

KidsHealth® Support Center

Health Information for Kids, Young Adults, and their Parents

August 2014

Overview

KidsHealth® provides *children, teens* and their *parents* with over 200 videos and 10,000 written or spoken articles on a variety of health and wellness topics to:

- Help high-risk members manage their condition.
- Encourage healthy behaviors among all children, young adults, and their parents/guardians.

Content preview: <http://kidshealth.org/PageManager.jsp?dn=UnitedHealthcare&lic=505&ps=101#cat174>



Diabetes: Parents Talk
Parents share the ups and downs of learning to live with a child's diabetes.



Adelgazar: La historia de Brandon
Brandon tiene 17 años y ha adelgazado 70 libras comiendo más sano y haciendo ejercicio. Sigue su inspiración y sé como se maneja por



KIDS | For Parents | For Kids | For Teens

Asthma Center

Artículo en Español

what's asthma? Find out how asthma affects the lungs and breathing.

medications & monitoring Get an overview of asthma medications and how to use them.

sports, school & more Take care of your asthma, even when you're away from home.

animals, allergies & other triggers Find out how these things can affect your asthma.

Asthma Movie An animated film that makes it easy to breathe. Watch what happens!

Travel Tip: Some medications aren't safe to take when you're on the road.

Words to Know **asthma**

KAT'S STORY Kat's story about living with asthma.

TEENS | For Parents | For Kids | For Teens

Diabetes Center

Artículo en Español

Diabetes Basics Find out how diabetes can affect the body, and some common signs and symptoms.

staying fit Tips to get your kids motivated - and keep them that way.

exercise safety Play it safe on the field or in the gym, or on the road.

special dietary needs Discover how to handle special dietary needs on the go.

weight & eating problems Learn why it's important for your child to maintain a healthy weight.

Did You Know? Fish is full of healthy fats, cholesterol-free, and low in calories. It's a great snack and meal.

Healthy Recipes

Q&As

BMI Calculator & Tools

Words to Know **diabetes**

PARENTS | For Parents | For Kids | For Teens

Nutrition & Fitness Center

Artículo en Español

Healthy Eating & Your Family Learn how to give your kids the nutrients they need at every stage of life, from newborns to teens and beyond.

Did You Know? Babies can recognize the sound of their mother's voice even after birth.

Pregnancy Calendar

Q&As

Pregnant or Breast-feeding? Recipes for you

PARENTS | For Parents | For Kids | For Teens

Pregnancy & Newborn Center

Artículo en Español

preparing for parenthood All you need to get ready for your new arrival.

childbirth Learn what to expect on the big day and how to cope.

newborn care Discover the questions? Confused or not? Get answers to all your concerns.

newborn health conditions Coping with mental health conditions.

Did You Know? Babies can recognize the sound of their mother's voice even after birth.

Pregnancy Calendar

Q&As

Pregnant or Breast-feeding? Recipes for you

TEENS | For Parents | For Kids | For Teens

Stress & Coping Center

Artículo en Español

stressful situations From cliques to family troubles, learn how to cope.

stressful feelings Advice on managing difficult emotions.

when stress is serious Coping with mental health conditions.

getting (and giving) help Where to turn for help - and how to support a friend.

The Basics Why do we feel stress? How does it show up in our bodies? And can stress ever be good? Find out here.

Build Resilience Try to see challenges as opportunities, and think of problems as temporary and solvable.

Relax and De-Stress

Q&A

Quizzes and Notebooks **Making a Change**

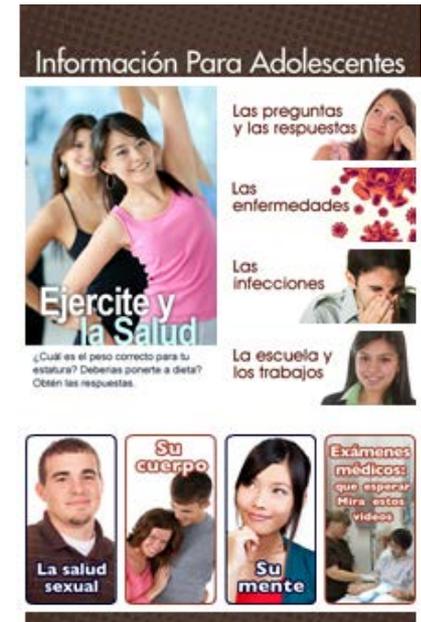
Utilization and Satisfaction

A ForeSee survey of 14,000+ website visitors, April 2009 – March 2010

- 92% of parents, teens and pre-teens learned something new or verified info with KidsHealth.
- 85% said KidsHealth was helpful when compared with other health sites.
- 86% thought the amount of information was “just right.”
- 92% rated the performance of the mobile site “excellent” or “good” compared with other mobile sites for speed of page loads, error messages, etc.

Most frequently visited topic areas

1. Diabetes Center (Teens)
2. Nutrition & Fitness Center (Parents)
3. Asthma Center (Teens)
4. Flu Center (Teens)
5. Nutrition & Fitness Center (Kids)
6. Pregnancy & Newborn Center (Parents)
7. Sports Center (Teens)
8. Stress & Coping Center (Teens)
9. Diabetes Center (Kids)
10. Support for Parents of Kids with Special Needs (Parents)



Deep Dive: Asthma Resources



Asthma Videos

Printable companions available for each, as well as Spanish versions.

1. The Basics
2. Medical Tests
3. Handling Flare-Ups
4. Medicines
5. Nebulizers and Inhalers
6. Triggers
7. Using a Peak Flow Meter
8. Your Asthma Action Plan
9. Your Child's Asthma Action Plan
10. Creating an Asthma Safe Home
11. Alexis' Story
12. Jordan's Story
13. Monica's Story
14. Parents Talk
15. Teens Talk About Health

Asthma Tools

1. Asthma Action Plan
2. Asthma Diary

Seven-Week Asthma E-Newsletter

Approved by the Department of Health and Human Services, Centers for Medicare & Medicaid Services. It was made possible by Grant Number 1C1CMS331017. Each article includes one video link.

- Week 1: How to Help Your Child
- Week 2: How to Handle a Flare-up
- Week 3: How to Give Medicines
- Week 4: Why Flare-Ups Happen
- Week 5: How to Avoid Triggers
- Week 6: Home Life, School and Play
- Week 7: Guidance and Support

Asthma Articles

Available in Spanish and using ReadSpeaker technology.



1. Asthma Basics
2. Asthma and Teens
3. Can Kids and Teens With Asthma Play Sports?
4. Can the Weather Affect My Child's Asthma?
5. Creating an Asthma-Safe Home
6. Dealing With Asthma Triggers
7. Exercise-Induced Asthma
8. Handling an Asthma Flare-Up
9. If My Child Has Asthma, Can We Keep Our Pet?
10. Inhaler or Nebulizer: Which One Should My Child Use?
11. Managing Asthma
12. School and Asthma
13. Traveling and Asthma
14. What's a Peak Flow Meter?
15. What's an Asthma Action Plan?
16. What's an Asthma Flare-Up?
17. What's the Difference Between Rescue and Controller Medications?
18. What's the Difference Between a Nebulizer and an Inhaler?
19. Wheezing and Asthma in Infants
20. When to Go to the ER if Your Child Has Asthma

Community Engagement

The KidsHealth hosted feed will be linked to www.UHCCommunityPlan.com. The direct address will be UHCCommunityPlan.com/NEkids.

Channels to Encourage Individuals to Use KidsHealth

- Online member handbook
- Pediatric risk assessment
- Pediatric transition case management and high risk case management
- Claims-generated asthma, diabetes and pregnancy support mailings
- Onsite support / hospital discharge
- Member and provider newsletters
- Community outreach events with a pediatric focus
- Professional meetings, events, and conferences
- School nurses, non-profits, FQHCs, faith-based organizations, etc.



Promotional Materials

1. Bookmark for members with asthma or diabetes, or pregnant members
2. Flyer for any member age 0-20 years, their parent or guardian, and UHC-eligible youth and families
3. Member newsletter articles
4. Talking Points for clinical and outreach staff
5. Provider flyer
6. Provider newsletter articles
7. Community partner emails
8. PowerPoint slide to share resources at partner meetings