



# Lunch & Learn: Website Design, Development, and Maintenance

November 17, 2022

## Housekeeping

- Meeting is being recorded and will be posted on COHTAC's website
- Questions are welcomed in the chat box please stay muted until called on
- Follow up materials and a link to the recording will be sent afterwards
- Please take a minute at the end to complete the evaluation survey



## COHTAC is Back

https://oralhealthsupport.ucsf.edu/

Email: oralhealthsupport@ucsf.edu



Providing technical assistance and developing resources to support LOHP work plans. LOHP/COHTAC Meet & Greets happening now, Needs Assessment Survey coming soon!



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# Lunch & Learn: Website Design, Development, and Maintenance

# Speakers

- Erika Gist, Los Angeles County Oral Health Program
- Lin Chan, Los Angeles County Oral Health Program,
- Andrew Kwey, Los Angeles County Oral Health Program
- Sam Monroy, Orange County Oral Health Program





# Los Angeles County, Oral Health Program's Website from Redesign to Development – Lessons Learned

Erika Gist, MPH, CHES Lin Chan, DDS Andrew Kwey

Funded by the CDPH under Contract # 22-10173





# Website Design from a Health Educator's Lens

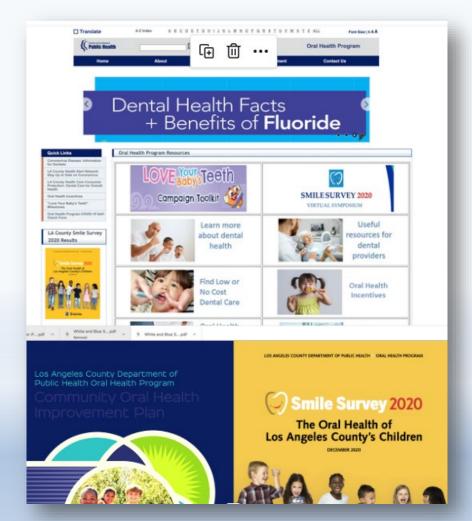
Erika Gist, MPH, CHES





## What is the purpose of OHP's website?

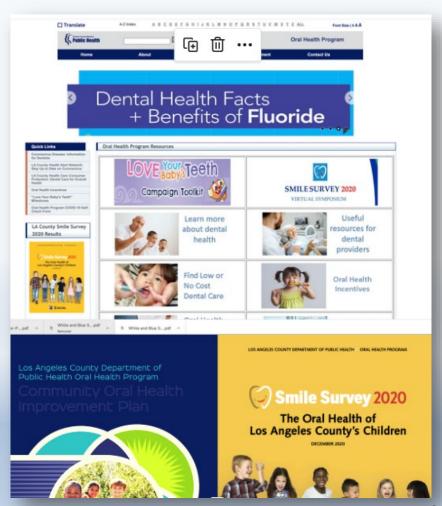
- Provide Angelinos with <u>basic</u> oral health <u>information</u> and <u>resources</u> needed to make **appropriate** health **decisions**
- Provide health practitioners, educators, and students with access to current oral health reports and toolkits





# What are the main goals for the OHP's website redesign?

- Create a user-friendly website
- Create a website that is readability friendly
  - Text's presentation (e.g., font choice, spacing, colors, size, length, etc...)
  - Context (i.e., the actual words and sentences that are scribed on the page)



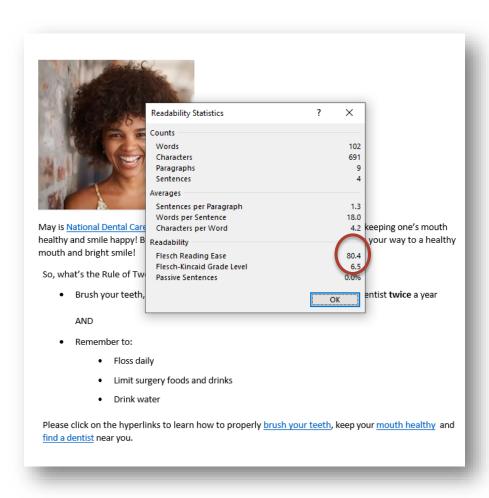


## Why is our website redesign so important?

- Readers have limited time
- Readers often scan websites
- Want our readers to find information quickly
- Connect with our readers culturally and equitably
- We want our readers to be able to obtain, process and understand <u>basic</u> oral health <u>information</u> and <u>services</u> needed to make <u>appropriate</u> health <u>decisions</u>



# What strategies is OHP using for website readability? (Readability Checks)



#### Readability Checks/Assessments

- The average American is considered to have a readability level equivalent to a 7th/8th grader (12 to 14 years old).
- Tells how easy it will be for someone to read a piece of text.
- Readability score is based on the average length of sentences and words
- Flesch Reading Ease--aim for a 60+ score minimum



## What strategies is OHP using for website readability? (Images)



Canva gettyimages®



- Cultural connection
- **Emotional connection**
- Attention







# What strategies is OHP using for website readability? (Layout Designs)



- Why layout as a strategy for website design?
  - Improves user experience
  - Makes content readable
  - Provides ease of use
  - Gives weight to content



#### **Types of Health Literacies**

## **Types of Health Literacies**

"...adults with low health literacy tend to have poor health and to underuse health resources. Children whose parents have low oral health literacy tend to have poor oral health."

-US DHHS



#### **Health Literacy**

Health literacy is the degree to which individuals have the capacity to **obtain**, **process**, and **understand** basic health information needed to make appropriate health decisions



#### **Personal Health Literacy**

Personal health literacy is the degree to which individuals have the ability to **find**, **understand**, and **use** information and services to inform health-related decisions and actions for **themselves** and **others**.



#### **Oral Health Literacy**

Oral health literacy (OHL) is the degree to which individuals have the capacity to **obtain**, **process** and **understand** basic **oral health information** and **services** needed to make appropriate health decisions".



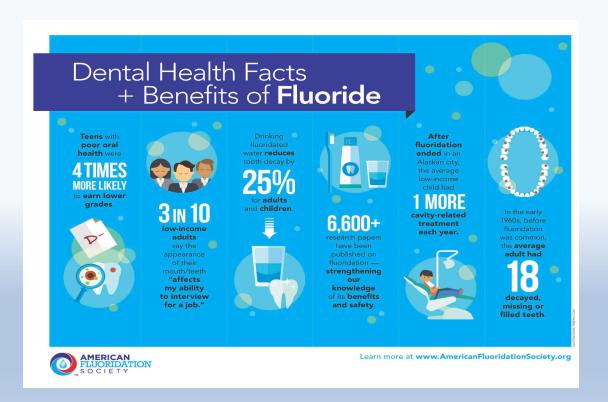
#### Organizational Health Literacy

Organizational health literacy is the degree to which organizations equitably enable individuals to find, understand, and use information and services to inform health-related decisions and actions for themselves and others.



## **Health Literacy**

#### **Dental Health Facts Resource:**



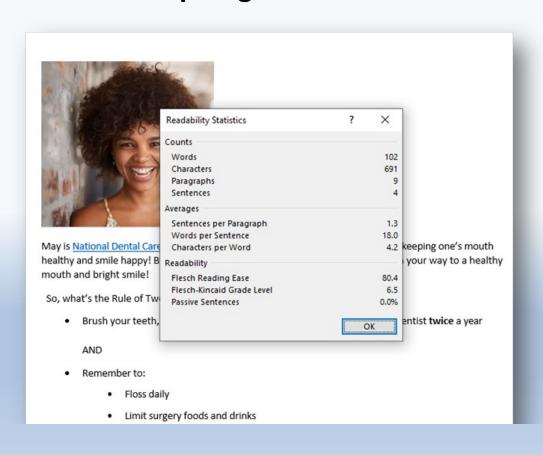
#### **Health Literacy Checklist:**

- Easy to <u>obtain</u> banner on website
- Easy to <u>process</u> use of cartoon images
- Easy to <u>understand</u> contains basic information
- Encourages making an <u>appropriate health</u> <u>decision</u> – hyperlink provided



#### **Oral Health Literacy**

#### **Oral Health Spotlight:**



#### **Oral Health Literacy Checklist:**

- Easy to <u>obtain</u> own section on website
- Easy to <u>process</u> steps to achieve oral health provided
- Easy to <u>understand</u> oral health information at a 6<sup>th</sup> grade reading level
- Noted <u>services</u> hyperlinks and phone numbers provided



### **Personal Health Literacy**

#### **Personal Health Literacy Checklist:**

- Easy to <u>find</u> website's banner
- Easy to <u>understand</u> –use of bulleted list and plain language
- Noted <u>services</u> (provide hyperlinks and phone numbers)
- Content can be used <u>individually</u> or <u>shared</u> (multiple languages)

#### **Banner and flyer:**





### **Organizational Health Literacy**

#### **New Website Design:**



#### **Organizational Health Literacy Checklist:**

- Equitable inclusive
- Easy to <u>find</u> content
- Easy to <u>understand</u> use of pictures and plain language
- <u>Easy to use</u> hyperlinks and phone numbers provided



## **Website Redesign Layouts**

Lin Chan, D.D.S.





### **Background**

The Oral Health Program (OHP) contracted with a media firm to develop *Love Your Baby's Teeth* Campaign as well as draft recommendations for OHP's webpage redesign.





### **Purpose of Redesign**

- User-friendly and readability friendly
- Easy to navigate
- Provide valuable and accurate data and information





### **Original OHP Website Layout**

publichealth.lacounty.gov/ohp/





## Mock-up #1

Campaign themes







## Mock-up #2

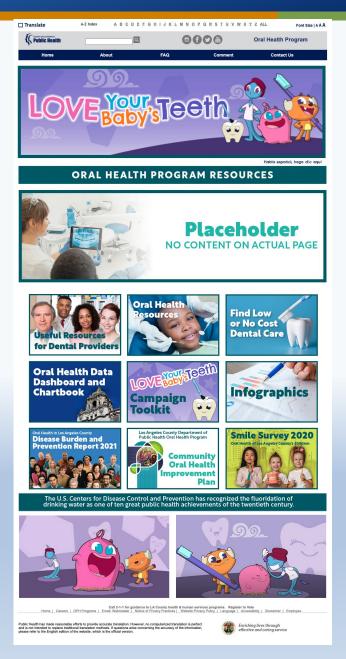
- More professional look
  - Limited color palette
  - Legible fonts
  - Less character theme
  - Incorporate more realistic graphics





### Mock-up #3

- Graphics of the original reports
- Suggested images and titles from Senior Health Educator for readability friendly





# Department of Public Health, Office of Communications Mock-up

- Color adjustments
- Layout revisions





### **Final Mock-up**

- OHP suggested images
- Edits to titles





**Lessons Learned by an Amateur Webmaster** 

**Andrew Kwey** 





## **Departmental Resources**

Pre-existing Templates

Information Systems Team

Communications Team



## **Pre-Existing Templates**







#### Director's Message



- World AIDS Day 2020 Message
- Messages from Director
- Director's Briefings
- · Director's Budget Briefing Webinar
- · Center for Health Equity Update
- Disaster Service Worker Program Building Health Equity Slides
- Strategic Plan 2018-2023
- Welcome Message

#### Health Officer's Message



- Message from the Health Officer
- Welcome Message

#### Thank an Employee

#### (move cursor into the carousel to pause it)









## **Information Systems Team**





## **Communications Team**





## **Other Resources**

 HTML Styling Webpages (https://www.w3schools.com/html/)

Web Design Tutorials

Informal Contacts



## **Utilizing Website Data**



Page	Pageviews 4	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	174 % of Total: 0.07% (254,769)	150 % of Total: 0.07% (205,737)	<b>00:04:31</b> Avg for View: 00:02:14 (102.61%)	116 % of Total: 0.08% (138,348)	<b>0.00%</b> Avg for View: 47.28% (-100.00%)	<b>68.39%</b> Avg for View: 54.30% (25.94%)	\$0.00 % of Total: 0.00% (\$0.00)
1. /ohp/docs/DentalClinicList.pdf	99 (56.90%)	<b>84</b> (56.00%)	00:06:50	<b>80</b> (68.97%)	0.00%	78.79%	\$0.00 (0.00%)
2. /ohp/docs/LACDPH_COHIP.pdf	16 (9.20%)	<b>16</b> (10.67%)	00:12:09	<b>9</b> (7.76%)	0.00%	93.75%	\$0.00 (0.00%)
3. /ohp/docs/IncentiveForm.pdf	14 (8.05%)	12 (8.00%)	00:04:06	4 (3.45%)	0.00%	42.86%	\$0.00 (0.00%)
4. /ohp/docs/Burden of Disease.pdf	(4.60%)	7 (4.67%)	00:06:42	7 (6.03%)	0.00%	50.00%	\$0.00 (0.00%)
5. /ohp/docs/Toolkit.pdf	(4.60%)	5 (3.33%)	00:00:50	5 (4.31%)	0.00%	50.00%	\$0.00 (0.00%)
6. /ohp/docs/Dental Desert 2019 11.4.19.pdf	5 (2.87%)	(2.67%)	00:00:24	(2.59%)	0.00%	20.00%	\$0.00

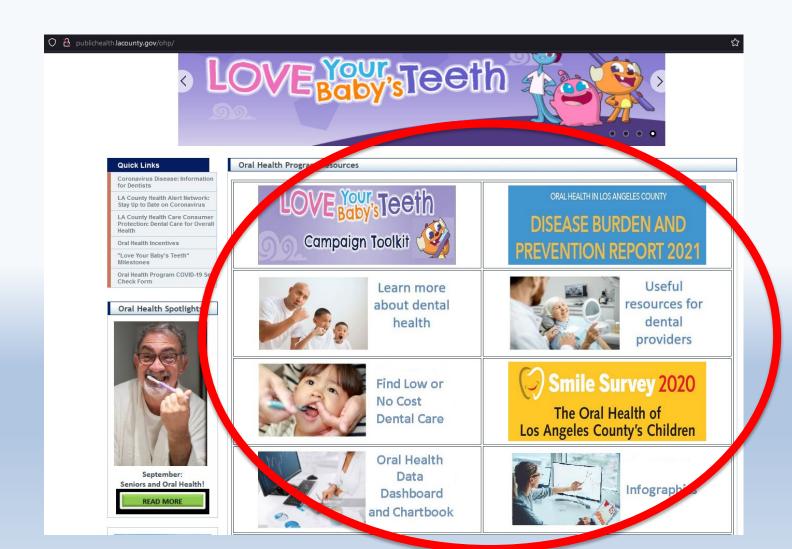


## **Incorporating Website Data**





## **Immediate Visibility**





## **Actionable Verbiage**





# **Large Rotating Banner**



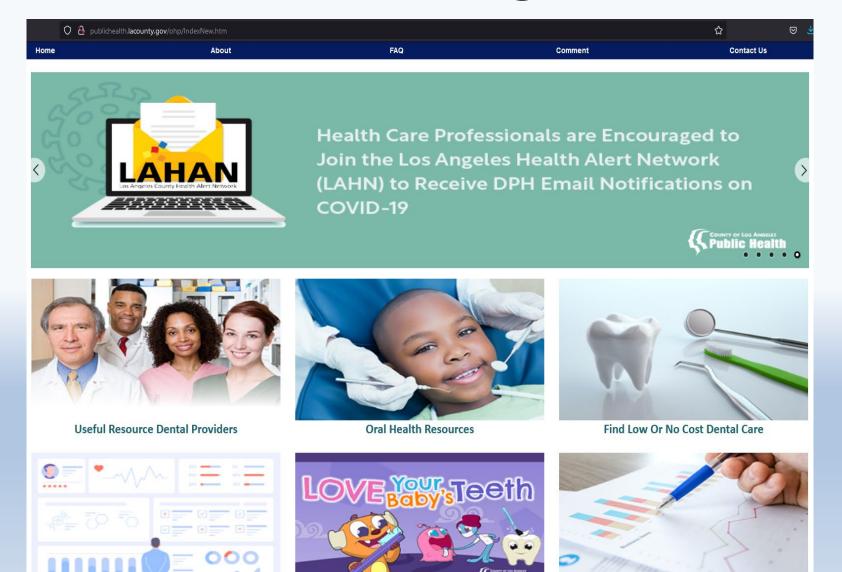


# Final Mock-Up





# **Current Version and Moving Forward**





# Thank You for Watching!

# Overview of Smile Habits OC



Presented by: Sam Monroy 11/16/2022



#### **Overview of Smile Habits OC**

- Evolution of webpage/website
- The objective of the website
- Maximizing the website
- Maintaining the website

#### **Evolution of Website**



Local Oral Health Program

Tobacco Use Prevention

Physical Fitness (NUPAC)

# **Health department** webpage

#### LOCAL ORAL HEALTH PROGRAM

#### About Us:



In January 2018, Orange County received funding rom the California Department of Public Health to establish a Local Oral Health Program. This new funding was made possible by the enactment of Proposition 56, the California Healthcare, Research and Prevention Tobacco Tax of 2016 that levied an additional \$2 tax on tobacco and tobacco products.

With guidance from State Oral Health Program, the Orange County Local Oral Health Program (OC-LOHP) is tasked with conducting activities at the local level

that support the California Oral Health Plan (COHP), which aims to improve the oral health of all Californians. The COHP identified 6 goals with corresponding strategies that address the complexity of oral health equity from population-based prevention interventions (including social determinants of health), dental health care delivery and payment systems alignment to the development of a surveillance system and key performance measurements.

An OC Oral Health Collaborative or Advisory Committee was established and convenes every two months to inform, advise, assist, support and advocate for the mission and vision of the LOHP. If you have any questions about the LOHP or would like more information regarding the Oral Health Collaborative or Advisory Committee, you may reach us by email at lohp@ochca.com.

#### **LOHP Priorities:**

- . Improving access to and utilization of dental services
- · Oral health education and public awareness
- · Integration of dental and medical care
- Dental workforce
- Data and evaluation
- · Coordination of countywide efforts

#### Links:

- · Oral Health Strategic Plan 2018-2022
- LOHP Evaluation Plan

#### **Evolution of Website – Move to Standalone Site**



Home Oral Health Information Find a Dentist Paying for Dental Care

Q



# Home for information

# **Evolution of Website – Being A Resource**

#### Orange County Local Oral Health Program

Local Oral Health Program

**Oral Health Collaborative** 

Oral Health Strategic Plan Workgroups

**Local Oral Health Resources** 

Office of Oral Health Newsletter



#### **Place for Resources**

#### Local Oral Health Program

#### About Us:

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#### Popular links:

- Orange County Oral Health Indicators
   Chart Book: July 2022
- California Oral Health Strategic Plan 2018-2028
- Healthy People 2030
- Orange County Oral Health Strategic Plan 2018-2022
- · LOHP Evaluation Plan, 2019-2022
- · Smile Habits OC website

# The Objective of the Website

# Why our partners use our website

#### **Local Oral Health Resources**

#### Oral Health Community Resources:

- · Smile, California website
- Smile Habits OC website
- Low Cost Community Health/ Dental Clinics, 8-12-22
- Medi-Cal Dental Pedodontist list, 10-14-21
- · School of Dentistry and/or Hygiene with Available Services

#### Transportation Resources:

- 2:1:1 OC Transportation
- Senior Non-Emergency Medical Transportation Program
- Age Well Senior Transportation Services, South Orange County (Spanish)
- CalOptima Transportation Assistance

#### Public Services Announcements:

- · Seeing the Dentist is Safe (Spanish)
- Virtual Dental Visit (Spanish)
- Preventive Dental Services for Children (Spanish)
- · Brush Up on Toothbrushing (Spanish)

#### Oral Health Videos:

- · Dental Infection Control (Spanish)
- · Perinatal Oral Health (Spanish)
- Infant Oral Health (Spanish)
- Magical Toothbrush
- · Tips to Protect Our Teeth as We Get Older (Spanish) (Vietnamese)

#### Oral Health Education Resources:

- · Oral Health Education Materials
- California Oral Health Technical Assistance Center (ucsf.edu)
- · Rethink Your Drink/Additional Local Oral Health Resources Request Form
- · Smile, California: Partners and Providers
- 1-866-NEW-LUNG Community Toolkit
- CDC Update on COVID-19 Vaccination and Pregnancy
- Resources for Ombudsman & CDPH Complaints

#### **Resource Tool**

#### **Providers:**





#### Dental Offices Play an Important Role in HPV Cancer Prevention

Dental professionals play an important role in educating their patients about Human Papillomavirus (HPV) cancer prevention. Click on the links below to access an HPV Oral Health and Recommendations resource and a Ouick Tips resource for dental staff.

- . HPV and Oral Health Recommendations
- Dental HPV Quick Tips with Resources

# Human Papillomavirus (HPV) Vaccine

# **Public Facing:**

#### Human Papillomavirus (HPV) Vaccine

The human papillomavirus, or HPV, is a common virus that can cause cancers later in life. Vaccines are available that can protect your child before they are exposed to this infection. Experts say the HPV vaccine could prevent over 90% of HPV related cancers in the United States. The CDC recommends the HPV vaccine be given routinely to all children at age 11-12 years, but can be given as early as age 9, with a "catch-up" vaccination through age 26 years. Your child's doctor or dentist may speak to you about the importance of the HPV vaccine.

#### More Information



- · HPV Information for Parents-CDC
- HPV Vaccine for Preteens and Teens-CDC
- Five Things a Parents Needs to Know About HPV-Merck

## **Resource Tool**

# **Advancing goals of LOHP:**





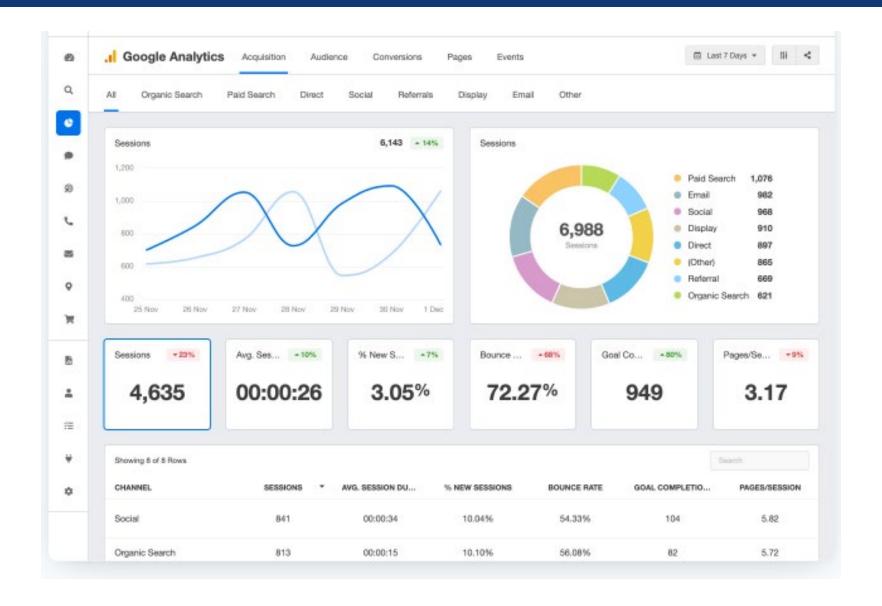
# KOHA Data Uploading Tutorial Video Video coming soon!

#### More Information



- System for California Oral Health Reporting (SCOHR)
- KOHA Requirement CDA

# **Tips For Maximizing Website**



### **Translation**



# Simple language





#### Fluoride Toothpaste

Fluoride toothpaste helps strengthen and protect teeth enamel against cavities. Start with a grain-sized amount of toothpaste that is fluoridated for children under 2 yrs. Use a pea-sized amount of fluoride toothpaste for children 3 yrs. and older. Your child is still not old enough to brush alone, so you will need to help them brush.

#### More Information



- How Fluoride Protects Teeth-ADA
- · Fluoride for Children: FAQs-AAP

#### **Video**



# **Inclusive Language**



Home Oral Health Information Find a Dentist Paying for Dental Care

Pregnant and Post-Partum Women

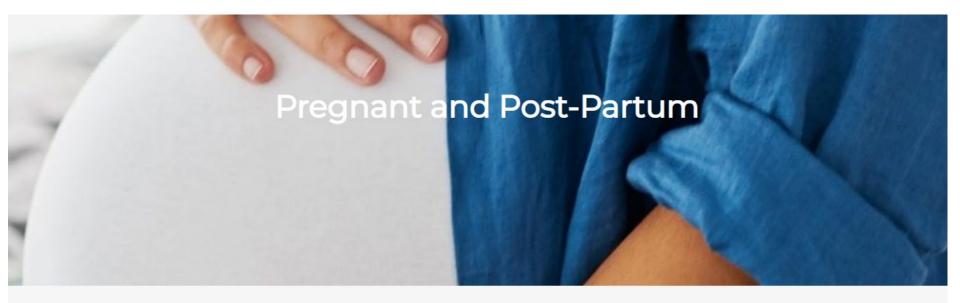
# Pregnancy results in many changes and can be a busy time for any woman.

While you care for yourself and your baby, do not forget about the health of your teeth and gums. Pregnant women are susceptible to gum disease due to hormonal changes which can further affect overall health during pregnancy.

Click on the video and images below to help you with your daily dental care and routine dental visits during and after your pregnancy.

To learn about good oral health practices for your soon-to-be-born baby, click here.





# Pregnancy results in many changes and can be a busy time.

While you care for yourself and your baby, do not forget about the health of your teeth and gums. You are more susceptible to gum disease due to hormonal changes which can further affect overall health during your pregnancy.

Click on the video and images below to help you with your daily dental care and routine dental visits during and after your pregnancy.

To learn about good oral health practices for your soon-to-be-born baby, click here.



# **Maintaining the Website**

- Staffing
- Getty Images/Videos
- Links
- Partner resources







#### Partner Resources

#### Partner resources

Low Cost Community Medical and Dental Health Centers in Orange County.

Please Call for Hours of Operation and to Schedule an Appointment.

#### Anaheim:

AltaMed Medical & Dental Group

1325 N. Anaheim Blvd.

Languages spoken: English, Spanish, Tagalog,

Vietnamese

1-888-499-9303

Central City Community Center

2237 W. Ball Rd.

Languages spoken: English & Spanish

714-490-2750

Healthy Smiles for Kids of OC - Trailer (all ages)

1800 W. Ball Road

Languages spoken: English, Spanish, Vietnamese.

Translation available

714-537-0700

KCS Health Center

451 W. Lincoln Ave. Suite. 100

Languages spoken: English, Spanish, Korean

714-503-6550

#### Buena Park:

KCS Health Center

7212 Orangethorpe Ave. Suite 9A

Languages spoken: English, Spanish, Korean

714-503-6550

St. Jude Pediatric Dental Center

7758 Knott Ave.

Languages spoken: English, Spanish, Korean

714-522-8723

#### Costa Mesa:

Share Our Selves (SOS) Community Health Center &

Dental

1550 Superior Ave.

Languages spoken: English, Spanish

949-270-2100

#### Fullerton:

St. Jude Neighborhood Health Centers

731 S. Highland Ave.

Languages spoken: English, Spanish

714-446-5100

#### Garden Grove:

Healthy Smiles for Kids of OC

10602 Chapman Ave., Suite 200

Languages spoken: English, Spanish

714-537-0700

#### **Huntington Beach:**

AltaMed Medical & Dental Group

8041 Newman Ave.

Languages spoken: English, Spanish, Vietnamese,

Farsi

1-888-499-9303

# Thank You.

# **Questions and Answers**





# Thank You

- Follow up materials and a link to the recording will be sent afterwards
- Please take a minute at the end to complete the evaluation survey (link in chat)
- Our next Lunch & Learn will focus on "Brush in a Box" on January 19, 2023
- Send questions or requests to: <a href="mailto:oralhealthsupport@ucsf.edu">oralhealthsupport@ucsf.edu</a>