
TOBACCO

PREVENTION

PORTAL

..... FOR KIDS

AN INTERACTIVE, TOUCH-ENABLED HEALTH KIOSK FOR
MIDDLE SCHOOL KIDS & OTHERS



A FULLY SELF-CONTAINED TOBACCO INFORMATION SYSTEM FOR SCHOOLS

Delivering understandable health information to kids is one of the greatest challenges health educators face.



Complicating this is the fact that kids process and perceive information differently than adults.

Yet, many educators continue to force-feed kids information that has strong adult appeal. At St. Andrew Development Inc., we recognize that, *“The user is not like me”* when we design systems. That is why kids are giving rave reviews about the **Tobacco Prevention Portal**.

HERE'S WHAT KIDS ARE SAYING ABOUT THE TOBACCO PREVENTION PORTAL AND WHY

I think that [it's] great, and it's really informational. The coloring is good, and the "getting down on the teenage level" is pretty well done too.

Trish – Pittsburgh, PA

I think that you guys have the start of something new and interesting. I believe that it is going to help make people aware of what is actually happening with tobacco and also to help get the BUSTED word out.

Melissa – Erie, PA

The **Tobacco Prevention Portal** gets positive reviews because we pay close attention to how our users react to the information we deliver. We take what our users – the kids, in this case – have to say very seriously.

We gathered focus groups of kids to review everything from color selection to videos and narration. We also listened to what they had to say. That's why, when a middle school student uses the **Tobacco Prevention Portal**, you can be sure that the powerful message of the perils of smoking and tobacco use is getting through loud and clear.

We don't stop there. The **Tobacco Prevention Portal** uses our proprietary MediaStorm™ software and KioSync™ tracking processes so sponsors get details on metrics.

They can be sure that all information in their kiosk is current and up to date.

Sponsors and educators win. But, most of all, the kids win because they get information that they can understand and act upon.

HERE'S HOW THE TOBACCO PREVENTION PORTAL WORKS AND WHAT IT WILL DO

Information in the **Tobacco Prevention Portal** flows directly to users in a variety of effective ways.



Presented in English and Spanish, content can be read, listened to and seen in video form. This multi-media approach to delivering health information to kids assures that the greatest number of users receive and understand the facts about tobacco use.

THE TOBACCO PREVENTION PORTAL – FEATURES AND FUNCTIONS

The **Tobacco Prevention Portal** functions as a fully self-contained knowledge station dispensing credible information on the perils of tobacco use. It resides in a stand-alone enclosure with a touch activated computer screen.

The system uses audio speakers to provide narration to enhance text and support video.

Sponsors can add customized content describing any special programs they have to support tobacco awareness or other health related initiatives.



Sample screen view of the Tobacco Prevention Portal

The kiosk enclosure is easy to transport. One person can move it to almost anywhere in a school community. The result? Sponsors - and their kids - receive the maximum benefit of their unit by placing it in locations where students will use it most.

THE TOBACCO PREVENTION PORTAL – AN AMALGAMATION OF PARTNERS WITH HEALTH AS THEIR MISSION

St. Andrew Development Inc. is collaborating with several leaders in the field of smoking prevention and kids. The American Lung Association of Pennsylvania, the BUSTED program, The Institute for Healthy Communities and Learning Tek are all playing active roles in helping develop content.

This development team is committed to making the **Tobacco Prevention Portal** a tool that will have a positive impact on a school and its extended communities' health.

For additional information on the Tobacco Prevention Portal contact:

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The term, "The user is not like me" is attributable to Carnegie Melon University

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TOUCHING LIVES THROUGH KNOWLEDGE DELIVERY SYSTEMS®