What was the aim?
The time of traineeship offers a unique chance to implement health related topics for the target group of young adults because of two central settings: vocational school and company [1]. Especially trainees with primary seated jobs show a significant decline of the health status [2]. Planning an intervention, the living and working environments of young adults must be considered [3]. The internet has become one integral part of young people’s everyday life [4]. Therefore, the project includes the conception, execution and evaluation of a web-based intervention to promote health literacy and physical activity of trainees in commercial jobs.

What have we done?

Qualitative phase: focus groups and expert interviews
Conception, programming and implementation of the platform
Pilot phase: execution and evaluation (usage/acceptance)
Revision and adjustment of the content
Main phase: execution and evaluation (effectiveness)

What are our results until now?

Qualitative phase
Content
• Activity-(and nutrition-)related content should take into account the daily work life and limited leisure time of young adults
Presentation
• Both groups expect and recommend modern forms of presentation (videos, animations, brief texts)
Technical Functions
• Documentation, calendar, spots and interactivity
Design
• Clear, structured, modern, friendly colours, no ads
Further Aspects
• User-friendliness (intuitiveness), updates and mobile accessibility (basic prerequisites for long term usage)

Pilot platform

Pilot phase

What do we conclude for the main phase?
• Accompanying face-to-face measures to improve self awareness and to increase identification and adherence
• Structured implementation within the vocational school
• Greater focus on risk subgroups within the heterogeneous target group
• Improvement of content attractiveness
• Improvement of mobile accessibility

References