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How many clicks does it take to get to the center of a website?

A review of online Part C resources from a parent's perspective.

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What is EI SNAPSHOT?

The EI SNAPSHOT project is a one year study to review at the EI system as a whole to determine how the interplay of services and personnel affect the satisfaction and outcomes of children with DHH and their caregivers



Multiple Avenues

- ◆ Parents
- ◆ Service Providers
- ◆ Audiologists
- ◆ Family Support Organizations
- ◆ EHDI and Part C Agencies
- ◆ Deaf Education Programs
- ◆ Recent Graduates from Deaf Education Programs
- ◆ State Part C Websites



Part C Website Reviews

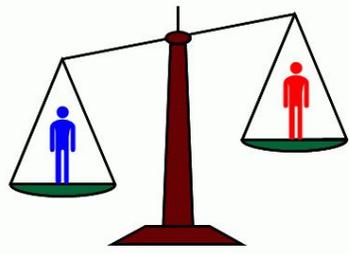


- ◆ N=54: All 50 States, DC, American Samoa, Guam, Northern Mariana Islands, Virgin Islands
 - ◇ *Louisiana was not included in the analysis as it was used as a training site for all participants*
 - ◇ *Puerto Rico was not included as it had no valid Part C website*
- ◆ Reviews were conducted by parents of children who are D/HH for an authentic perspective
- ◆ 12 Parents were recruited as reviewers
 - ◇ 7 completed the training and conducted the reviews
- ◆ Reviewers were asked to enter their results for each state into an online Qualtrics form

Reviewer Assignments



- ◆ Reviewers were each assigned individual states
- ◆ Reviewers were asked to conduct web searches using 3 specified search terms that a parent might use when searching the web for information
- ◆ Reviewers were asked to find 18 items on the Part C website
 - ◇ These items are common information that a parent looking for help with their child would likely look for or find useful
- ◆ Reviewers were asked to provide additional subjective information on their Part C website experiences

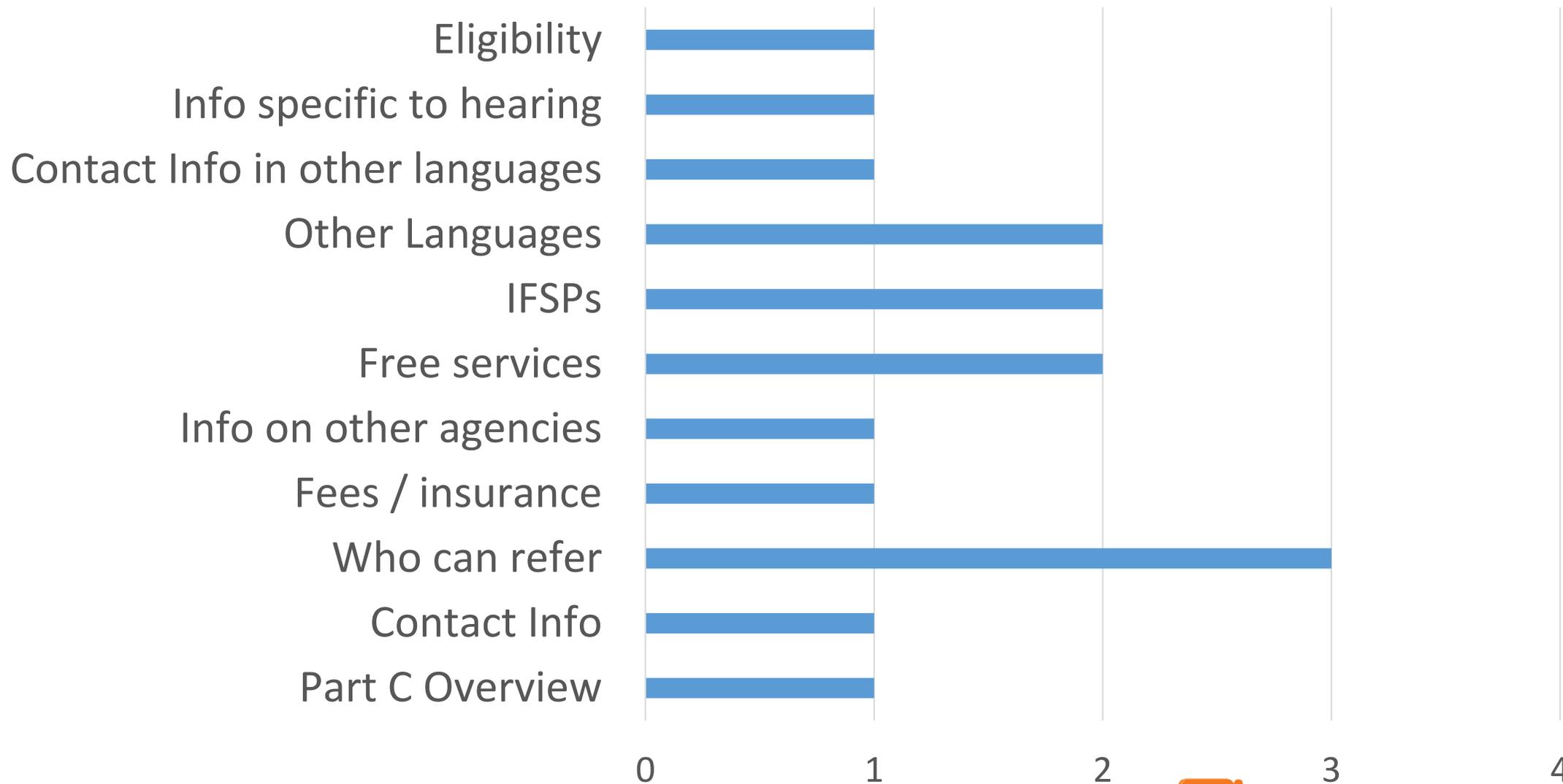


Reviewer Validation

- ◆ To ensure consistency, several validation states were assigned to two reviewers
- ◆ The validation data were reviewed and for the purposes of reporting, when there was a difference in results, the least desirable response was used.
- ◆ The validation states had an average of 3 discrepancies [range 1-4] of items that one person could find and the other could not.
 - ◇ *This does not include subjective differences (easy vs hard to find)*
- ◆ Most common discrepancy was information on who can refer a child to Part C

**Preliminary Results - ongoing data analysis in progress*

Discrepancies ~ Information Found/Not Found



**Preliminary Results - ongoing data analysis in progress*

Web Searches

Percent of web searches with information appearing on the first page of the search results

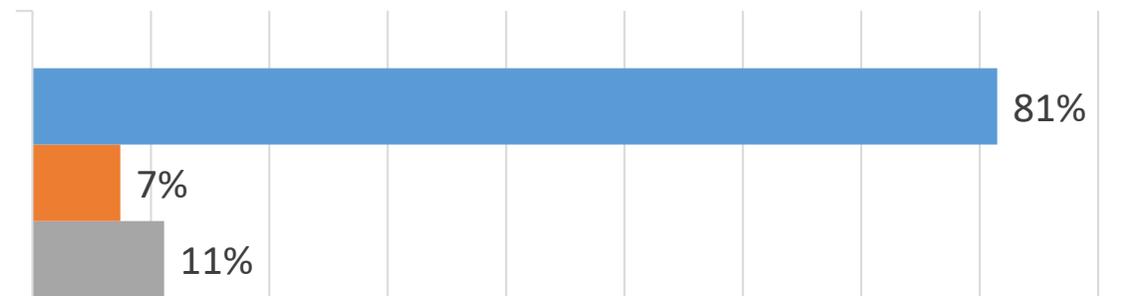
| | I'm concerned about my child's hearing | Can my baby hear me? | Help for my deaf baby |
|--|--|----------------------|-----------------------|
| The Part C website? | 2% | 11% | 24% |
| The State EHDI site | 7% | 19% | 33% |
| Any State Website? | 50% | 50% | 69% |
| Any State-Based Parent Support Agencies or Family Support Groups | 26% | 17% | 85% |
| Anything about Early Intervention | 19% | 37% | 67% |

**Preliminary Results - ongoing data analysis in progress*

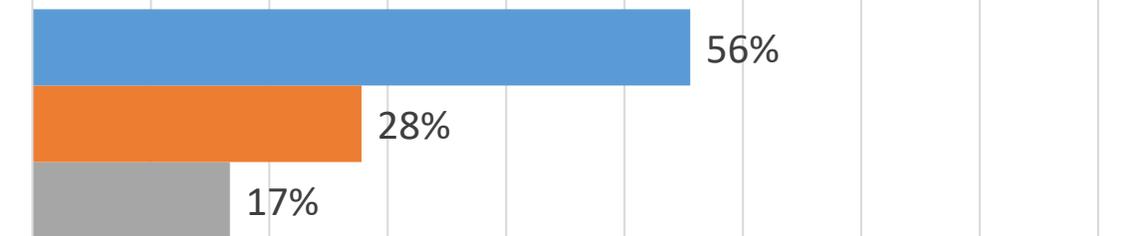
About Part C

**Preliminary Results - ongoing data analysis in progress*

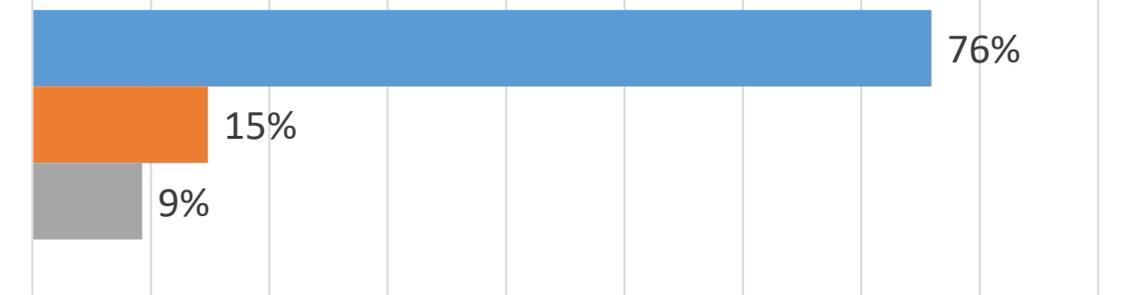
Is there an overview of the State Part C Program?



Does the site say that it is part of the Individuals with Disabilities Education Act (IDEA)?



Is there information on contacting Part C staff?



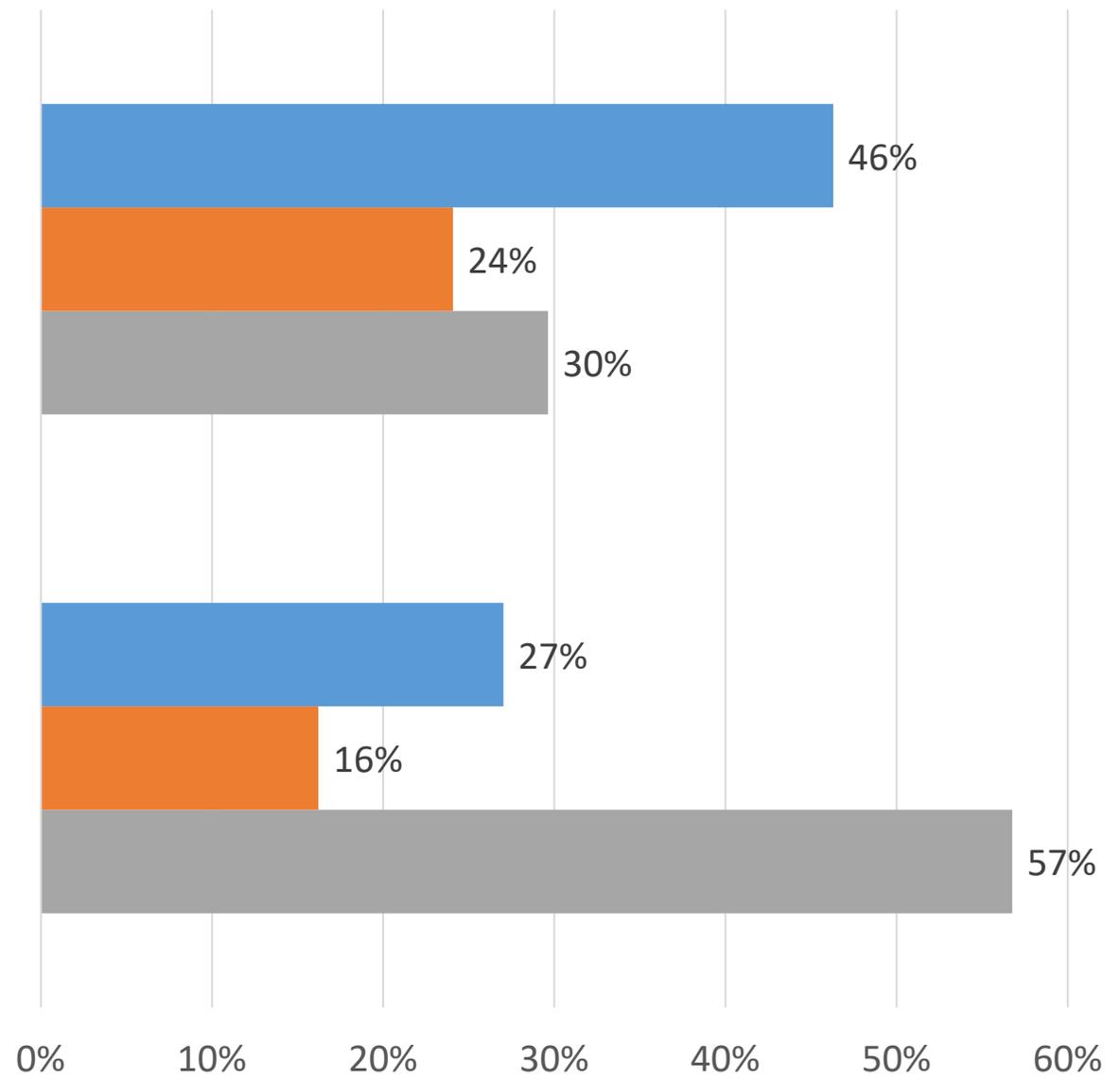
- Yes - Easy
- Yes - Hard
- No/ Couldn't Find

Information on Delays

Does the website provide information (milestones, checklists, things to look for) to help you determine if your child might have a delay?

If yes, is there any information specific to hearing?

- Yes - Easy
- Yes - Hard
- No/ Couldn't Find

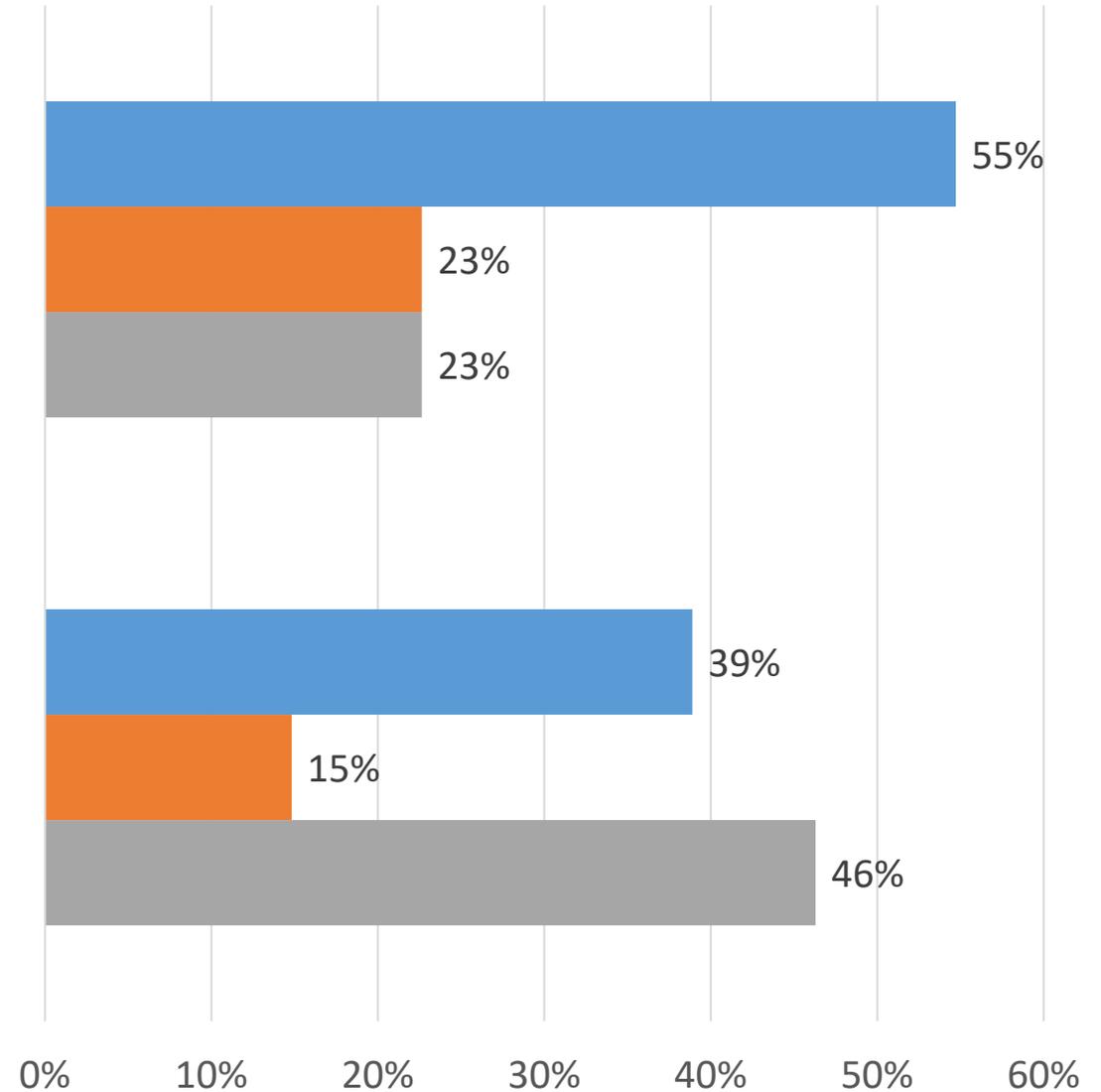


Eligibility

Does the website describe the process for determining eligibility?

Does the site specifically mention whether children with hearing loss may be eligible?

- Yes - Easy
- Yes - Hard
- No/ Couldn't Find



Help and Services

Does the site provide a clear path to getting started (e.g. who to contact and/or links to appropriate forms etc...)?

Does the site list the services that may be provided?

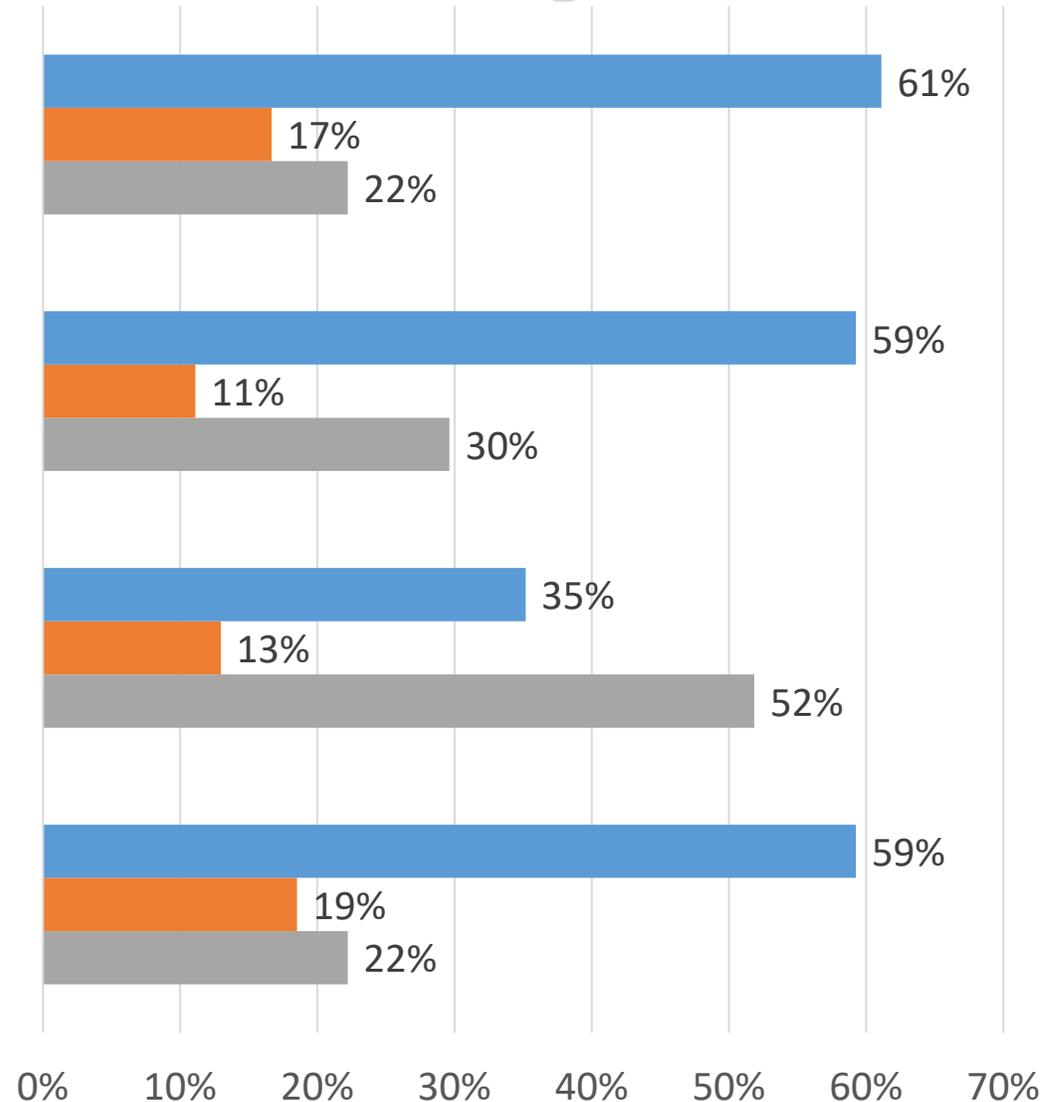
Does the site discuss services that may bill public or private Insurance or services that involve fees?

Does the site let parents know that some or all services are free (like care coordination)?

■ Yes - Easy

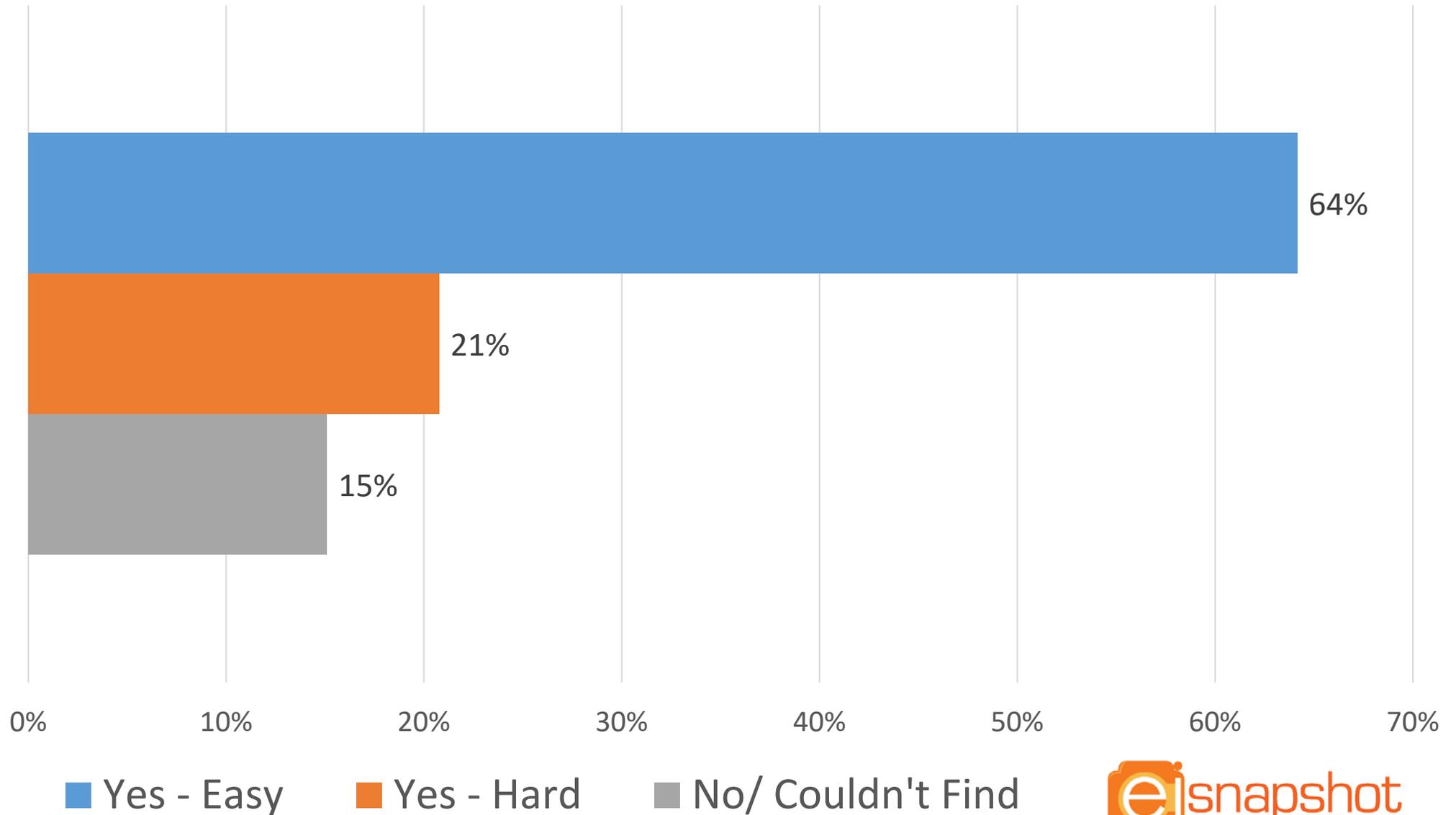
■ Yes - Hard

■ No/ Couldn't Find

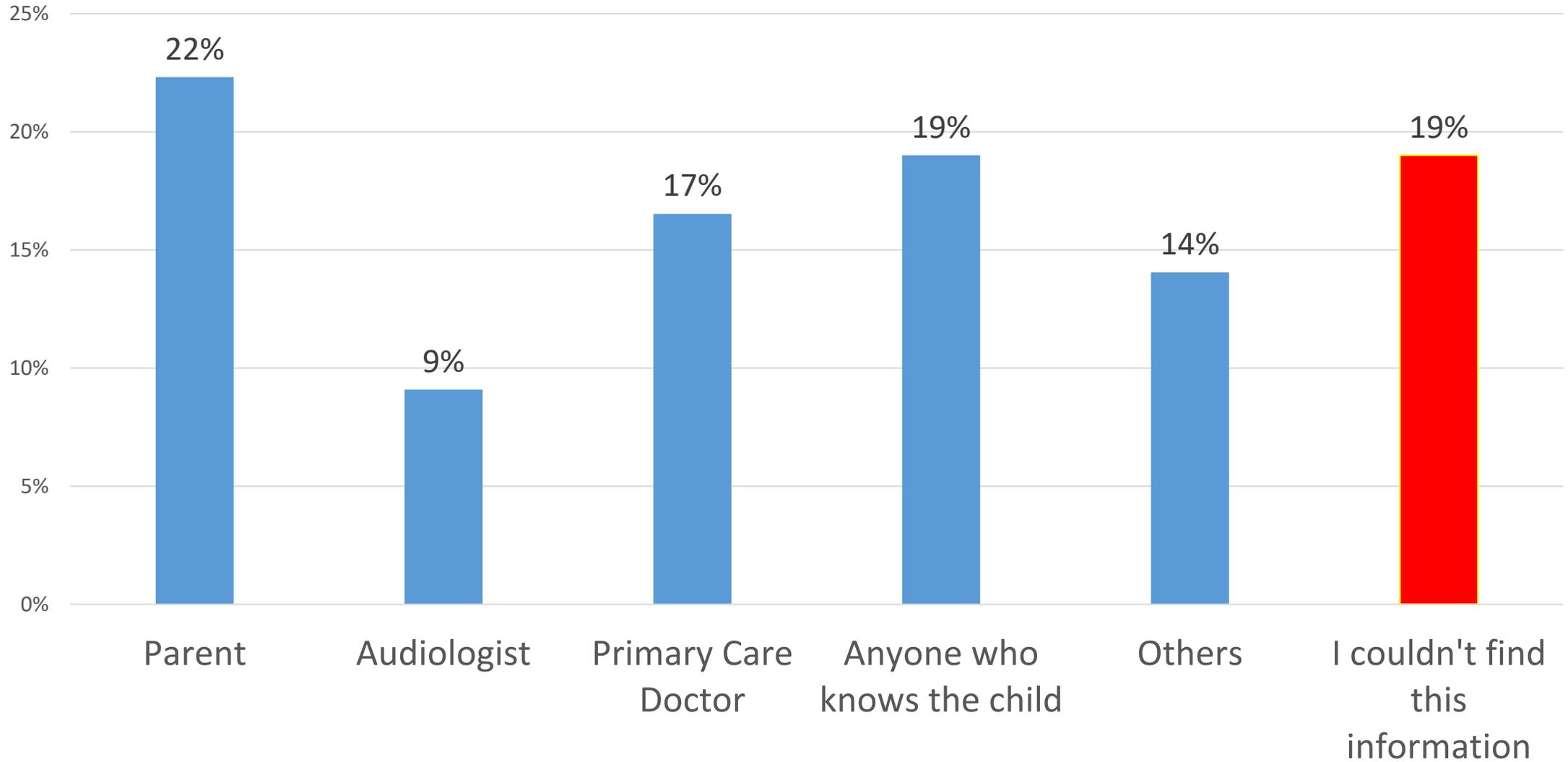


**Preliminary Results - ongoing data analysis in progress*

Is There Information About Referring a Child?

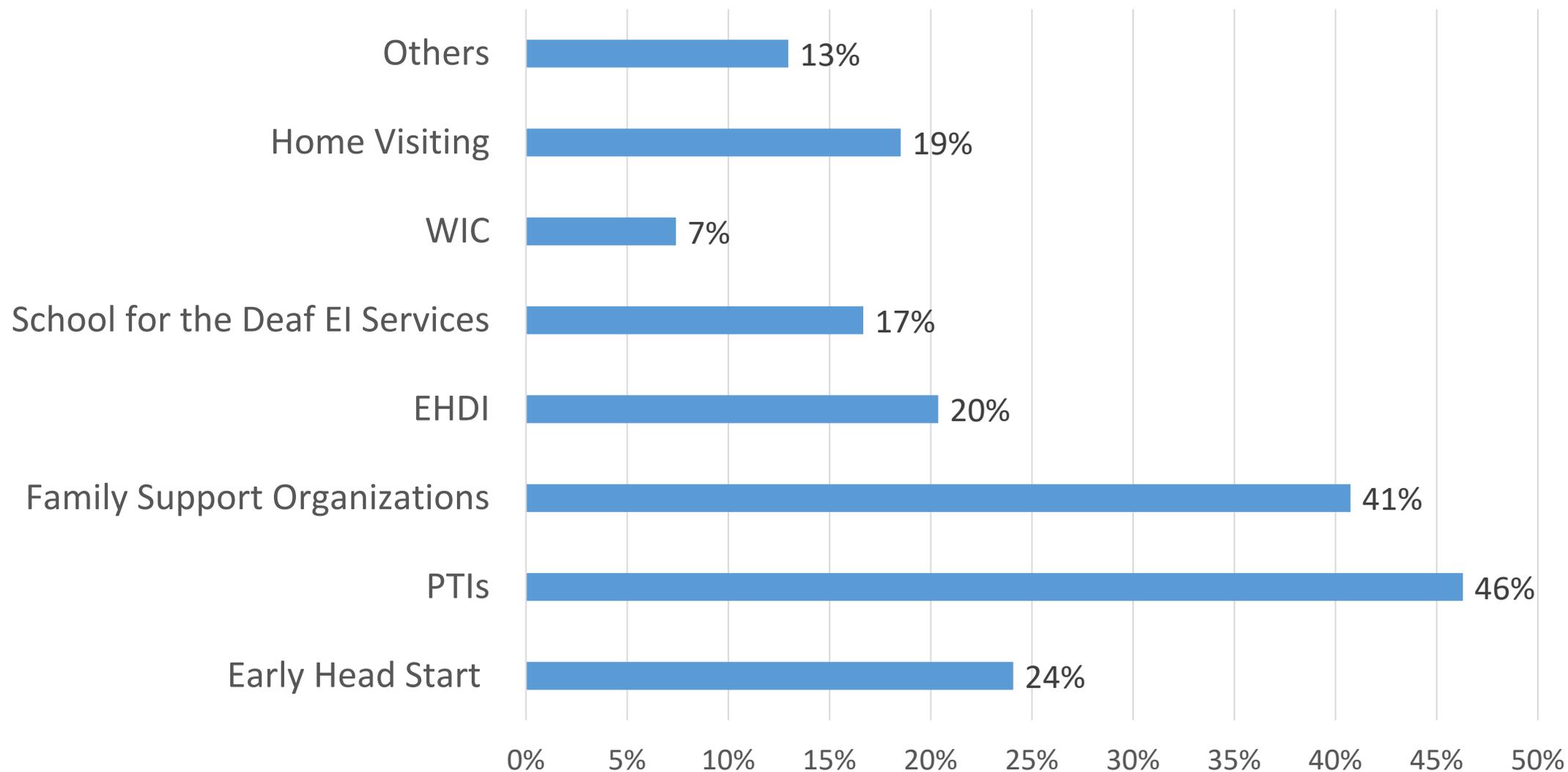


Who Can Refer a Child?



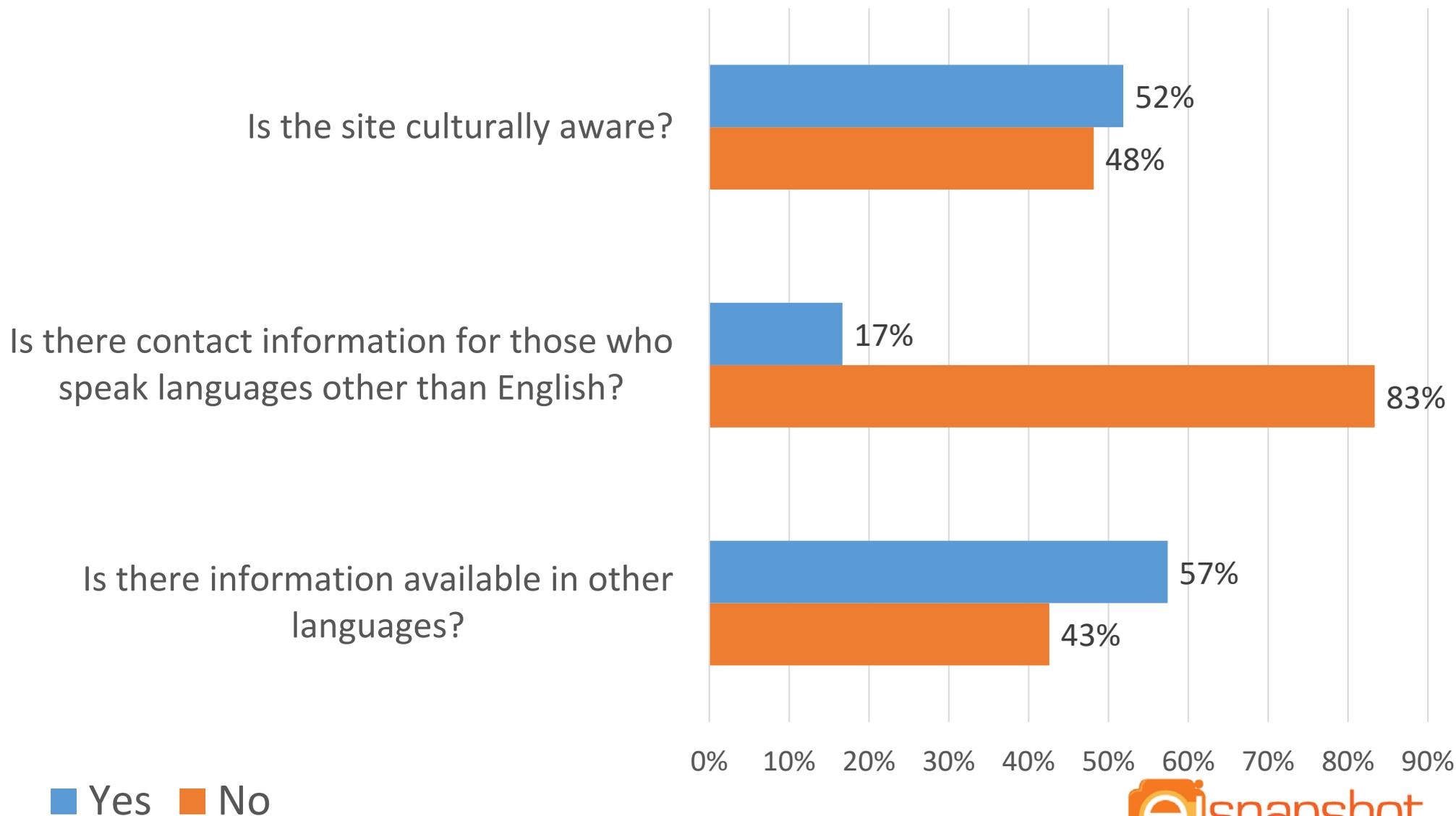
**Preliminary Results - ongoing data analysis in progress*

Does the site provide information on any of the following?



**Preliminary Results - ongoing data analysis in progress*

Cultural Awareness ~ *Does the text and visual content reflect diversity and an awareness of multicultural values?*



*Preliminary Results - ongoing data analysis in progress

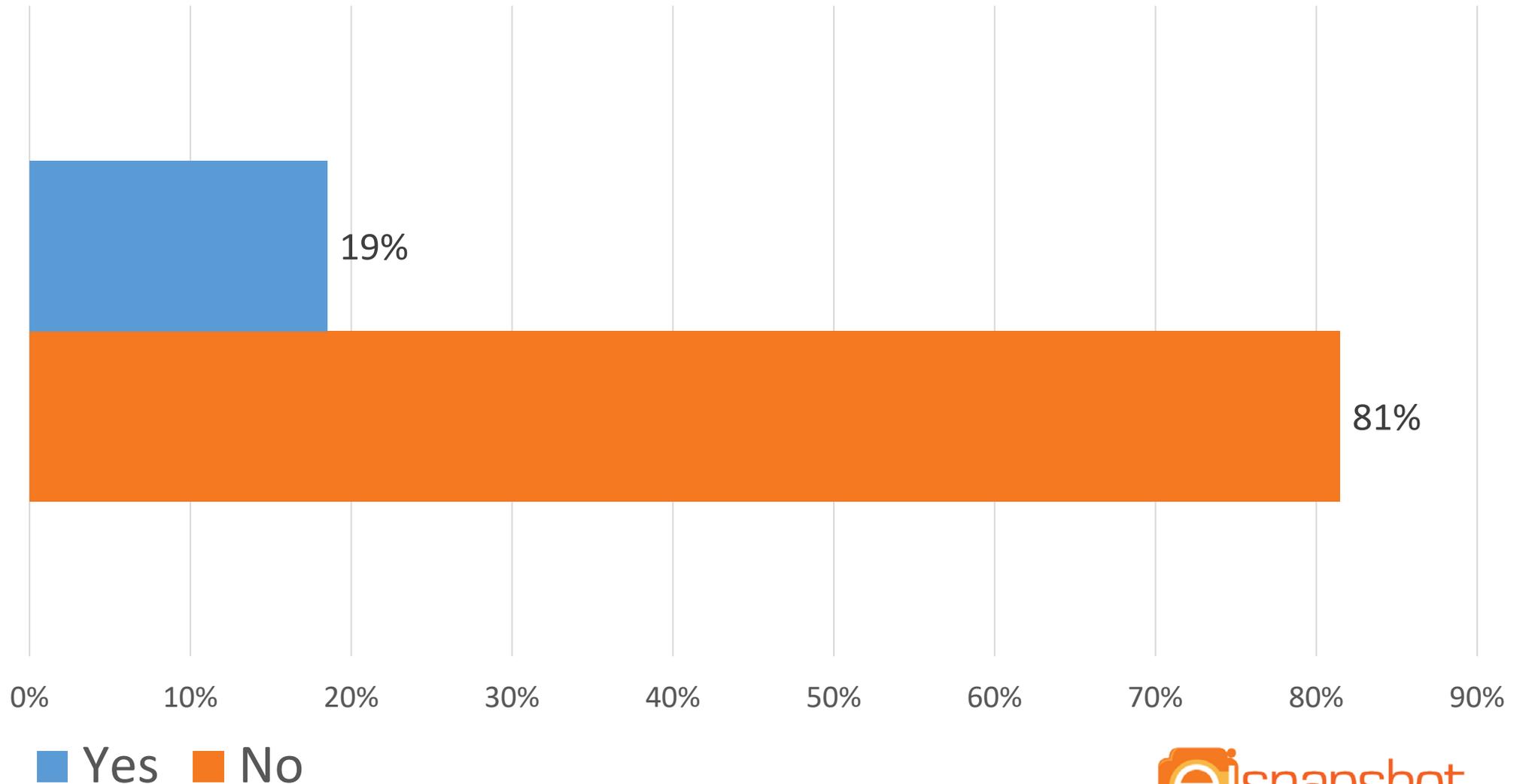
Languages Listed

- ◆ Amharic
- ◆ Arabic
- ◆ Bosnian
- ◆ Brazilian
- ◆ Burmese
- ◆ Cambodian
- ◆ Chuukese
- ◆ Creole
- ◆ English
- ◆ Farsi
- ◆ French
- ◆ Fulani
- ◆ German
- ◆ Gujarti
- ◆ Haitian
- ◆ Hindi
- ◆ Hmong
- ◆ Italian
- ◆ Japanese
- ◆ Khmer
- ◆ Korean
- ◆ Lao
- ◆ Pohnpeian
- ◆ Polish
- ◆ Portuguese
- ◆ Russian
- ◆ Simplified Chinese
- ◆ Somali
- ◆ Spanish
- ◆ Tagalog
- ◆ Traditional Chinese
- ◆ Ukrainian
- ◆ Urdu
- ◆ Vietnamese



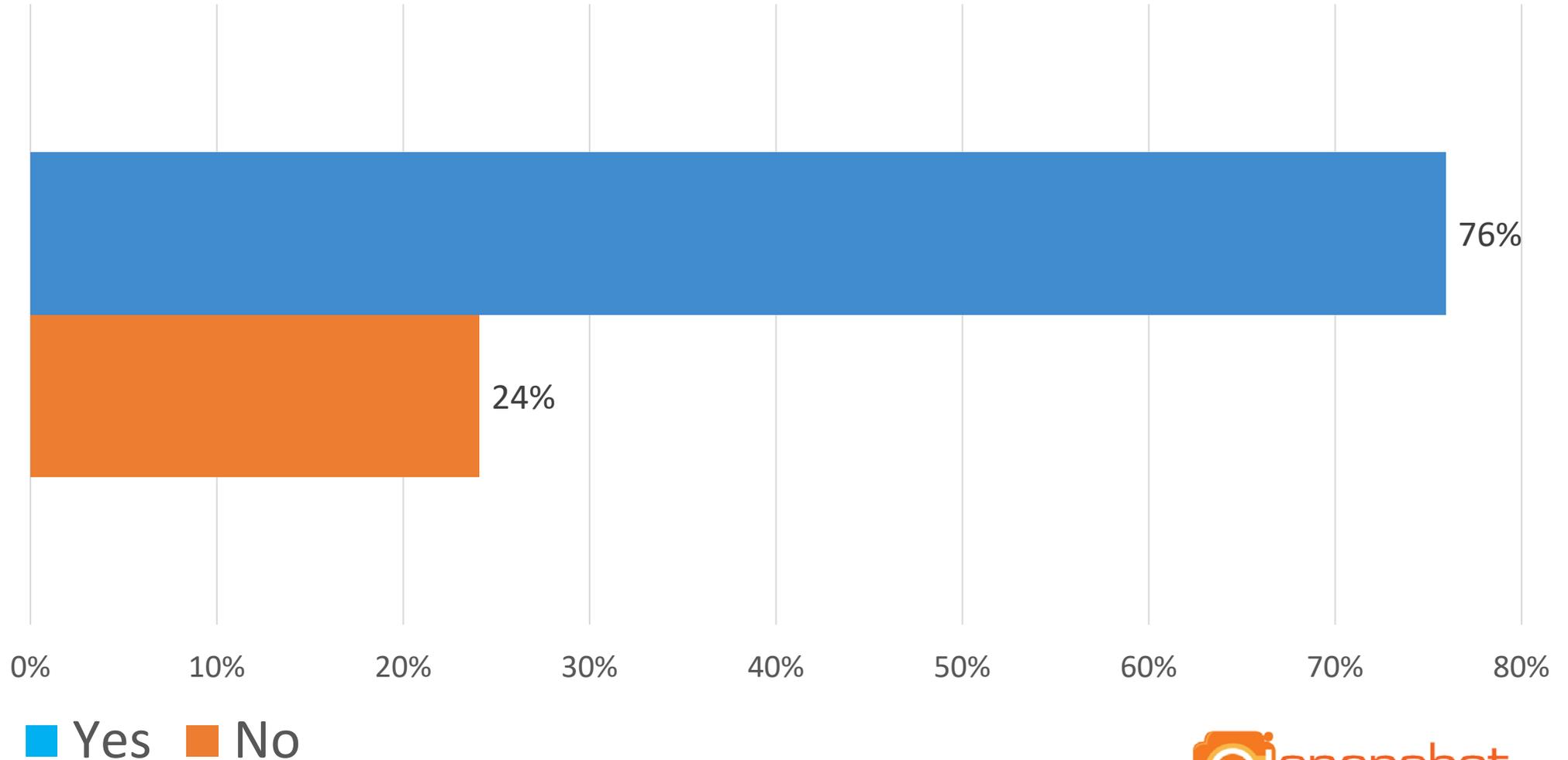
Usability

Did You Find Any Inaccurate or Outdated Information?

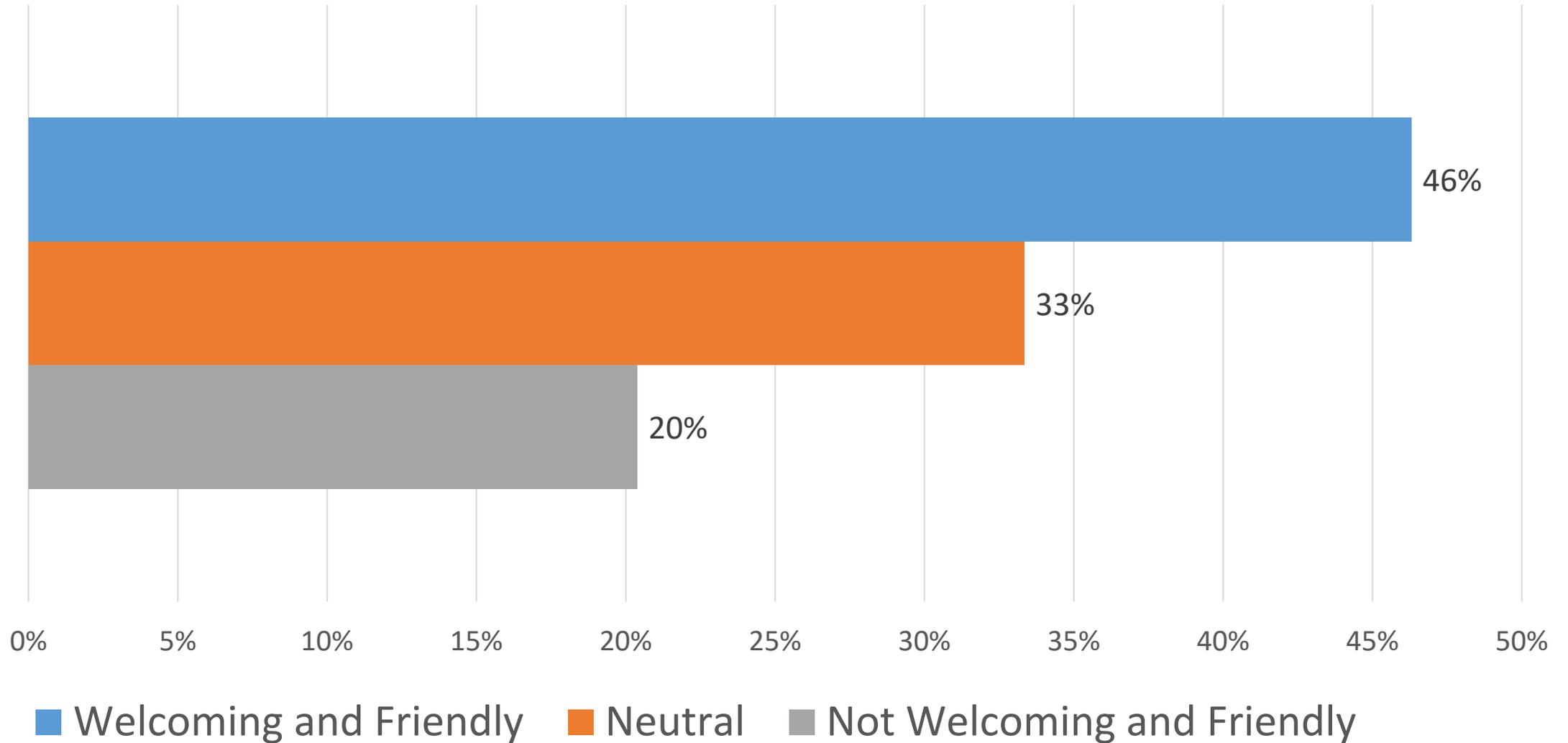


Usability

Did the Links Take You to the Appropriate Place?



Look and Feel



Average Welcoming and Friendliness based on a 1-5 scale: 3.3

**Preliminary Results - ongoing data analysis in progress*

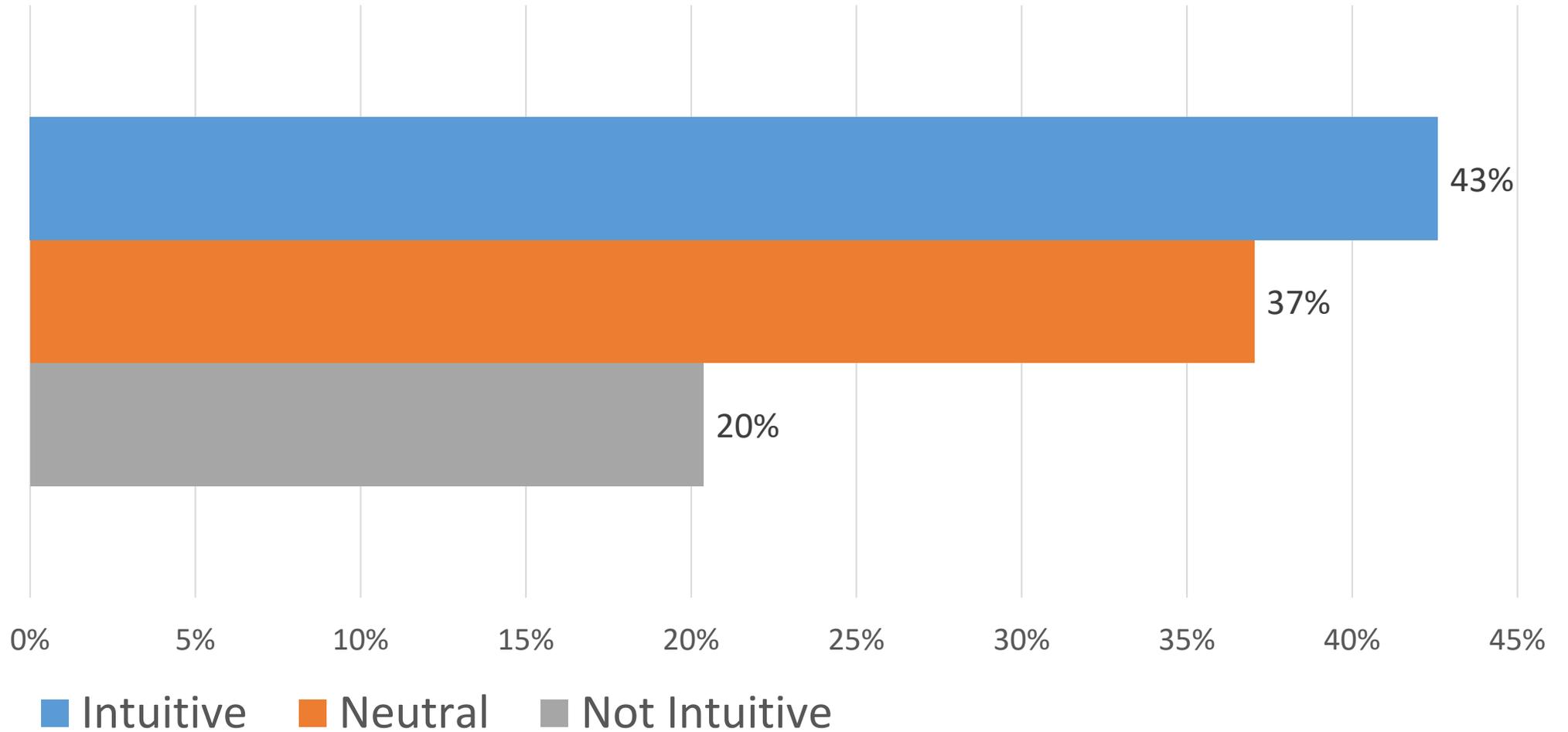
Welcoming and Friendly



- ◆ The website is full of smiling pictures of children and regular states that "We're here to help."
- ◆ The website was simple, BUT text heavy, content poor. Only visual component was an overview video

**Preliminary Results - ongoing data analysis in progress*

Intuitiveness

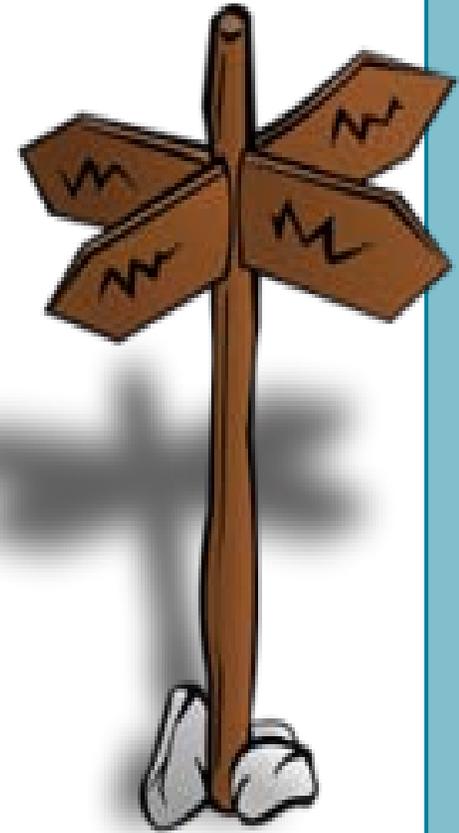


Average Intuitiveness based on a 1-5 scale: 3.2

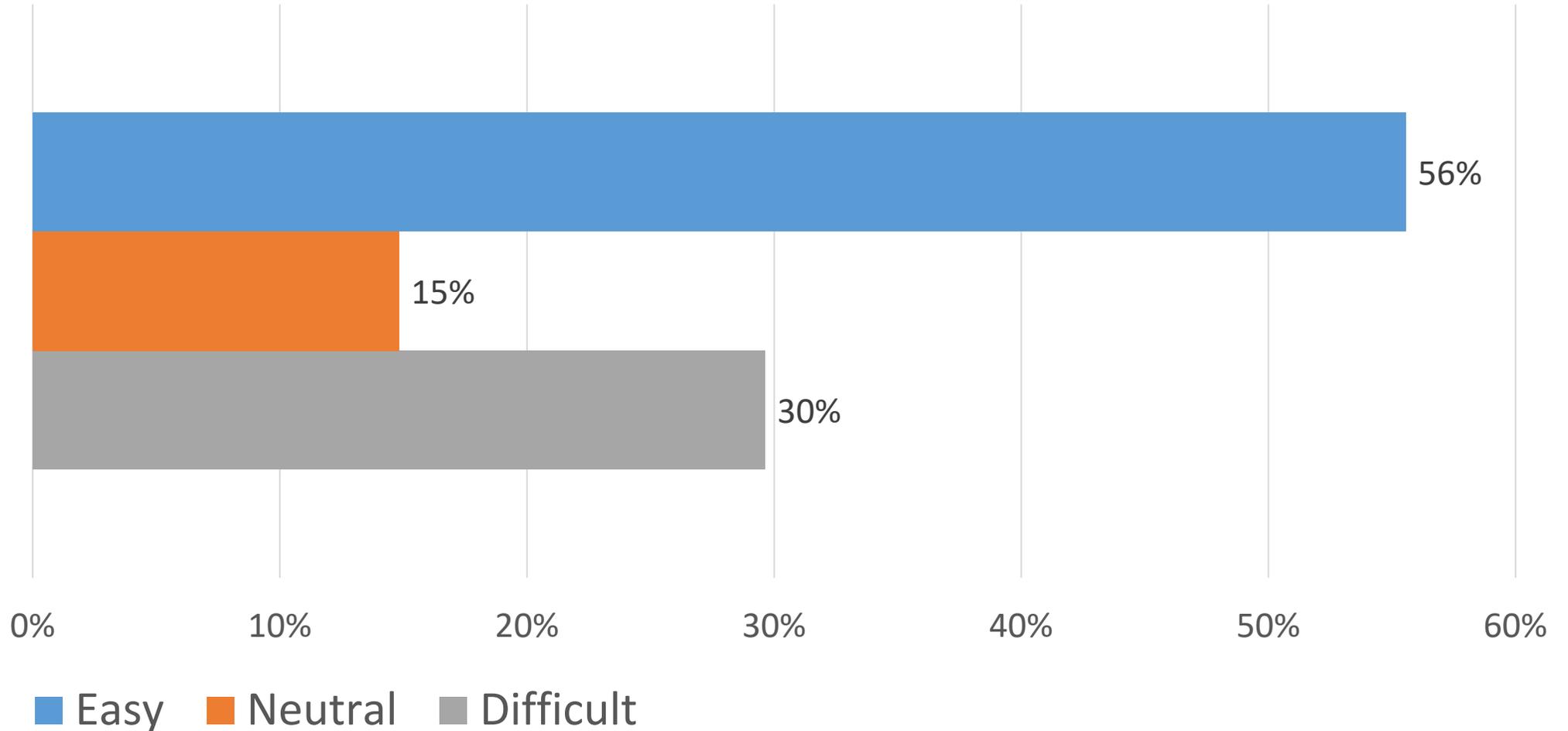
**Preliminary Results - ongoing data analysis in progress*

Navigation

- ◆ There are two ways to navigate the site, which seems perfect - along the top and the right side. The homepage also has links along the middle.
- ◆ The top bar has drop down menus that are in bright solid yellow. *Blech*. And there are too many options in the drop down menus. This makes it very hard to find anything. There is minimal information in the side left bar. And most of the stuff I actually wanted to look at was in the left bottom. That wasn't at all helpful.



Ease of Use



Average Easiness based on a 1-5 scale: 3.3

**Preliminary Results - ongoing data analysis in progress*

Ease of Use



- ◆ I thought the links were very forward (sic) . It was clear what contact would be on the page after a link was clicked. It was easy to find very general information on what Part C is and who is eligible.



- ◆ The website generally links to outside pages or PDFs, making it hard to find the information needed quickly and easily.

Recommendations

- ◆ Include a FAQ (frequently asked questions) page
- ◆ Provide summaries of information
- ◆ More useful information
- ◆ Remove unnecessary information
- ◆ Use simpler language - avoid acronyms
- ◆ Include videos
- ◆ Make contact information easier to find
- ◆ Increase text size



Questions?

Comments?



Acknowledgement

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- ◆ *With additional funding from the Oberkotter Foundation
- ◆ Its contents are solely the responsibility of the authors and do not necessarily represent the official views of the Health Resources and Services Administration or the U.S. Department of Health and Human Services.