



DigiEduHack Solution Porto - Fight Against Functional Illiteracy Challenge: Porto - Fight Against Functional Illiteracy Challenge 2021

Press Health and Save You, the Other and the World

Press@H

Low health literacy in childhood & adolescence, fundamental period for creating healthy behaviors. In daily practice, training is often given in an obsolete & unsuitable way for the current digital generation, and access to scientifically questionable information, creating a vehicle for disinformation

Team: The Health Ladies

Team members

Diana Tavares, Manuela Amorim, Maria do Céu Lamas & Marlene Mota

Members roles and background

They are all professors at School of Health from Polytechnic of Porto from the fields of Clinical Analysis and Public Health and from Neurophysiology.

We have a lot of experience on health awareness campaigns and health promotion activities.

Contact details

dpt@ess.ipp.pt, manuela.amorim@ess.ipp.pt, mcl@ess.ipp.pt, smm@ess.ipp.pt

Solution Details

Solution description

Health education digital and interactive platform.

Solution context

There are currently several references regarding low indicators in general health and the exponential increase in risk behaviour (including in developed countries), thus facing a public health problem that may jeopardize the survival of the species given the economic burden. Costs that it can create in the State and consequently in each of the taxpayers. On the other hand, easy and unregulated access to information available to everyone with a simple click creates bias and can exacerbate the problem instead of minimizing it. It should be noted that intervention at the level of primary health care and health promotion creates a privileged link to emphasize the assumption of healthy and environmentally sustainable behaviours (eg, environmentally sustainable food, reduction of light and noise pollution,...).

Solution target group

Childhood and adolescence.

Solution impact

In a first phase and in a more global way, it is possible to measure the number of daily and monthly accesses to the platform, , number of information sharing (new accesses), number of interactions on the platform and improve search engine optimization. In a more advanced stage, literacy is measured through surveys and, in a smaller sample, long-term monitoring the behaviour and habits. We intend to use different dissemination facilitators to promote our platform as public and private schools, health centers and town halls.

Solution tweet text

We aspire to increase health literacy levels in children and adolescents through the creation of an interactive and dynamic platform that provide health content in an attractive and appropriate way for this population: Press Health and Save You, the Other and the World.

Solution innovativeness

Reliable content in an appealing format, adjusted to the population in digital format (audio-visual through stories and cartoons to create more impact), with a dynamic aspect through serious games, window of opportunity for users to suggest topics to be addressed, daily pop-ups with news, fake news alerts, possibility to subscribe a newsletter among others.

Solution transferability

Yes! Platform that can be adjusted to different content areas, maintaining the dynamics and interaction with the user, as already explained.

Solution sustainability

Project to be developed relying with students volunteering in the field of health, digital/computer engineering, media/art and foreign language (supervised by professors and health professionals). The award will allow to support the platform, in the medium term, and non-profit sponsors in the

long term.

Solution team work

Great! We are already a team!

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