TOPIC: Who are we reaching? How are we doing?

RECOMMENDED NEXT STEPS:

① Be clear on who we are trying to reach & what we are trying to do

② Evaluate what our web site users need — also what our intended audience needs

③ Think about the medium or intermediate messenger — web may not work for all

④ Web site should have easy to find links to client resources — culturally competent translations, etc.

⑤ Conduct evaluation to determine best practices & improve system

BRILLIANT INSIGHTS:

Send van & mobile PC into hard to serve populations - do test of this

Offer incentives to access the net

Address gov't restrictions - faults (blame) at all levels

WHO MIGHT CARRY THEM OUT

NLM (5)

Advisory boards (1) (2) (3)