

HealthyPeople.gov and Interactive Tools

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User Roles

- Clinicians
- Students
- Academicians/Educators
- Public health professionals
- Researchers

Information Needs

- As a data source to:
 - Inform program planning
 - Compare to sub-national data
 - Conduct community health assessments
 - Meet national accreditation standards
 - Complete school assignment
- To set policy and priorities and:
 - Allocate resources
 - Develop community health improvement plans
- As a resource to:
 - Support grant applications
 - Build partnerships
 - Support staff or students

- Walk-through of current site and key features:
 - Topics and Objectives
 - Leading Health Indicators
 - DATA2020
 - State-Level Data Maps
 - Health Disparities Data
 - Stories from the Field
 - Evidence-Based Resources
 - Webinars & Events

The screenshot shows the HealthyPeople.gov website interface. At the top, there is a search bar and navigation tabs for Topics & Objectives, Leading Health Indicators, Data Search, Healthy People in Action, Tools & Resources, Webinars & Events, and About. The main content area features a large graphic of the United States map filled with photos of diverse people. To the right of the map is a dark blue box titled 'Inaugural Meeting of the Secretary's Advisory Committee' with text about a 13-member committee meeting on December 1-2 and a 'Learn more' link. Below this are several content tiles: 'DATA2020 Search' with a magnifying glass icon and text about an interactive data tool; 'Tools on HealthyPeople.gov' with a wrench icon and sub-sections for 'Program Planning' and 'State-Level Data Feature'; 'Leading Health Indicators: Progress Update' with text about a report on progress; and 'Federal Prevention Initiatives' with a person icon, a target graphic showing '82.4% 2020 TARGET', and text about the foundation for federal prevention initiatives.

Goals for Healthy People 2030 site development

- Build on strengths of existing Healthy People website
- Meet stakeholder and user needs
- Follow the latest usability best practices
- Create a responsive, data-intensive digital service
- Integrate recommendations from Advisory Committee
 - Organization
 - Tools and Resources

- **Pre-planning: Usability testing (2013-2015)**
 - 4 rounds of testing on current site with public health professionals
- **Phase 1: Discovery (2016)**
 - Formative research, current site assessments, initial recommendations
- **Phase 2: Requirements (2017-2018)**
 - Technical requirements gathering, content strategy, wire framing, visual mock-ups, initial prototype testing
- **Phase 3: Development (2018-2019)**
 - Site development, iterative design, user testing, and communication strategy development

Phase 1: Discovery (2016)

Activity	Purpose
Environmental scan	To understand context and competition and offer inspiration for the HP2030 site
Site audits	
Usability audit	To examine usability strengths and opportunities for improvement
Technical audit	To examine the strengths and limitations and make recommendations for the future site infrastructure
User and stakeholder research	
In-depth interviews	To understand users' workflow and information needs
Design the Box workshop	To begin assessing stakeholder and user needs and recommendations for a HP2030 site



- Pursue short-term site enhancements
- Rebuild the site architecture for the HP2030 site
- Identify better ways to organize and link site content
- Enhance data displays
- Develop new ways for users to access content

- Implement short-term improvements to HealthyPeople.gov
- Gather technical requirements for key features of the HP2030 site
- Hold listening sessions with workgroup members and key stakeholders to gather additional input on site features
- Create a HP2030 web content strategy and retention plan based on existing site content
- Prototype and test:
 - Responsive design and mobile compatibility
 - Subject-based organization and navigation
 - Enhanced data displays

- Continue iterative design process
- Implement key features
- Prepare new HP2030 web content
- Perform additional user testing
- Develop digital communication strategy



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