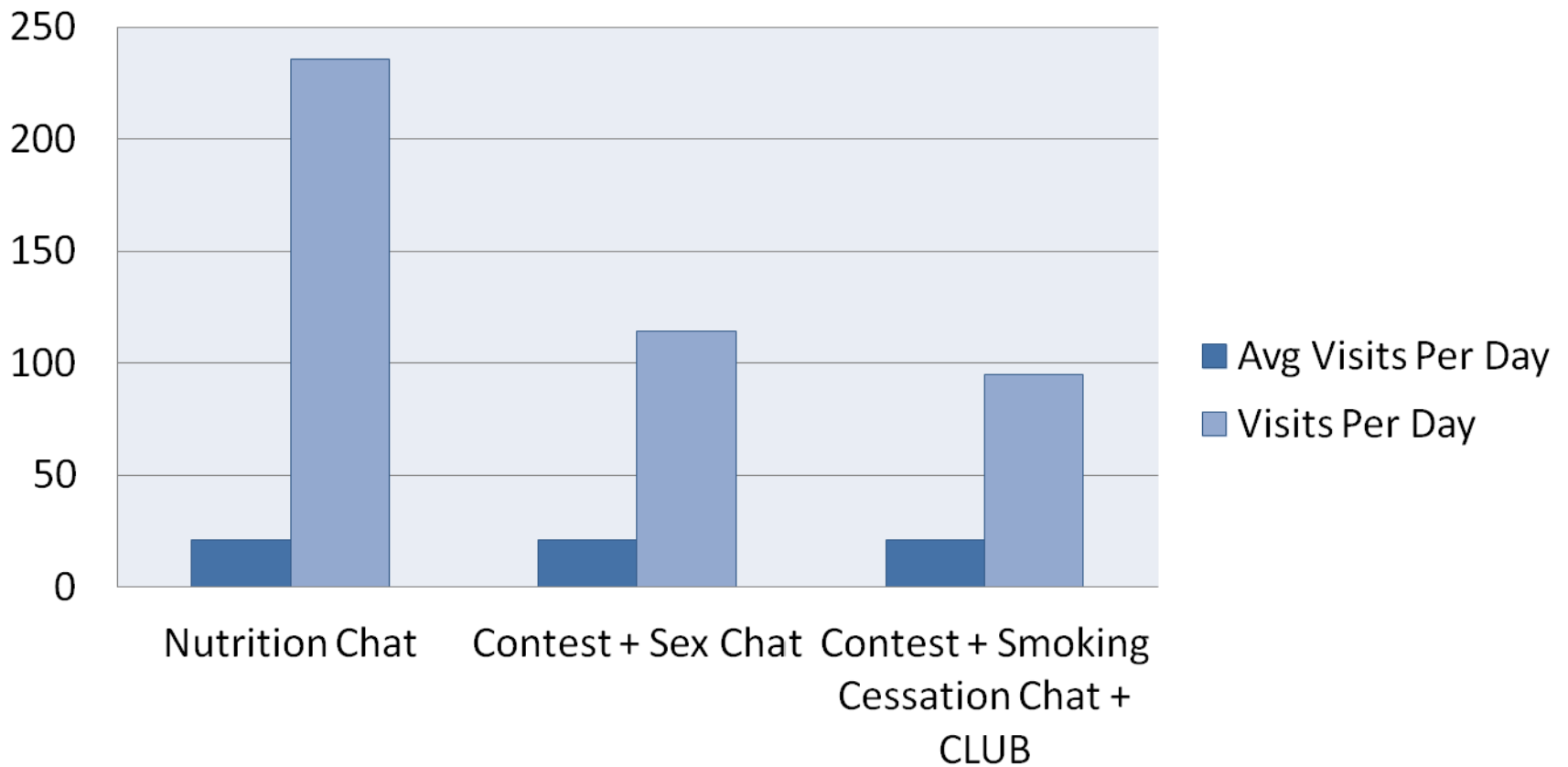


## Power Users

- Male = 16%
- Female = 84%
- Avg. Age = 15.6

# Engaging Teens

Top 3 Busiest Site Days



# Mobile

## Whooping Cough Example - SMS

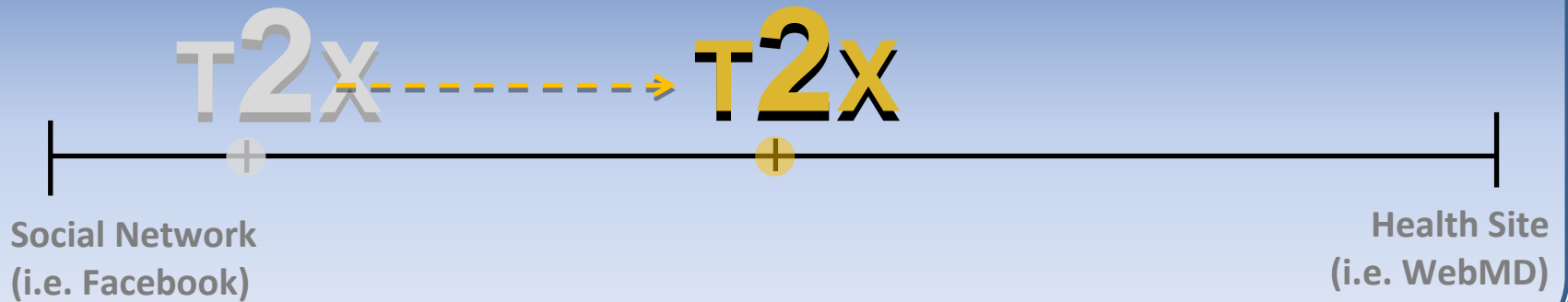
*Teen Health Alert: Must have whooping cough shot (Tdap) to go back to school. It's a new law! Text INFO for help from <http://t2x.me> or DONE if you got the shot.*

	T2X Registered	Not Registered
Received SMS Alert	112	347
Responded INFO	3	0
Responded DONE	11	97
Response Rate	12.5%	28%

# T2X Evolution

# Social + Health

Social Network + Health Site





# New Health Campaigns



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## Campaigns Under Development

- HPV
- Mono

## Health Programs Under Development

- iQuit – text-to-quit program
- Fit Teen – Health Net physical activity and nutrition program with Zamzees

# New Campaign Organization

T2x

<http://T2X.me>



T2x is a website just for teens 13-18 years old

Got personal questions you can't ask your parents?

Want to know more about your health?

Want to meet other teens like you?

Looking to show off your creative work?

T2x lets you talk about the things that YOU care about!

- View videos and pictures, read blogs and share what's on your mind
- Chat with friendly health experts.
- Get correct health information.

**Get started now!**

*On your phone* - text drink to 424-230-7947

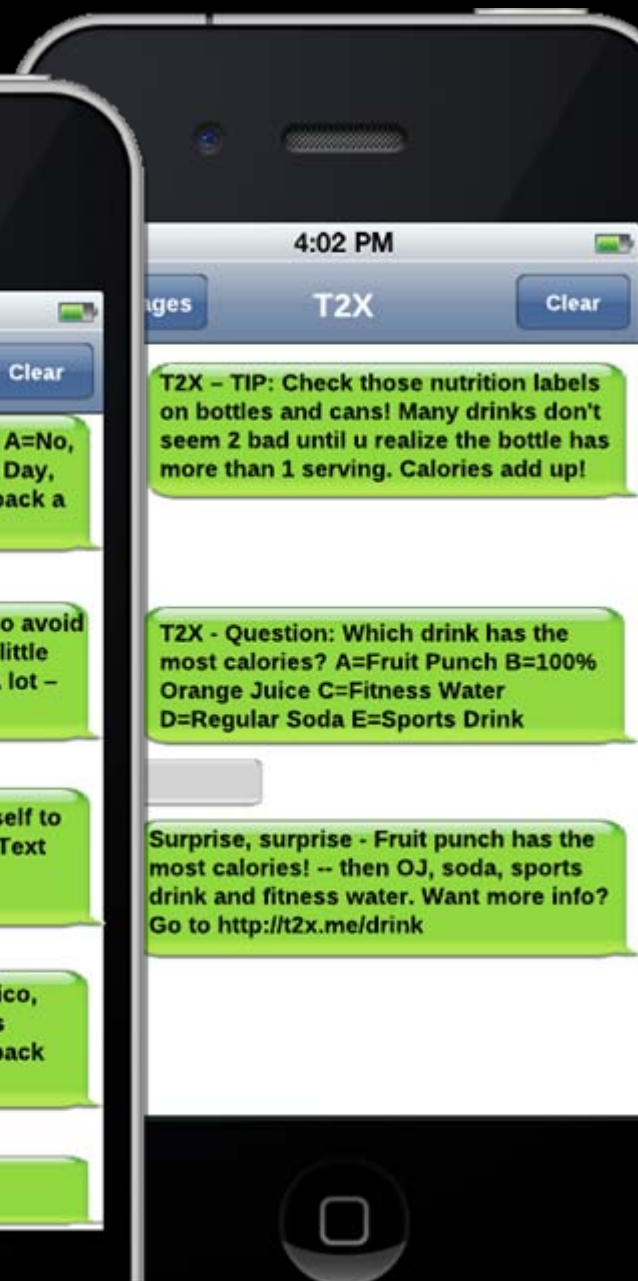
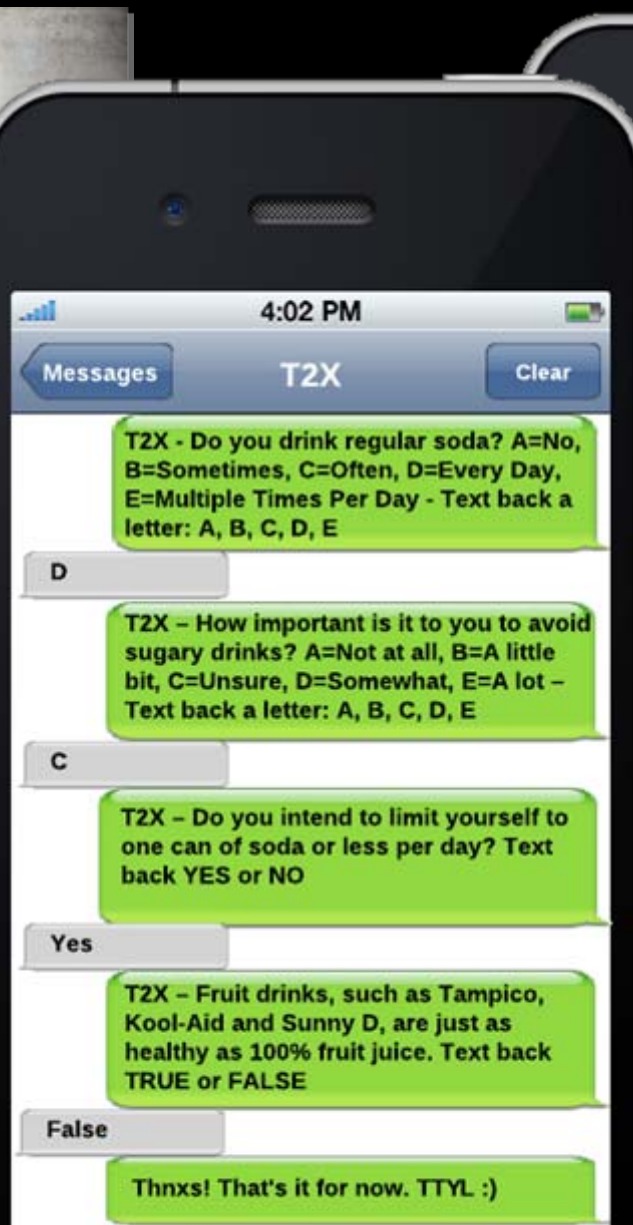
*On the web* - register at [t2x.me](http://t2x.me) and enter drink

**Rethink  
Your Drink**

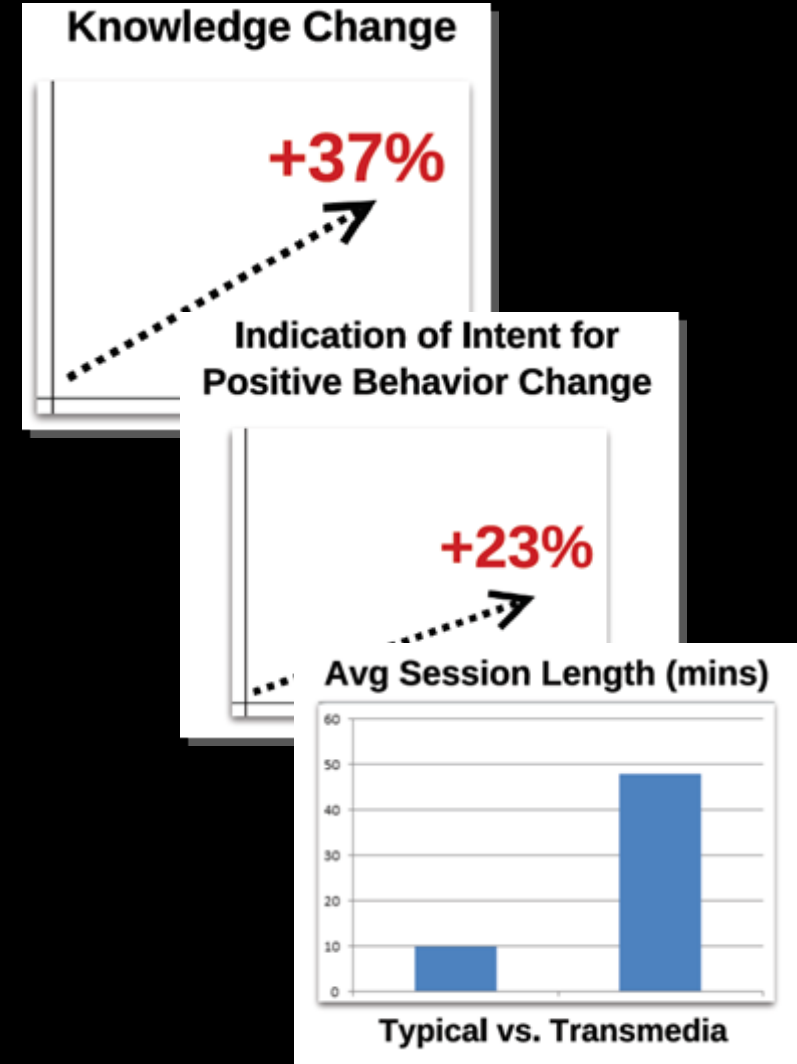
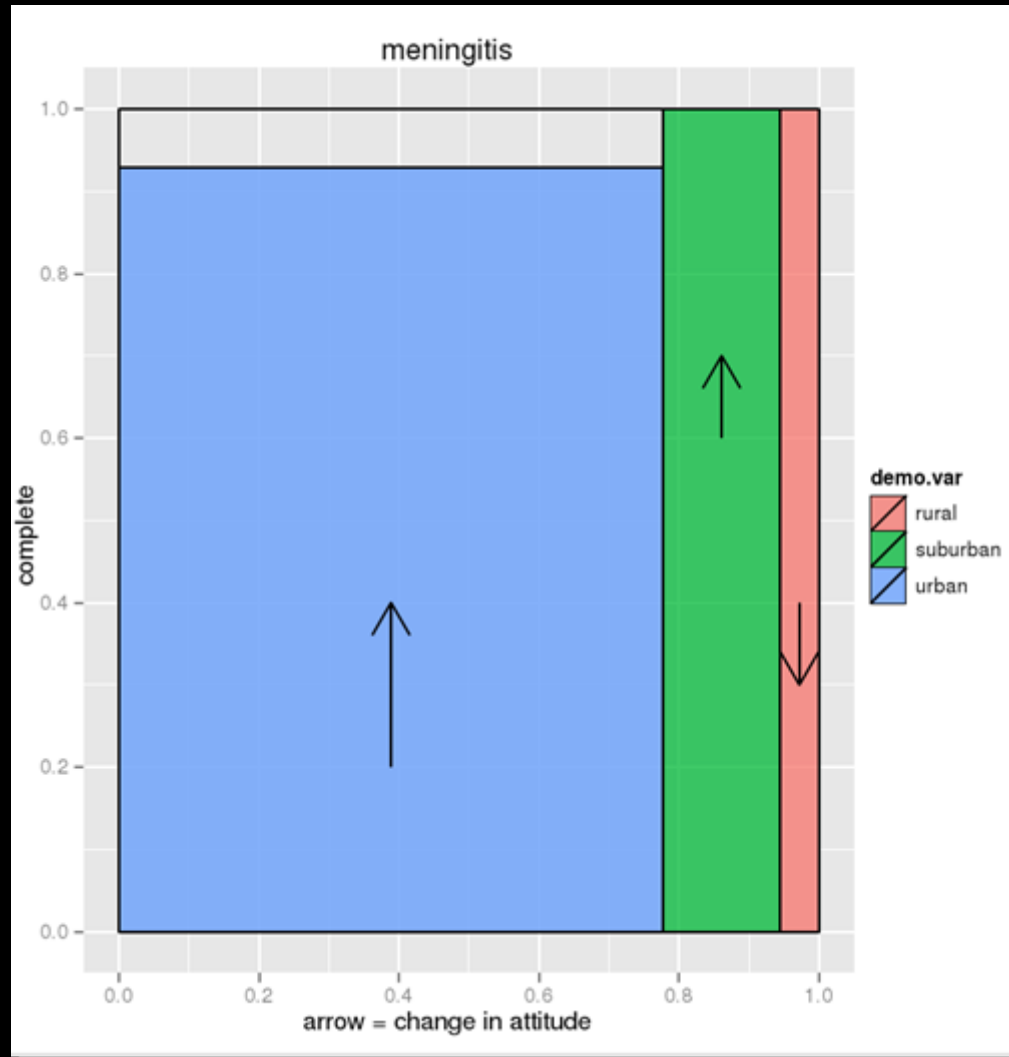


You will automatically be enrolled in our Rethink Your Drink program!

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# Campaign Tracking and Reporting



# Take away

When using social networking, you must employ techniques to insure that the community and users are protected  
(no anonymous users, community rules)

Be aware of social dynamics

Mobile is essential and content should be optimized for multiple platforms  
(web, mobile app, text messaging)

Start with text messaging and build from there

Tailor a user's experience to their motivation  
(social vs. health)

Design flexibility into your model  
(don't just be flexible)

*Moving forward...social media and networking can be an effective way to engage teens and enhance their health literacy*

# T2X

T2X is a project of Health Net, EPG Technologies and the UCLA Fielding School of Public Health.



**For more information:**

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