

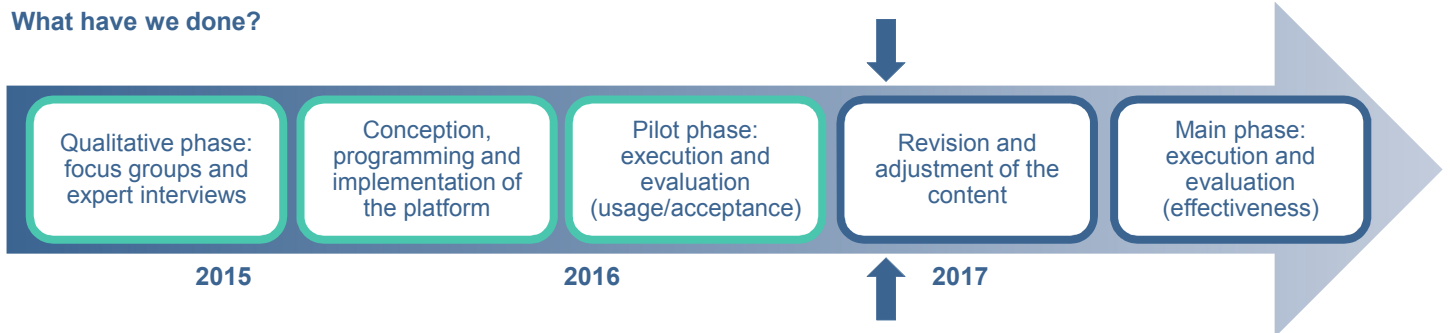
Web-App — Evaluation study to promote health literacy and physical activity among apprentices

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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?



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

Number of logins

- 146 participants
- 32% users (n=47)
- Total logins: 96
- Avg. logins/user: 1,87±1,48

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

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