

"Factoring In" youth: an online approach

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AIMS

Haemophilia Foundation Australia has developed a youth website, called "Factored In", to:

- build social connections among young people in the bleeding disorders community
- increase their knowledge about living with a bleeding disorder
- promote informed decision-making.

In 2015-16 the aims for Factored In were:

- to engage more young people
- increase participation with website.

METHODS

To address and ensure ongoing sustainability of the HFA Youth Program, in 2015-16 HFA developed:

- a youth leadership and mentoring program (Youth Lead Connect)
- a website moderation training program.

The Factored In site was integrated with the Youth Lead Connect program to ensure the youth leaders contribute content and promote the website.

Young people were also consulted about ways to make website more interactive.



RESULTS

The interactive Factored In website has been largely successful:

- 114 members (an increase of 23% from 2014)
- increase in monthly visitors to the site, (an increase of 658% from 184 in 2014 to 758 in 2016)
- several personal stories and events created monthly
- 7 youth are now actively involved in moderation, promotion and content development of Factored In

Training young people to be leaders and moderators has seen young people frequently contribute their stories and experiences on the site and lead promotion at camps or locally run activities.

Feedback from young people about the website indicated that it required a restructure to be more engaging and user-friendly. This restructure has involved youth input at each stage of the redevelopment. This has resulted in:

- a simpler menu
- more attractive interface
- mobile optimisation
- the ability for youth to participate in moderated forums.

Ongoing interactive and promotional strategies will continue to be explored with young people.



• Factored In youth moderators

Stories, comments and polls are used to advocate and represent the youth voice across committees and conferences.

CONCLUSIONS

The website is now a primary community tool used to engage young people with bleeding disorders. The re-development of Factored In has seen a more interactive and intuitive platform, and the ongoing work on a youth run and led website has increased youth engagement in The Foundation's activities including access to relevant and comprehensive evidence-based information.

