

Streamlined Web-Based Curriculum and Library for Public Health Services

Mercury New Media designed and implemented a site to house a library of information for the Interconceptional Care Curriculum (ICC) program of the Healthy Start Coalition of Hillsborough County. The ICC program focuses on the health education of women before they conceive.

A key feature of the ICC website is a rich Flex-based survey. Users are presented with a set of questions and survey results dictate to the system how best to present crucial curriculum information. On an internal level, the survey obtains data from the respondent that can be used by the Coalition in research for future curriculum development, statistical analysis and grant writing.

With Flash-based presentation of curriculum material, site visitors of both English- and Spanish-speaking origin can obtain extensive prenatal health information 24 hours a day. Current health research and a detailed events calendar are easily updated by Healthy Start staff via an easy-to-use web-based content management system. Mercury New Media also implemented a newsletter signup function and body mass index (BMI) calculator to further personalize the visitor experience. Since implementing the curriculum in its online form, the Healthy Start Coalition of Hillsborough County has assisted hundreds of local women seeking prenatal education. Mercury New Media was able to streamline the ICC education process, providing a thought-provoking and attention-grabbing vehicle for information dissemination.

“Quote.”

Quoted Person, Title

Results

- Simplifies access to statistical data used for future development
- Presents curriculum based on user-customized parameters
- Addresses local need for quality 24-hour prenatal education

HEALTHY START COALITION ICC PROGRAM



The homepage features a link to the Flex survey, an advanced site search and links for current ICC topics.



The comprehensive survey personalizes the ICC curriculum based on user knowledge.



A current event calendar is easily updated online by Coalition staff.

healthyicc.org

Healthy Start was established by the 1991 Florida Legislature to help reduce Florida's high infant mortality. The state's 32 coalitions are partnerships made up of medical professionals, hospitals, schools, charities, social services agencies and the United Way. In addition to introducing several programs that offer services to families, Hillsborough County's coalition has led community actions on teen pregnancy prevention and conducted studies on school health. Since Healthy Start began, Hillsborough County has seen a 30% decrease in infant mortality, an 11% decrease in very low birth weight babies, a 37% decrease in repeat teenage births and a 28% decrease in infants who die within the first 28 days of life.