

**NHCPG Social Media and Emerging Technology Subcommittee
Project Ideas**

**Version 2
Feb 20, 2017**

A. Goal

How can we teach and/or train the user to improve their quality of life when using health technology, includes the Internet of Things (IoT; which include wearable technology and mobile devices), knowing how to use and interpret the report – how do different aspects of health (e.g., PA, nutrition, sleep, blood pressure, blood sugar) connect together to impact my health?

Potential Objectives

- a. Help users see the big picture of Connected Health (e.g., Blood pressure, blood sugar, PA, nutrition, sleep), how each impacts one another
 - A new eXtension CoP?
 - Webinars/workshops
 - Training grants
- b. Help users/consumers decipher big data report.
- c. Partner with Social Media Wellness companies. Augment SNAP-Ed, EFNEP, WIC, corporate health, etc
 - Long-term assessments of behavioral change - more seamless Self-monitoring with incentives
 - On-demand access to evidence-based content-specific applied health information
 - Virtual Coach

B. Scope of practice

Provide practical, evidence-based information to the end users, health tech designers and programmers.

C. Gaps and Opportunities

1. **Tech Industry Partnership.** How can we partner with social media wellness companies and Accountable Care Organizations (ACO) to reach and engage consumers to support health behavioral change?
2. **Social media** is useful to connect with users even when they move.
3. **Empowerment.** How can we empower users to make the best use of what they own (smartphone, wearable technology, IoT appliances, etc)?
4. **Behavior Change Support.** How can we be the cheerleader to help people start and maintain in healthy behavior change – e.g., via a virtual coach?
5. **Connected Health.** How can we show our healthcare provider what happens outside of our 20-min doctor's visit? Health technology can show trends of my lifestyle, such as exercise, diet, and sleep, and the doctor can better evaluate and help me improve my health.

6. **Artificial Intelligence & Machine Learning.** This tech. will gradually learn to meet our needs; we can use it to promote and streamline customized content to the users. Example: 20-min meal with broccoli sent once a week, or every day at 5 pm before a mom makes dinner and is looking for ideas.
7. **A Big Hole in Digestible & Creditable Content.** What is lacking is how do we find and promote evidence-based information for consumers. How can they access on-demand or how can we cleverly push information to promote positive behavior change? (let the user decides what they get, when they get it, how much they get, and how often they get the information)

D. Steps for Grant

1. Build a library of practical health information.
2. Work with industry to create a site that is a one stop mall for people to access information
3. Customization – push/ on-demand; **make the information personalized and only when they want it. The consumer is allowed to pick and choose what they want.**
4. Assessment

E. Target audience

SNAP-Ed? (TBD)

Potential Users

- a. Educators: Extension educators, school teachers, university faculty & staff
- b. Health tech industry partners
- c. Healthcare providers
- d. Extension clients
 - i. Older adults (by 2040, 22% of US population are adults age 65+)
 - ii. Adults
 - iii. Young adults
 - iv. School Age Children (school-based seamless tracking)
- e. Gov. agencies

F. What's Next

1. Identify funding opportunities for pilot study
2. What practical health information is already out there?
3. What kind of health information do people want the most? (Weight loss & weight maintenance?)

April 7, 2017 Meeting Notes

Start with physical activity tracking wearable devices at this point. If the checklist is feasible to develop, we will add diet, sleep and other lifestyle parameters.

When fitness trackers don't 'fit': end-user difficulties in the assessment of personal tracking device accuracy

Why do people purchase digital health devices – they do motivate some people when they see how inactive they are. – See Nikki's article about 'perceived usefulness' of mobile devices.

- Develop a checklist for helping a consumer select a lifestyle tracking device.
- What can we do to help consumer decide; help consumer identify limitations and 'pluses' of a wearable technology.
- **Target audience – people who want to buy, but have not.**
- **How do we keep this general and not specify a brand. Recommend features, not brands. This is what you look for, not a brand.**
- Review article looked into 48 features of apps – paper from Siew Sun.
 - Safety of people using mobile technology.

March 3, 2017 – Guiding Principles to use wearable technology

Need to address how much information people want to divulge to wearable technology companies

Concern – the variety of types of wearable technology

How do you decide which 'FitBit' to purchase?

Consumer grade products – use for tracking physical activity.