

HIGHLIGHTS: EVALUATION OF THE 1ST PHASE OF LIVE WELL PEI WEBSITE

BACKGROUND

- The Health Promotion Unit of PEI's Chief Public Health Office is committed to empowering PEI communities to increase control over and improve their health.
- In July 2023, they launched the first version of the Live Well PEI website (www.livewellpei.ca) to share information and resources for community groups and organizations on how to promote the health of Island residents.

HOW WE COLLECTED FEEDBACK

- In Fall/early Winter 2023/2024, nine focus groups and interviews were held with 34 people. The groups included community leaders, people at high risk for chronic disease, members of related project committees, and Health Promotion Unit staff. The results from these focus groups and interviews were then grouped together into themes.
- This evaluation on the first version of the website was to get feedback on whether community partners felt it was relevant to their work, easy to use, and if there were areas that could be improved to better support promoting the health of people in their community.

WHAT WE HEARD

Feedback from the focus groups included:

- Clarify intended audience for the website (i.e., community groups and organizations and/or individuals seeking to change their own health behaviors).
- Have specific areas of the website where audiences can access information most relevant to them.
- Simplify the language and add more visuals such as videos and infographics.
- Increase the resources and local research available.
- Improve promotion of the website.
- Ensure to use inclusive language, content, and visuals, and provide resources in different languages.
- While PEI has a culturally diverse population, the site is only available in French and English. There are limitations with the French version, such as accessing linked resources in French, due to using the Google Translate system.

Participants had different understandings of 'health promotion' and the role of community in supporting health and preventing illness, which in turn affected the feedback given on the website.

CONCLUSION

- Participants felt the first version of the website was a good first step. They outlined several ways they could use the website to support their work – e.g., accessing research, writing proposals, exploring funding opportunities, etc.
- Many saw the potential for the website as a valuable tool to support groups and organizations promoting the health of their communities.
- The findings provide a better understanding of how communities could use the Live Well PEI website. The Health Promotion Unit will incorporate the feedback received wherever possible.