

**Thagard Website Focus Groups
June 2010**

Variable	M (SD) (M=13)	Range	n	%
Age	21.92	19-28	13	
Sex				
Male			9	69
Female			4	31
Ethnicity				
African American			2	15
Caucasian			9	69
Hispanic			2	15
Classification			10	5
Sophomore			1	8
Junior			2	15
Senior			5	38.5
Grad			5	38.5

All students were aware that TSHC had a website, and all but 3 reported using the website. Over 60% (8/13) of the students reported looking for health information on line.

Top health concerns

- Blood pressure
- Cholesterol
- Cold & flu prevention
- Diet/Nutrition (4)
- Exercise
- Heart health
- Injury prevention
- Pregnancy
- Smoking
- STD's (2)
- Stress/Mental health (3)
- Weight (body fat) (2)

Where students seek out health information

- Dr. Oz (tv)
- Family
- Internet (google) (2)
- Magazines - Men's Health, Seventeen
- Physician's office (2)
- Research journals
- Web MD (5)

Why students visited TSHC website?

- Flu shots
- Immunizations
- Insurance forms (7)
- Look up the hours (3)

Make an appointment
Phone number (4)

Impressions of current TSHC website

Helpful (2)

“It took forever to find the information that I needed” (2)

“It doesn’t strike me as something interesting”

“I remember having to click on several different buttons and trying to find the correct link and sometimes it would bring you back to where you started after clicking on 3 things”

“Yeah it’s like what a stupid thing this is, somebody needs to fix this”

“Yeah it was very frustrating to me”

“I just needed a phone number and it was right there”

“Or you go to different areas of the page to find one little form and it’s like hidden”

“Having to click around”

“The insurance thing was very easy just had to make sure you could say yes to all the answers, and it was easy to find.”

Suggestions for new Health and Wellness Center website

Information to Include

- Self care information
- “How to stay healthy in college”
- Vaccine information – required & optional
- Common medical illnesses (searchable database)
 - Specific to college students
 - Bacterial infections
- ““Awareness things on campus like what’s in season like when the cold goes around like this time of year”
- Missing classes due to illness
- Fee information (how much services, etc cost) (3)
- “I think the insurance form that you make everybody fill out, every year, should probably be on the main page, and very highly visible, and easy to follow, cause everyone has to do it every year”
- Location of building (2)
- “How do I get a letter or some sort of way to let my teacher know I am not going to class?”
- Services provided (with corresponding phone numbers) (2)
 - Psychological services, urgent care (broken bones)
- Like a banner across the top ... this is what’s going on, on campus right now (H1N1) (2)

Format

- Adopt look and simplicity of current FSU web pages
- Clean website (like Google)
- “. . . As far as the website goes, make sure it’s well organized and clear and main points are all on the front page, . . . if you don’t answer me right away, I am just going to type it in Google and find it . . . “
- “Use more space than words kind of thing”
- “Yeah I want to be able to go find what am looking for and be done and that’s that, I don’t like looking for things”

- “yeah more like local stuff, cause there is so many medical websites there now a days”

Additional applications to the new website

- Blogs (refreshed vs “stale articles) (6)
 - “How you can improve your life today”
 - “Men’s health”
 - “I feel like a blog might (be helpful), depending on what you are blogging about.... Like if it’s a Dr. and send in your medical questions and this Dr will answer them, that would be really helpful . . .”
- Ask a clinician (6)
- My only issue is that might . . . get the cut and paste message . . . it can get generic....
- Wait times of urgent care clinic
- “I think it would be interesting every once in a while to get like a random wellness tip text to me, kind of thing, that would be interesting . . you don’t want to get 5 of them in a period of a week, but, if you got one every once in a while.”
- “If there is an outbreak of any certain anything like of a sickness like there’s been a lot of strep throat or any STD”
- Twitter (2)
 - “I would personally rather get a twitter . . . because twitter is much more hands off than face book so if I get this little tweet that says “ hey come to this class at Thagard” then that’s it, it’s there , if I don’t want to deal with it then it’s not there and that’s it.”
 - “ Yeah, I mean I don’t follow twitter, so text message is just as good”
- Black board – health tip of the day (3)
- FSU homepage – option or “pop-up”
- Youtube video - No (2); Yes (3) “with bullet points below” (6)
- More likely to watch “Supermarket tour” on-line than go to the supermarket (2)
- On-line appointments (2)

Not interested

- Podcasts (6)
 - “A podcast I feel like no one would sit down and take the time to listen to, cause reading you can read through it a lot faster than listening to it and you can skim it and pick the parts where as a podcast you are stuck listening to the whole thing”
- General (medical, smoking) information - -“there are so many sites that you can find all that information on and probably more than Thagard could do so I don’t know if that is really used”

Social networking sites

- Not facebook (9)
 - “Yeah , when you go on the Strozier website it has twitter, face book , nobody’s going to follow Strozier Library or even Thagard’s twitter, nobody really cares that much”

Other ways to promote programs

- Blackboard (9)
- “You could really email us, but I don’t really check my email that often cause there’s like a thousand messages in my mail box “
- “I feel like, actual physical signs, like one in front of the Library when you first walk in, or in front of Leach when you first walk in, or one right there in the middle of the union where people always are”

Additional Info

- Interest in “Easy cooking in college” (4) “How to cook cheap and healthy in college”
- “ I feel like if the class isn’t a regular thing, cause I know the leach like every week they have this class or this class, and its always there, and they have a board right there when you walk in ... I feel they should have one as you walk in to Thagard ,or maybe face book, or something like that, but if it s a regular thing, I feel like people would be more likely to keep up with it, but if it’s once a semester we will have a class about cooking in College, you have to advertise it a lot because people wouldn’t be keeping up with it “
- “. . . every time I go to Thagard actually I have to get some sort of test or something like one time I went there for an STD test and one time I went there for a strep test and I always get these bills that are so expensive from Quest but I thought that was free I don’t know that’s what they told me I believe”

Current TSHC rumors

- “Like I thought that people that went to Thagard had STD’s”
- “If you go they’re either going to tell you that you are pregnant or you have mono”