

# JOJO'S PLACE

**Examining a brief web-based  
information intervention for  
children who have been through  
an earthquake**

## THE TEAM

University of Queensland:

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Christchurch:

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Christchurch children, young people and their families

Auckland:

University of Auckland: Dr Suneela Mehta, Professor Shanthi Ameratunga,  
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Lee ter Wal Design Ltd

## WHY ANOTHER RESOURCE?

High need for psychological support  
Lots of resources for *parents* to access  
Nothing for children and young people themselves  
to use  
Nothing for families so that they can work together



## SO YOU'VE BEEN IN AN ACCIDENT

As you would know, accidents are unexpected and often very scary experiences. At the moment, things are probably quite different to how they normally are. This website is designed just for kids like you who have been in an accident. There is loads of helpful stuff to look at and read that may help you understand what is happening to you and how you can get through this tough time.

There is a special section for kids 10 years old and younger and another site for older kids 11 years old and over.



**KIDS**

10 years or younger

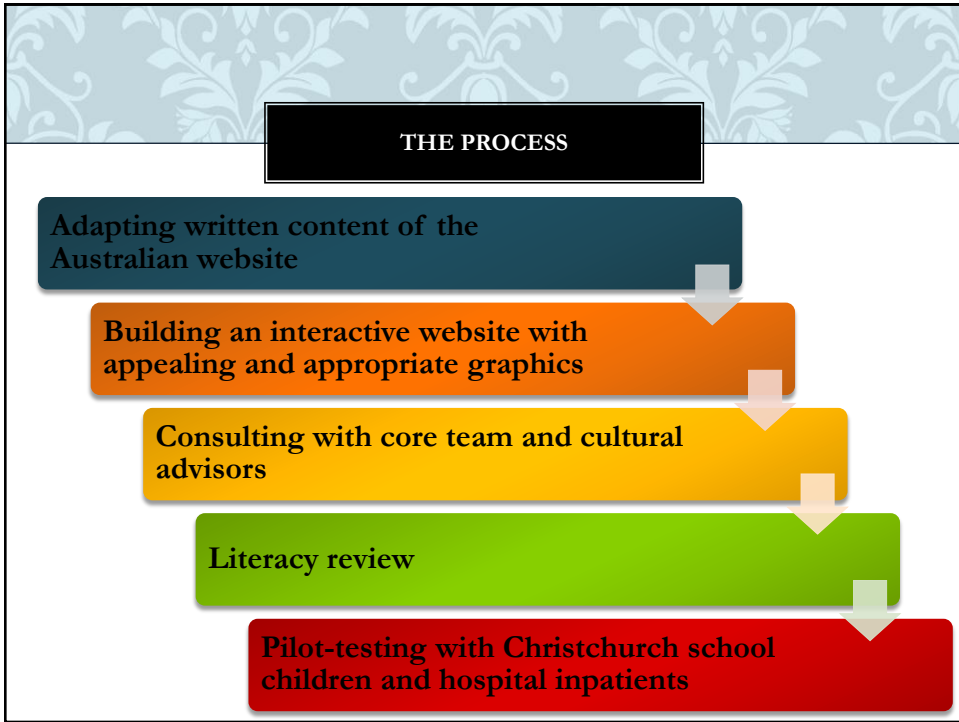


**ADOLESCENTS**

11 years or older

**SO YOUR CHILD HAS  
BEEN IN AN ACCIDENT...**  
Information for parents about dealing with  
accidents

Cox, Catherine M., Kenardy, Justin A. and Hendrikz, Joan K. (2010) A randomized controlled trial of a web-based early intervention for children and their parents following unintentional injury. *Journal of Pediatric Psychology*, 35 6: 581-592.





## JoJo's Place

- Feelings Being an explorer
- Reaching out Good things about me
- How my life has changed Heroes
- Talking to myself Help

### Feelings 11

After an earthquake, you can feel all sorts of different things. You may feel sad, worried and even a little scared. But sometimes, good things happen too after an earthquake. Everyone pitches in to make things better, and you get lots of hugs from your whānau.

Click on the feelings below that are the ones you are going through

Sad
Miserable
Heartbroken
Happy
Frightened
Smiling
Lucky

Pleased
Pain
Cheerful
Angry
Annoyed
Excited
Calm
Relaxed

Upset
Scared
Terrified
Nervous
Worried

It is important to remember that 'bad' feelings like being sad and down are OK and normal. You don't have to be afraid of these feelings. We all need to go through the 'bad' feelings to understand what the 'good' feelings are. We just need to be careful that we don't let these 'bad' feelings take over. If you want to talk to someone about how you are feeling at the moment, see the [help](#) section.

### Reactions

So you might be feeling a bit weird. And you also might be acting differently to normal. Look at the list below. Some of the things might be what you are going through.

Hard to sleep
Moody
Headaches
Tired
Exhausted

Not wanting to go to school
Can't keep my mind on things
Crying a lot

Tummy hurts
Don't want to eat

Reactions - Feelings
Detective work

Reaching out

Identifying personal strengths

How my life has changed
Heroes

Talking to yourself
Help

↑ Back to How my life has changed

### Things I have learned

Problems are always going to happen no matter what. It is what makes the good times so good. Can you imagine if nothing ever went wrong in our lives? Well, maybe it sounds good but facing and overcoming challenges is what makes us grow so that next time a problem happens (as it will) we will have some experience in how to deal with it.

So you have been involved in a disaster. What did you learn about?

Maybe you have been able to learn that being in a disaster is really scary!!

**OR** you never realised how tough and strong you could be when going through something scary like a disaster.

**OR** maybe you learned that lots of people care about you and will help you out when you are going through a rough time.

**OR** that you really miss your mum, dad or other people you care about when they are not around.

**OR** that it's not much fun having to go to the toilet in a portalo.

**OR** you now know you can get through something as scary as a disaster.

**OR** you have learnt that if you could get through the disaster you can get through anything.

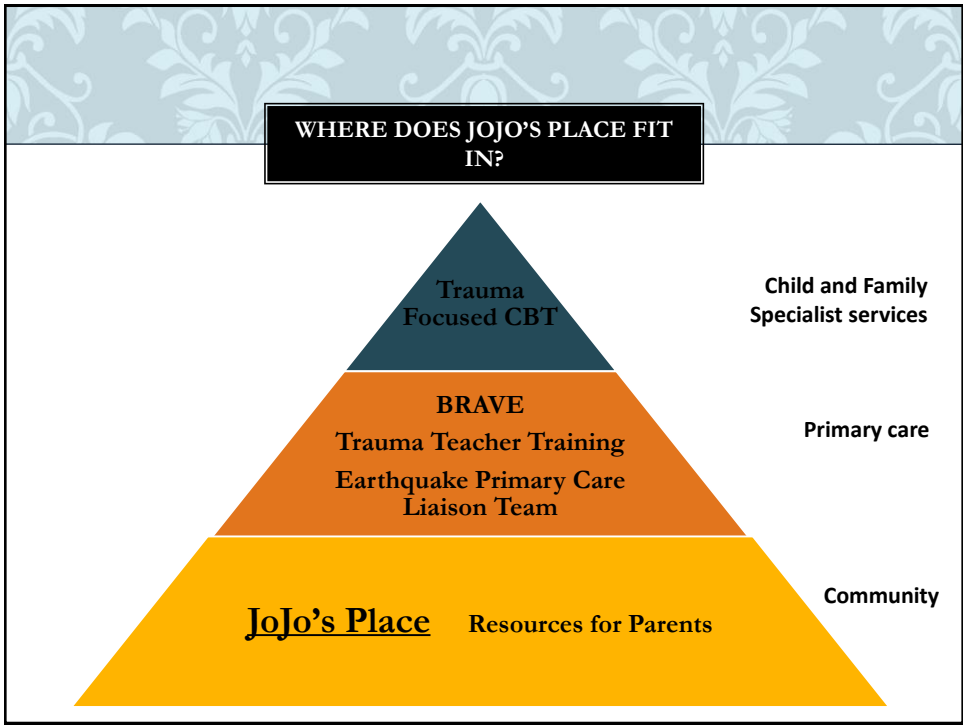
**OR** when I get upset next time I will remember to talk to my mum/dad or someone else close to me about it.

**OR** the rest of the country and the world think that we are pretty brave and special in being able to deal with this disaster.

**OR**????

Have a think about what you have learnt from the disaster and everything that has happened since.

What do you think you will be able to do next time a problem happens to make it easier or better for you to cope?



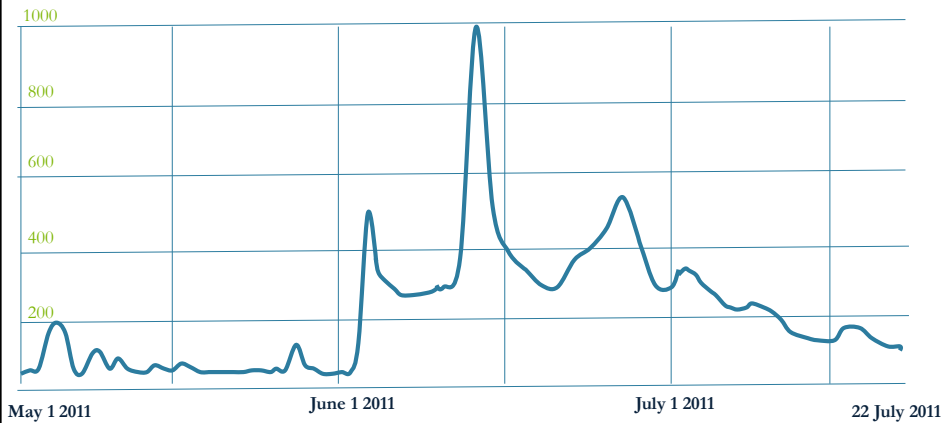
## SITE VISITS (FIRST 3 MONTHS)

Initial seeding with  
social networks &  
bloggers

Social  
media

Large  
aftershock

Press  
article



## IN THE FIRST 3 MONTHS

11,451 visits (25% repeat visits)

**58% of traffic to children's site**

Average time spent: **1 minutes 58 sec**

**But some people were very engaged by the site**

approx. 10% visits lasted more than 3 minutes

5% lasted more than 10 min & 1% lasted more than 30 min

2.5% people visited more than 8 times

Since July 2011 until today approximately **200 visits per month**

## WHO VISITS?

**We've reached our target audience:** 9,839 visits from New Zealand

514 from United States, 418 from Australia, 200 from United Kingdom, 480 from a range of other countries

### **The power of social media**

1,483 visits via Facebook, 1,079 visits via Trademe, and hundreds from Government websites, blogs etc.

## EVALUATION

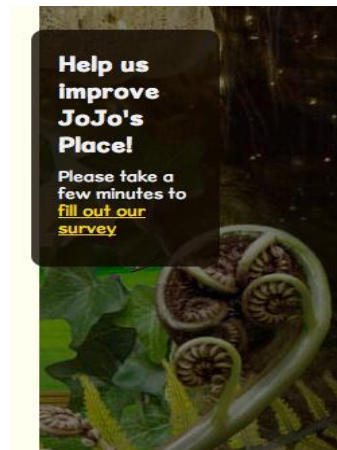
We set out to evaluate the site

Pragmatic

Very brief

Anonymous online survey

“Help us improve JoJo’s Place!”



## EVALUATION

But...

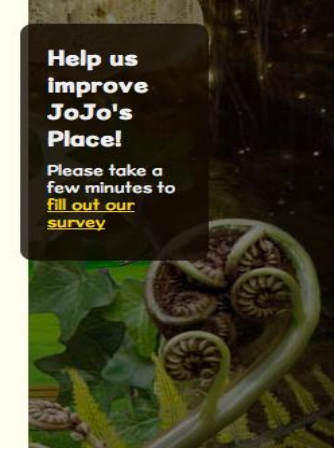
In one year – 8 responses

Too late?

Inconvenient?

Brief visits?

Post-earthquake environment?



Help us  
improve  
JoJo's  
Place!  
Please take a  
few minutes to  
fill out our  
survey

## KEY LEARNINGS

Websites like JoJo's Place have a role in the **tiered** psychological response to stressful events

People are willing to assist – so it can't hurt to ask

Online analytics can be very useful

The internet and social media can be an effective means of disseminating public health resources

Real life evaluation can be very challenging





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