

How and Why to Use MyHealth Magazine as a Health and Mental Health Promotion Tool



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|-------------|--|
| Page 1 | Overview of MyHealth Magazine |
| Page 2 | How is MyHealth Magazine typically used by schools and community groups? |
| Page 3 | Does it work |
| Page 4 | How is MyHealth Magazine typically financed by schools |
| Pages 8-10 | Implementation Results for a typical school of 500 |
| Pages 5-7 | Testimonials |
| Pages 11-14 | 19 Reasons to use MyHealth Magazine |
| Page 14 | About the Directors |

1. Overview of MyHealth Magazine

MyHealth Magazine is an on-line health and wellness program for young people (myhealthmagazine.net) and educators (schoolhealthmagazine.net). The program is delivered through a series of interactive, online resources and has several goals.

- ❖ To improve the health and wellness of young people by providing them access to innovative and engaging health literacy resources on health, mental health and development.
- ❖ To facilitate help seeking among young people who are dealing with or who are at risk for mental health difficulties.
- ❖ To provide educators with resources to assist in recognizing and supporting students with mental health difficulties.
- ❖ To enhance and extend learning beyond the classroom through interactive eLearning Modules.
- ❖ To help educators and administrators better understand and monitor the physical and mental health needs of students in their own schools through a series of anonymous online surveys covering a range of topics including School Climate.



Customize to suit Local Needs

One of the most important features of the magazine is the ability that schools have to customize the magazine to ensure that the content of the magazine is commensurate with the needs and values of your community. This means that school administrators can opt to include or suppress any info sheet or magazine issue from their own school-level “dashboard”. This capacity has also meant that we can deliver the magazine in different languages and provide content relevant to different countries and regions.

Try us out

You can create your own individual account by registering with your group’s access code in five easy steps:

Step 1:

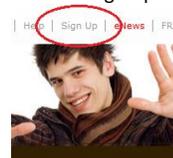
Visit the website:



www.yoomagazine.net

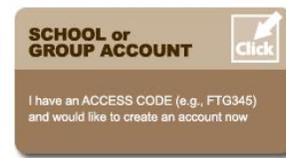
Step 2:

Click on “sign-up”



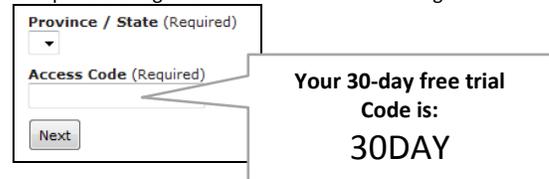
Step 3:

Select “School” Account



Step 4:

Complete the registration form with the following code:



Step 5: After completing the registration page Step 4, you will be asked to create a unique username and password. Your account will then be confirmed and activated.

Technical Difficulties: Please contact your school or community group if you have any questions or concerns about the program at support@myhealthmagazine.net. You may also want to join our monthly webinar see our website for our schedule.

2. How MyHealth Magazine is used by schools and community groups

MyHealth Magazine is typically used by schools in a number of different ways including:

2.1 As a 'daily' health and mental health literacy resource of students and educators.

MyHealth Magazine is comprised of over a thousand articles, info sheets, how to sheets, quizzes, questionnaires, did you knows, breaking news items, as well as links to other outstanding resources at agencies such as the National Institute for Mental Health, SAMSHA and NIDA. We introduce new material each week and every month throughout the school year in order to engage students and update educators on new research and recent advances in the area of health, mental health and development.

2.4 As a tool to monitor school climate, school safety, and student health and wellness needs.

Schools and school boards or districts have used the anonymous online surveys to monitor the health and wellness needs of students, as well as to monitor the prevalence of bullying and aggressive behavior in school. Our school climate surveys assess the extent to which students feel engaged in learning and how safe they feel at school. We also include questions on student attitudes towards bullying, the degree to which they feel they are expected to not to bully others, as well as the extent to which they know what to do if they witness or experience bullying. As with all of our surveys, results can be collect from thousands of students anonymous and then aggregated at a school or school district level instantaneously.

2.2 As resource to foster student engagement in learning about health and wellness

For educators responsible for teaching health and wellness classes, the various information sheets and their accompanying pop-quizzes on nutrition, and exercise, as well as mental health and wellbeing can be used to initiate discussion and test knowledge levels. For students who may have difficulty asking questions about difficult or sensitive topics, our vast resources can serve as important supplementary material.

2.5 As a companion resource to enhance ongoing health promotion efforts

Our classroom workshop or on-line learning modules on various health and mental health topics can be used to extend learning beyond the classroom, consolidate what is learned in the classroom and assess knowledge uptake of what was taught in the classroom. Each of our learning modules comes with a series of info pages and pop-quizzes to facilitate learning and acquisition.

2.6 As tool to foster help seeking young people by connecting them with local agencies and resources.

Schools can list contact information for national, state-wide, municipal or school-level resources that students should know about when they are faced with difficulties. This can include national crisis lines, statewide telehealth resources or the contact number for the local health clinic or even the office hours and location of your school's guidance counselor. All of this is summarized on each school's customized Help-Seeking Toolbar. Help is always just 1-click away.

3. Does it work?

My Health Magazine was design to (a) to deliver health and mental health information in an engaging format and increase (b) to facilitate help seeking among young people who are experience difficulties or who are at risk for mental health difficulties, and (c) to assist schools and community groups in better monitoring the needs and difficulties experienced by young people in their schools. Our validation studies and ongoing evaluation have shown the following:

3 (A) Knowledge Uptake: Students report finding the information presented on the website personally useful and easy to understand. They report that they would use the information if they had a health or mental health difficult and that they would return to the website in the future. After just two visits, they report learning something new from visiting the website.

Satisfaction Results (N=500) - Extracted June 2, 2010

| | |
|---|--|
| How much did you like or dislike the site? | 85% reported liking the website |
| Was the information on the website useful? | 82% found the information useful |
| Was the information on the website easy to read and understand? | 89% found the information easy to read and understand |
| Did you learn something new from visiting the website? | 71% reported leading something new (after just 2 visits) |
| Would you recommend the website to a friend? | 71% would recommend the website to a friend |
| Will you return to the website again in the future? | 72% would return to the website again |
| Do you think students in your school should have access to this website next year (as well as for the rest of this year)? | 75% recommended that their school should have access to the website the following year |
| If you had a health or mental difficulty, would you use the website to find out information about that problem or difficulty you were having? | 82% said they would use the website to find information for a problem they were dealing with |
| Was the website personally helpful to you? | 80% said they found the website personally helpful |

3 (B) Facilitate Help Seeking: One of the core elements of health literacy involves learning how to make good health decisions. Our particular focus throughout every issue of our magazine has been on helping students learn how and when to seek help. In our validation studies, we examined both the impact of just visiting the magazine on seeking help from both non-professionals (e.g., teachers, guidance counselors and coaches) and professionals (e.g., public health nurses and physicians), as well as the impact of classroom based interventions delivered in conjunction with the magazine that were specifically designed increase help-seeking among individuals with mental health difficulties. Our results showed a positive correlation between number of logins and help-seeking. That is, the more time young people (who reported mental health difficulties) were on the site, the more likely they were likely to seek help from both formal and informal sources of help.

We also developed and evaluated a help-seeking intervention that took the form of a 40 minute work shop on learning about the signs of distress and on knowing when and how to seek help. Results of this intervention showed that students receiving the workshop made more visits to the guidance counselor’s office and the teen health centres for both emotional support and mental health difficulties, than students that did not receive the workshop. In addition, our results showed that the number of young people who were referred for further assessment and difficulties was twice as high in the intervention group as in the non-intervention group (and that 85% of those students had never been identified as experiencing difficulties before).

3 (C) Monitoring Health and Mental Health Needs. One of our other goals in developing the magazine was to provide schools with the tools to monitor the health and mental health needs of students. Schools routinely use our “school climate” surveys to assess the extent to which students feel engaged and supported at school, as well as the frequency of and attitudes towards bullying. Results of these anonymous on-line surveys can be instantaneously downloaded from the “administrator dashboard” associated with each school. We have had both individual schools as well as entire school boards assess thousands of students and download there results instantaneously. Completing these on-line surveys represents a cost-effective way to both monitor the prevalence, type and location of bullying in schools, but also as a means of surveying the health and wellness learning needs of students, which can then be used in planning both health in well-ness activities for the coming year, as well as in deciding what community based agencies and resources could be best utilized in the coming year.

4. How has MyHealth Magazine been financed by different schools?

Although the vast majority of schools cover the cost of the magazine through operational budgets, several schools have also financed the subscription in other ways, including

- 4.1 Through the local parent-teacher associations
- 4.2 Through local community organizations, such as the Rotarians, Optimists or local Chamber of Commerce
- 4.3 Through local businesses willing to invest student wellness initiatives
- 4.4 Through special education funds within the school board (e.g., school safety programs, reading programs, wellness programs, Title 9 programs).
- 4.5 Through the local health authority and / or health promotion initiatives
- 4.6 Through internal school budgets (e.g., library budget, safe school funds)
- 4.7 Through in-house fund-raising initiatives

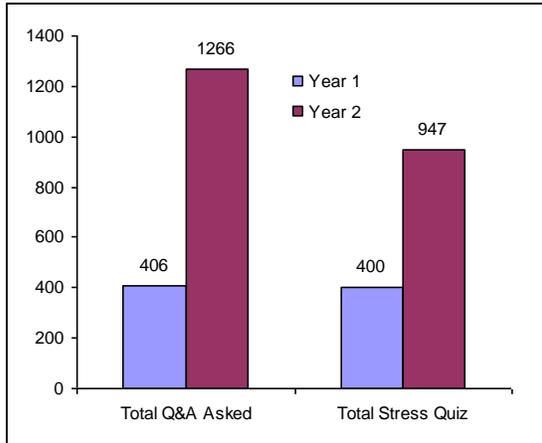
What the subscription fee covers:

The subscription fees are used to cover the costs of delivering the program in each school. This includes developing new content on a weekly and monthly basis, ensuring that our servers can maintain a fast and streamlined connection for young people and teachers, and updating existing materials every 24 months. These fees ensure that we will be able to expand and enhance the resource, while remaining responsive to the needs of local schools and community groups, for years to come, and to providing both schools and individual visitors with technical support as need. The fee also cover the ongoing development and support for the administrator “dashboard” through which school administrators can access real-time utilization statistics and download anonymized results of all surveys, including **the Student Health Needs Survey** and **the School Climate Survey** in addition to any of the other 100 plus knowledge quizzes and attitude surveys.

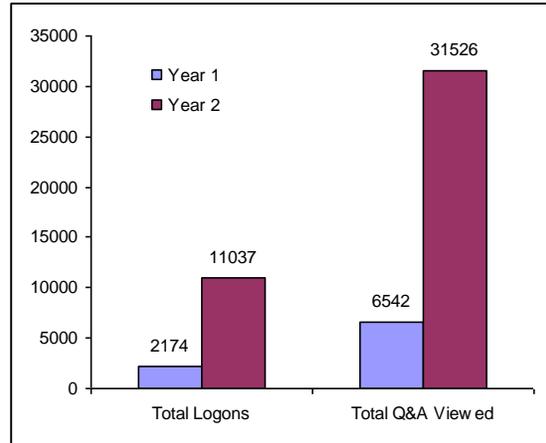
5. Implementation results from a typical school

These data were collected over the first two years of the project in a single family of schools. In Year 1, 500 students were given access to the resource. In Year 2, an additional 500 students were enrolled, which represented a 50% enrollment by the student body. It is important to note that use of the website was not formally promoted by students or staff. Accordingly, these data reflect the ability of the materials alone to attract and sustain the attention of users.

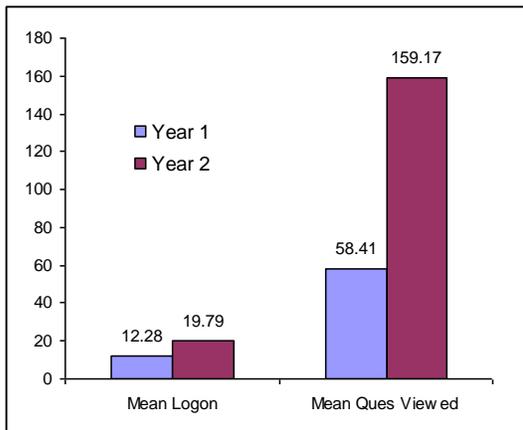
Number of Questions Posted and Number of Times the Stress Quiz was Taken



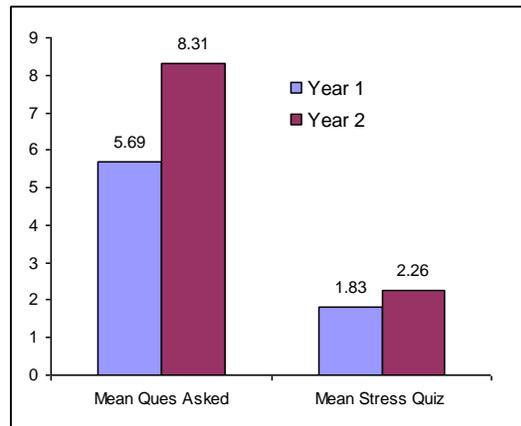
Number of times Students Logged On to the Website and Number of Times a Question and Answer was Viewed



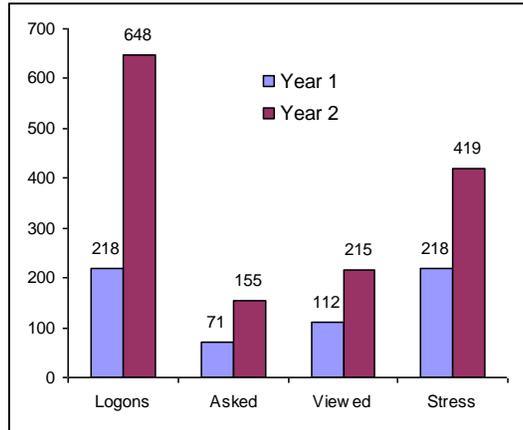
Mean Number of Times that Individuals Logged On and Mean Number of Times that an Individual Viewed a Question and Answer



Mean Number of Questions that each Participant Asked and Mean Number of Times that the Stress Quiz was Taken



Total Number of Individuals Logging On, Asking Questions, Viewing Questions and Answers, and Taking the Stress Quiz



Year 1 Statistics

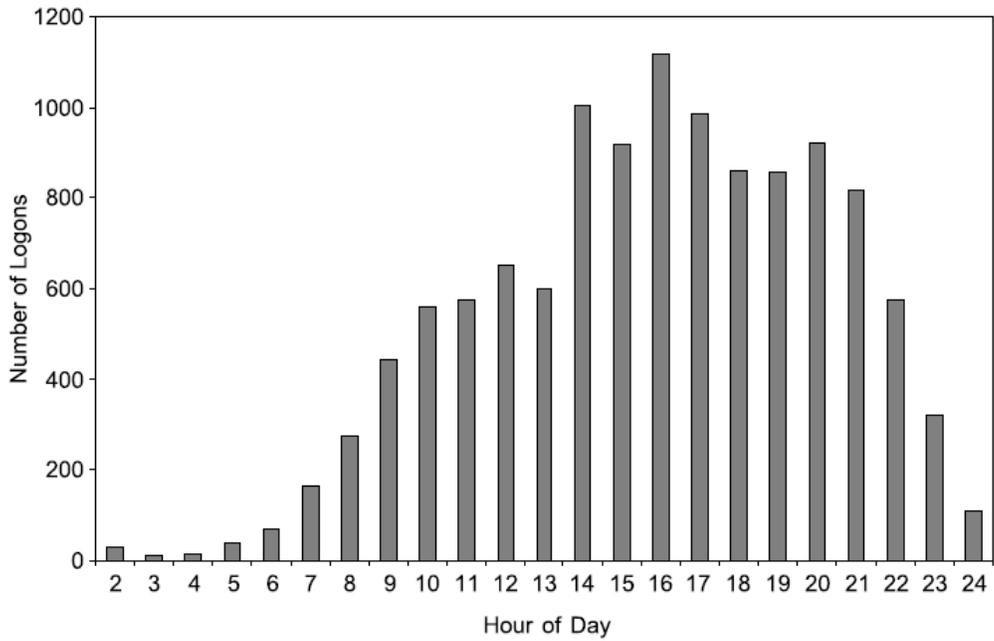
| | Number of Individuals | Mean Number of Visits | Total Number of Visits |
|-----------------------|-----------------------|-----------------------|------------------------|
| Eligible Participants | 500 | | |
| Logon | 218 | 12.28 | 2174 |
| Asked a Question | 71 | 5.69 | 406 |
| Viewed a Question | 112 | 58.41 | 6542 |
| Stress Quiz | 218 | 1.83 | 400 |

Year 2 Statistics

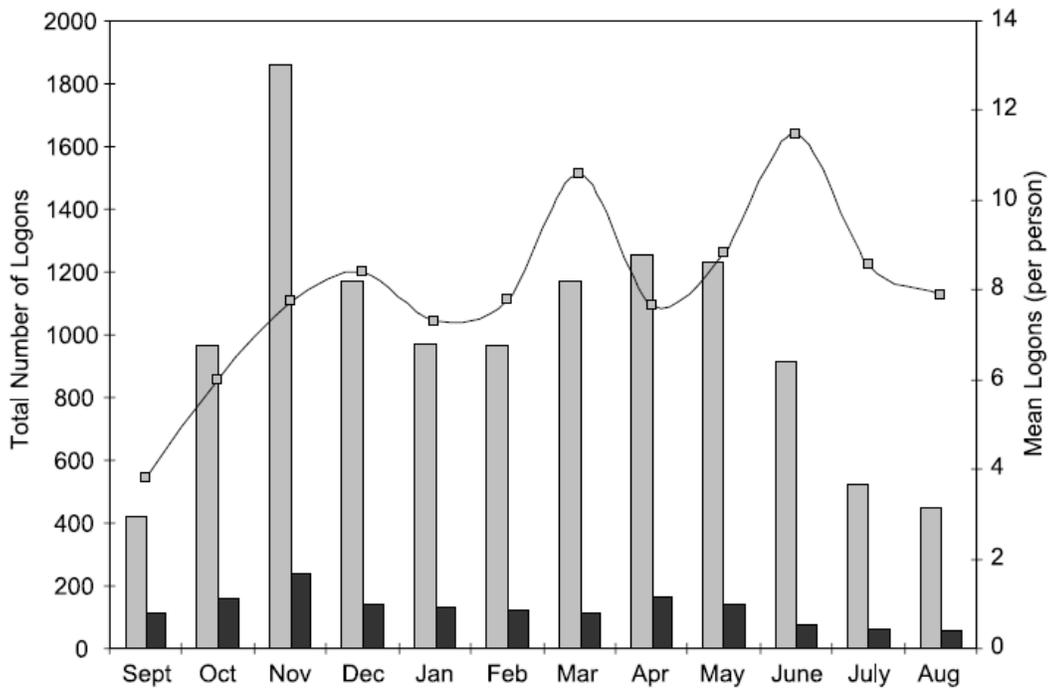
| | Number of Individuals | Mean Number of Visits | Total Number of Visits |
|-----------------------|-----------------------|-----------------------|------------------------|
| Eligible Participants | 1000 | | |
| Logon | 648 | 19.79 | 11037 |
| Asked a Question | 155 | 8.31 | 1266 |
| Viewed a Question | 215 | 159.17 | 31526 |
| Stress Quiz | 419 | 2.26 | 947 |

Percent Increase from Year 1 to Year 2

| | Number of Individuals | Mean Number of Visits | Total Number of Visits |
|-------------------|-----------------------|-----------------------|------------------------|
| Logon | 297% | 161% | 507% |
| Asked a Question | 218% | 146% | 311% |
| Viewed a Question | 191% | 272% | 481% |
| Stress Quiz | 192% | 123% | 236% |



Number of logons during different times of the day for 500 users aggregated over 12 months of time.



Total number of logons (grey bar), number of individuals (black bar), and mean number of logs each month for 500 users, plotted over a 12 month period of time.

Total logons and number of individuals visiting each month are measured on the left y-axis. Mean number of logons is measured on the right y-axis.

- 32 i think yoo magazine is a good website and it helped me with alot of things
-
- 33 i think that the things that MyHealth Magazine tells us is very useful and helpful and i thank them a lot from the bottom of my heart
-
- 34 I really love this site, I think that it is really helpful for teenagers, and I will definatly visit this website a lot
-
- 35 thisae is a nice website ecaouse when i have problems with people in school or in life i cna come to this website and it helps me out a lot
-
- 36 The MyHealth Magazine.net is great very helpful and has lost of info.
-
- 37 it is fun
-
- 38 it is very cool. i like it
-
- 39 i think it is so cool
-
- 40 it is great
-
- 41 It's very cool, and has helped me with my PE grade. Thanks!
-
- 42 I think it's a great way to learn new things while passing the time. It has great advise.
-
- 43 I think that this site is very useful. But I think that you could add more like games and other things like that.
-
- 44 I think this website is amazing. i have read some of the stuff on here, and it makes me think more and look at things in a different way
-
- 45 I very strongly agree that more children shoulg get on this website and they can learn more about what ever you feel is important!!!
-
- 46 it is good and its good for people who think they know every thing its good
-
- 47 It is OK
-
- 48 I think this is a really cool website, though i haven't had my membership for long.
-
- 49 I think you are straightforward with the info and that is resourceful instead of finding a site where they beat around the bush of the big picture.
-
- 50 It is a good and atractive website. It gets your attention. and i want to learn more about this site.
-
- 51 I THINK THE THAT THIS WEBSITE IS WERY HELPFUL TO TEENS WHO NEED THE ATTENTION
-
- 52 I think that this is a very good help to the younger teens out here because it helps us to understand the good and bad things in the world.
-
- 53 i really like the MyHealth Magazine. i like it because it gives you a chance to win ipods and other prizes. it also gives a lot of information about problems that kids have that are my age. i will tell friends and keep login on to the website.
-
- 54 the best site ever
-
- 55 This website was not really interesting because it does not get updated enough.Please update it sooner.This will improve this site a lot. Thank you
-
- 56 I think that this site could be very helpful for teens and youths with problems in their lives. I will recomend this site to quite a few people i know!
-
- 57 Very interesting information in the breaking news and did you knows. I was surprised by the information on this site many times in the past month.
-
- 58 SO FAR I THINK IT IS A NICE WEBSITE BUT JANUARY 5 2010 WAS MY FIRST TIME VISITING SO I CANT GIVE YOU ANY GOOD DETAILS.
-
- 59 I really like the Quizzes and How to use sheets. They really help me. And now I can help my sister with things that are bothering her use YooMagzine.net . Those are my thoughts.
-
- 60 I learned enough to know that some good things do come.
-
- 61 well i think this web page is very helpful because in the future i realy may need 2 no all of these terms and i think that if i learn more about wat u should do when u have stress problems because i always be havinstress problems and i realy just think that is a realy big part in teens because bein a teen is a realy big deal and we have so much on us and we just need 2 let some of the preasure off of uss because its just 2 hard so thats all i have 21 say i guess
-
- 62 i think its a good website for children i also think that young children should be able to use the website to i also think that people also get on it because it has prices for those who get on for 24 days..so i think its a wonderful website
-
- 63 What i think about the MyHealth Magazine.net website is that,its i real fun website once u get into it.The articles Quizzes are very helpful to me.There like tips to help u solve a situation/promblem.This website makes you think about what you should and should not do.It makes you think real hard.This website has helped me out alot,and i look forward to reading more on this website.))
-
- 64 I think MyHealth Magazine.net would be a useful site for people with mental health issues, but I personally find it boring.
-
- 65 it is good
-
- 66 its really good
-
- 67 it's okay but i think it could be better

-
- 68 It's nice and resourceful i will keep using this website
-
- 69 it is resourceful
-
- 70 I like it very much
-
- 71 I think this website rocks.!
-
- 72 i would say that MyHealth Magazine is very halpful especially to people who have seious prblems.but even to many other different types of people because it can really help them in their life.so i would say that if i ever had any type of personal or even life problems then i would probably come to this site.
-
- 73 I think the MyHealth Magazine.net website is useful because when you need anything, just come here to try to find it.
-
- 74 ok i want to play ganes to win prices
-
- 75 well i really like this websit its really fun to play on i love this websit alot
-
- 76 it alright
-
- 77 I think that the MyHealth Magazine.net website has helped me understand how good it is to stay healthy and what some friends go through because they have health problems. I think this is a very helpful and useful site because some people might be embarrassed to ask how they could get help for the health problem that they have. Thank-you for making this website it has helped me understand what some of my friends go through.

3. Why should I consider using MyHealth Magazine as a Health Promotion Tool for young people, parents and educators?

There are several reasons to consider using MyHealth Magazine as part of your health and mental health promotion strategy.

Reason 1: Young people are on-line.

Estimates suggest that as many as 75 percent of adolescents have used the internet to locate health information online, slightly more than the numbers downloading music and playing games (Henry J. Kaiser Family Foundation, 2001; Borzekowski & Rickert, 2001a, 2001b). At present, approximately 45 million youth have access to information on the internet in North America and studies suggest that as many as half of all young people may prefer to obtain health information online as opposed to other media.

A 2001 Canada-wide phone survey of youth conducted by the Media Awareness Network and Environics Research Group showed reported that over 99% of youth have access to the internet and that 79% of youth have internet access at home. Never before has a single delivery system had the capacity to reach such a large number of young people simultaneously. With young people spending an average of X hours on line each week, now more than the amount of time watching television, or the amount of time with parents, health promotion efforts both in and out of the classroom must capitalize on this new reality.

Reason 2: MyHealth Magazine materials are expert and evidence-based

Information disseminated through MyHealth Magazine is developed and updated by experts, but vetted through groups of young people. Materials are developed by experts at academic and community based institutions across the country (see expert advisory panel) in accordance with (a) current research findings from university and academic research institutes, (b) guidelines and recommendations from professional practice groups, such as the Canadian Pediatric Society, and (c) recommendations and over from Health Canada, the National Institute of Health and the Centre for Disease Control. Unlike other on-line and print based resource documents, we explicitly cite all information and routinely update materials.

Reason 3: MyHealth Magazine functions as a knowledge broker.

MyHealth Magazine was not designed to provide exhaustive information on any particular health, mental health or developmental topic. Rather, the website was designed to provide a quick overview on key themes (e.g., what is it, how do I know I have it, how and when do I ask for help) for a variety of topics in order to maximize reading and uptake. Alongside our brief summaries, we provide numerous links to other outstanding online resources, from agencies, such as Health Canada, the National Institute of Health in the US and the Center for Disease Control.

Reason 4: MyHealth Magazine is continuously evaluated and scientifically rigorous.

MyHealth Magazine was designed to be empirically evaluated on an ongoing basis. Our scientific advisory group examines a number of key hypotheses about the determinants of health and mental health literacy and the link between health and motivation for learning on an annual basis. Results of our annual health survey are anonymized and summarized for stakeholders at a local level. This provides every community with a snapshot of health needs among young people in a timely manner.

Monthly utilization statistics are automatically sent to school administrators, in order to assist schools in reaching participation targets. We partner with groups such as the Red Cross to assist them in evaluating the effectiveness and uptake of their program in participating schools. In this instance, MyHealth Magazine, serves as the evaluation infrastructure.

Reason 5: Evaluation tools are integrated within MyHealth Magazine.

Program evaluation is typically an intensive and frequently onerous exercise. We have integrated our program evaluation tools within the structure of the website, allowing stakeholders to evaluate the uptake of the program from the very first day that the program is implemented. Periodic satisfaction questionnaires and year-end evaluation surveys allow stakeholders to begin understanding the relationship between website utilization and a

variety of health and mental health status indicators. When completed annually these surveys serve as a snapshot of student health and mental needs, stigma, school climate and motivation for learning, but can also be used to examine the effectiveness of local bullying initiatives.

Reason 6: MyHealth Magazine is always new.

It is our belief that reaching the goal of improving health literacy and decision making in young people will depend on how well we can attain a daily presence in the lives of young people on issues of health mental, health and development. An on-line interactive resource is one part of this endeavor. But, providing a daily presence in the lives of young people through this or any on-line resource requires that the content of the resource remains new, interesting and current, on an on-going basis – every day. We aim to realize this goal by making sure that there are new Q&As, new Breaking News, new Interactive and PopUp Quizzes, as well as new Feature Articles and Magazine Issues all the time. We revise, update or introduce new content every week. In fact, new information is added to MyHealth Magazine every week, in the form of new Q&As, Breaking News, or Did You Know bulletins. New interactive quizzes, questionnaires and magazine issues are introduced every month, ensuring there is reason to return to the website on an ongoing basis.

Reason 7: MyHealth Magazine is novel.

Not every young person is ready, able or interested in reading information sheets on a health or mental health topic. In developing resources, we start with a core body of information that we then present in a variety of different formats that range from static information sheets to interactive quizzes and eLearning. We work with experts from a wide range of disciplines to answer one to two Q&As from young people each and every day, all of which are indexed and stored in our Q&A library. Discussing health and mental health topics in a narrative format is one of the most effective ways of engaging young people. Our evaluation studies show that Q&As are viewed by young people six times more frequently than information sheets.

Reason 8: MyHealth Magazine is concise and to the point.

The vast majority of health materials and resources developed for young people and educators are lengthy and frequently written at a reading level that exceeds the reading abilities of the average high school student. We pride ourselves on developing brief and concise materials (e.g., infosheets, how-to-sheets, and magazine articles) that are generally **no more than 1-page** in length. Info sheets are broken into key headings followed by brief paragraphs, written with short focused sentences. This short and focused style has enabled us to present information quickly and at a grade six reading level.

Reason 9: MyHealth Magazine fosters youth engagement.

MyHealth Magazine offers young people and opportunity to ask questions and get answers. Health and mental health information is presented in a variety of novel, interactive formats, including interactive quizzes, breaking news, did you know, info-sheets, how-to-sheets, Q&As, among others, and can be accessed at any point in time.

Reason 10: MyHealth Magazine can be customized to meet the needs of unique users and diverse local communities, whether in Canada or the US.

MyHealth Magazine can be completely customized by local communities and school groups (a) by limiting the number of modules that were available to young people and (b) by modifying any of the content in info sheets, magazine issues, or Q&As. For example, a school in Saint John, NB, may elect to answer their own Q&As and make info sheets unavailable at this time. A school in Akwesasne, may elect to modify all of the information sheets and include additional information sheets specific to First Nation youth.

MyHealth Magazine is innovative and a first in North America. No other health and mental health website was designed to so that school and community groups can (a) customize their content (i.e., content management system) and (b) track current and emerging health trends in local communities in real time. Specific infosheets can be customized to meet the unique, local needs of young people, parents and teachers. For example, our partners in Missouri have updated each and every page of the magazine to reflect US statistics.

Reason 11: MyHealth Magazine builds partnerships and program capacity among educators and school based health professionals.

MyHealth Magazine builds partnerships among educators and health professionals. Our anonymous, online “school climate” questionnaires, “academic engagement” and “annual health” surveys provide schools and allied health professionals with important and timely “snapshots” of current and emerging health trends and needs among young people. Anonymized results for each school are tabulated and immediately available for review and discussion at the school-community level and can be aggregated across schools and school districts.

Reason 12: MyHealth Magazine can expand learning beyond the classroom.

MyHealth Magazine can also enhance the impact of classroom-based workshops and special programs (e.g., bullying, anti-smoking) by offering young people the opportunity to participate in eLearning modules, designed to extend learning beyond the classroom, as well as to ask follow-up questions and seek help anonymously.

Reason 13: MyHealth Magazine works

Our evaluation study published in the Journal of the American Academy of Child and Adolescent Psychiatry showed that young people visited the website repeatedly over the course of an entire year and that young people with difficulties and who wanted help were more likely to use key components of the website, such as the Q&As, Infosheets, and Stress Checklist. Most importantly, our study showed that visits to the website were positively associated with visits to school health centers and guidance counselors and referrals to a health professional (Santor et al., 2007). Please consult section 3 above which summarizes utilization statistics for a typical group of 500 young people.

Reason 14: MyHealth Magazine is multi-lingual

We are currently in the process of making MyHealth Magazine multi-lingual. The entire infrastructure is now in place to render all of the various buttons, menu items and resources lists in several languages, which will allow us to begin translating the materials this fall. Resources can be rendered in both official languages and can be audio recorded to facilitate access among young people with literacy difficulties.

Reason 15: MyHealth Magazine is sustainable.

MyHealth Magazine was designed from the outset to be cost-effective and sustainable. MyHealth Magazine has been developed and sustained with a broad base of financial support from research and development grants, foundation sponsorship, and was from both direct and in-direct support from our host institutions. To ensure that our program remains cost effective and sustainable, we are currently implementing a very modest subscription fee of about \$1 per student per year. It is through the use of these funds that we can ensure that new updates, information and resources are introduced on a weekly basis and that the funding base for the resource does not become overly reliant on any single source of funding.

Reason 16: MyHealth Magazine has a Proven Track-Record and is Continuously Expanding.

We are currently in our third phase of development. During Phase 1 (2000-2006) we designed and implemented the core components of the website and the program in a small group of four schools in Nova Scotia. During Phase II (2006-2010), we expanded the number of resources and capacity of the program to over 1000 schools in both Canada and the United States.

We are currently entering Phase III, which will further increase the breadth of resources and capacity of the program, such that any number of schools in North America will be able to participate if they so desire. In this phase, we will introduce a teacher version of the website, a college version of the website, multi-lingual capacity for the website, and begin fund raising for the parent version of the website.

Reason 17. The MyHealth Magazine is consistent with key policy papers and knowledge exchange approaches

In 2009, the Committee on the Prevention of Mental Disorders and Substance Abuse among Children, Youth and Young Adults (National Research Council and Institute of Medicine, 2009) released one of the most ambitious and progressive reports published to date, not only summarizing the evidence for school-based and community mental health programming, but also considering the various factors affecting implementation, sustainability and integration with developmental psychology and neuroscience. MyHealth Magazine is consistent with a number of the numerous recommendations made including (a) the importance of health promotion alongside illness prevention, (b) the inseparability of health and mental health (c) the need to ensure that programs meet the specific needs of the large number of diverse communities and (d) importance of Internet-based technology in terms of new opportunities for both dissemination and research. Implementation of interventions on the internet has the potential to address several implementation barriers including fidelity, scalability and cost-effectiveness, as well as accessibility, stigma and the challenges of reaching numerous multicultural and multilingual communities simultaneously.

Reason 18: MyHealth Magazine is Secure

MyHealth Magazine is implemented on an ultra-secure, industry standard platform. We purchase and maintain our own high end servers, to ensure that access to the servers is strictly controlled by a small group of network and programming specialists who have worked for us for several years. In contrast, many other internet based programs have relied on third party vendors who lease space on servers, which may be accessed by a range of professionals or programs. The MyHealth Magazine is hosted on dedicated servers that are fully owned by MyHealth Magazine.

Reason 19: MyHealth Magazine has Strong Leadership

The MyHealth Magazine Health Literacy Program is directed by Dr. Darcy Santor and Dr. Alexa Bagnell.

Dr. Santor is a clinical psychologist specializing in adolescent mental health and in the assessment and treatment of mood disorders. He has a doctoral degree from McGill University and has expertise in school based mental health programming and large scale assessment of health and mental health outcomes. Dr. Santor has pioneered the use of internet based applications to facilitate help seeking and the early detection of illness. He is a full professor in the School of Psychology at the University of Ottawa, and a Senior Research Scientist at the Provincial Centre of Excellence for Child and Youth Mental Health at CHEO. He has years of experience working with youth experiencing a range of clinical difficulties and challenges and is a psychotherapist with the Mood and Anxiety Team at the Children's Hospital of Eastern Ontario, in Ottawa Canada. He is an executive board member on the National Centre of Excellence for the Promotion of Relationships and the Elimination of Violence and the National Alliance of Children and Youth, with membership of some 200 organizations in Canada who providing service to young people. He has served as a consulting editor to a number of scientific journals and research award committees. To date, he has been the recipient of career research awards and has received over 1 million dollars in research funding from various national and regional funding agencies.

Dr. Bagnell is a child and adolescent psychiatrist specializing in the assessment and treatment of anxiety disorders in children and adolescents. She completed her medical training at Dalhousie University and post graduate work at Harvard. She is a Rhodes Scholar. Dr. Bagnell has expertise in school psychiatry and the education and training of teachers in early identification and school-based interventions for emotional and behavioural difficulties in youth. Her principal appointment is in the Child and Adolescent Mental Health Program at the IWK Health Center and she holds an academic appointment in the Department of Psychiatry at Dalhousie University. She has years of experience working with classroom teachers, parents and youth experiencing a range of clinical difficulties and challenges.

As directors of the program Dr. Santor and Dr. Bagnell, have the responsibility for ensuring that all activities are commensurate with the overall goals of MyHealth Magazine and the authority to initiate, review or terminate any element of the program that is not commensurate with our vision of providing evidence-based materials and resources to young people.