

HOW TO SET UP AN INTERNET INTERVENTION USING THE SIT

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Benefits for online outreach

- Working online can provide multiple benefits for some target groups. You may access new target groups.
- Already existing services can also benefit from new technology, not only the SIT and similar tools, but also to various forms of social media.
- Remember, online interventions provide a compliment to traditional work, it is not replacing it.
- Online interventions can provide both low threshold and create barriers depending on the target group. It could include computer literacy, socioeconomic aspects.

“Everyone else is doing it!”

From expressed needs of the target group to application

1. What are the needs of the target group?
2. Which visions and goals can be identified?
3. Then decide what to do and how to do it.
4. It is here that the discussion on how the clients or target groups can benefit from online interventions when compared with other (existing or at a planning stage) interventions?

“Everyone else is doing it!”

5. Go back and assess are the methods, activities, and arenas compatible with the target group?
6. Establish the idea with a target group, reference group, the board, current and possible partners and donors.
7. Look for other similar projects, scientific articles and studies. Everyone else might be doing it!
8. Apply for money.

Creating a handbook for those working online

Why a handbook?

- Keeping a strong framework.
- Keeping knowledge over time.
- Helping peers to find relevant information.

Suggested content

- Relevant guidelines
- Conversation methodology & checklists
- Encyclopaedia of facts, incl. do and don't's for all topics.
- List of referrals



Ethics and e-privacy

- Confidentially, data protection, privacy
- Clients private information can include nickname, date of birth, phone, IP address, pictures, videos, links to other personal sites
- This information must be held to same level of privacy as real name or social security number
- SP's profile / chat -name is professional identified
- Signed confidentiality agreement (paid staff and peers)
- Never share personal information

Quality assurance

Example of ways to assure quality

- Weekly or monthly monitoring
- Education guidelines
- Feedback and support to the peers
- Monitor community reactions to ensure satisfaction
- Quality assurance is also about keeping up with technology

10 rules of online communication

- Always begin and end on a positive note. Find something positive in your very first sentence.
- Take everyone who contact you seriously (Real questions may arise later in the conversation or at another time).
- Do not preach, get people to realise what is best for themselves.
- Identify motivators and barriers.
- Use positive messages. Never moralise, keep a health focus. Adapt and reflect the language (more if you are a peer worker).
- Personal tone, yet not private (natural for professional, not always for peers)
- Assume as little as possible. Ask to clarify as much as needed.
- Use non-stigma vocabulary (Do an analysis on what are actually stigmatizing words).
- Keep the conversation open, with open questions.
- Prolong conversations, always let the enquirer end.

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Five golden tips of evaluation

- Clear view on what the goal is. Donors or target group.
- Keep it simple.
- Unclear questions will give data which is difficult to answer and difficult to analyse. Use focus groups in the design process!
- Collaborate with the University or research institutes.
- Use the evaluation for development of the programme.