Elevating Community Partner Voices in the Redesign of an Online Learning Website

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INTRODUCTION

Redeveloping our existing online learning website 'The Sim Lab' for Triple P (Positive Parenting Program) partners became a top priority to:

- (1) build system partners' knowledge and skills around effective implementation,
- (2) make available self-management tools,
- (3) promote multi-sector support networks within statewide systems.

METHODS/STRATEGIES

We convened and facilitated 3 semistructured 1-hour focus groups (n=14). User audiences included funders, intermediary organizations, regional Triple P implementation teams, intervention developers, and state leadership.

RESULTS

We learned more about:

- 1) Accessibility
- 2) Navigation
- 3) Functionality
- 4) Relevance





Co-creation is an engaged way of working that is intentional about including others



Co-creation processes lead to improved community decisionmaking and implementation and scale-up efforts that advance improvement efforts linked with local needs and preferences

Learn more here: https://hml.fpg.unc.edu/Play/16747#!

Partnering with the community to ensure the website was user-informed from the beginning of the redesign process was a vital step to ensure its sustainability and effectiveness.

FOCUS GROUP FINDINGS

"It would be extremely helpful to have a template on how to start to build a community collaborative"

"Using an audience function to guide me is huge!"

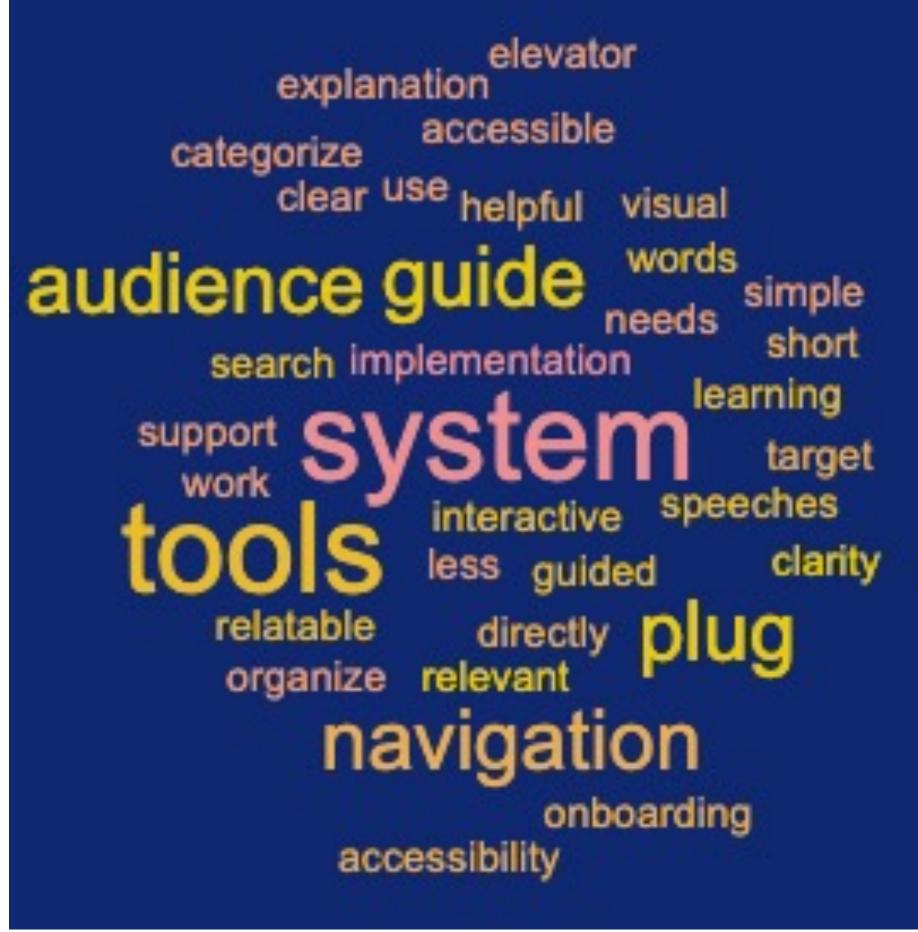
PARTICIPANTS REPORTED...

"I like each goal has the resources that you can use to help you achieve that goal"

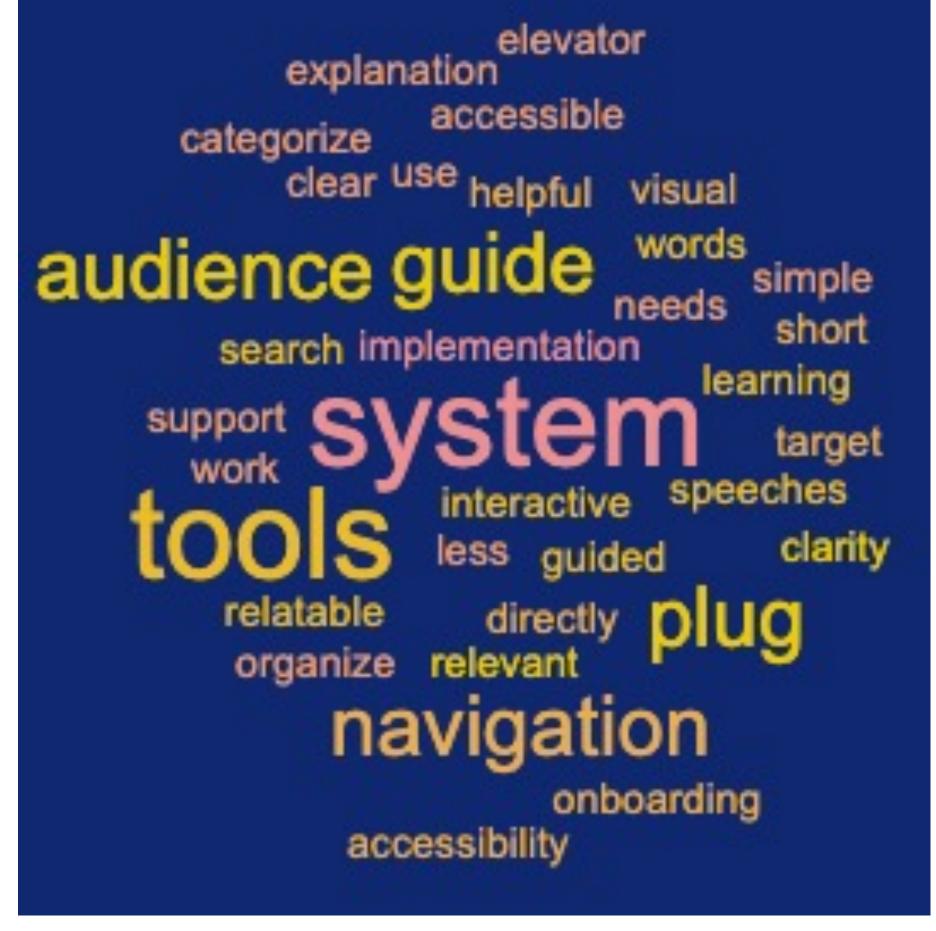
"It would be ideal to make this usable for broader partners in the system. Where can everyone plug in?"

"It is too wordy, especially if you're new to Triple P, it needs to be so clear and simple"

Using a co-creation approach reach, and accessibility of implementation support.



enables increased awareness,



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DISCUSSION

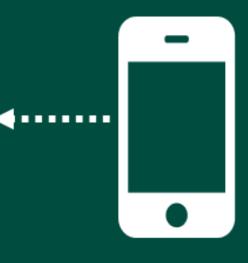
Desire for more visuals and less words and overall, less academic jargon

Voiced a need for more descriptive labels in navigation

Had difficulty easily seeking the information needed and gave valuable suggestions on website layout

Participants helped us to realize connecting implementation tools and target audiences and embedding multi-sector efforts into the site was fundamental





Take a picture to download the full paper



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James BRUKe