

Short report on the activities of feel-ok.ch during the period 2016 - 2018

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This interim report is intended to provide the OAK Foundation with information on the activities of feel-ok.ch between the summer of 2016 and the summer of 2018.

Youth participation

Adolescents have shaped the development of feel-ok.ch. Their feedback was taken into account with a view to improving the platform's user-friendliness and including new topics.

- **Survey on the subjects of "sexuality" and "violence"**
At the end of 2016, 176 adolescents in the cantons of Zurich and Bern were asked about the subjects of "sexuality" and "violence". *Conclusion: Adolescents would particularly like to have information on the subjects of "sexually transmitted diseases", "methods of contraception" and "sexting" as well as on the subjects of "terrorism", "moral courage" and "filing a complaint with the police".*
Report in German at feel-ok.ch/bericht-001 (from page 7)
- **What adolescents expect of web-based interventions**
In the school year 2017-2018, 758 adolescents between the ages of 12 and 20 in the canton of Zurich were asked, among other things, about what they expect of a web-based intervention. *Conclusion: Adolescents would like to see websites have a clear structure, the individual pages should be able to be loaded quickly and as much information as possible should be transmitted in as little text as possible.* The report is due to be published in the autumn of 2018.
- **Adolescents ask questions, adolescents answer questions**
Adolescents ask questions which are answered by other adolescents mainly in school classes. Good questions and sound answers are published on feel-ok.ch. As a result, feel-ok.ch no longer only provides the expert knowledge of organisations but approaches presented by adolescents. Contributions from young people on the subject of domestic violence: feel-ok.ch/hg-check
- **Method check**
New methods were checked with 45 school classes in the school year 2017-2018 to motivate adolescents to look into health topics. To date, three methods have proved effective. Details on these methods will be published in 2019 and 2020.

Expert participation

Experts have shaped the development of feel-ok.ch. The findings acquired have led to numerous adaptations of the website:

- At the end of 2016, 25 experts listed which topics they see as being of top priority for adolescents when it comes to "sexuality" in a written online survey. *These are "sexting", "cyber grooming", "sexual orientation", "sexual violence", "role of man and woman", "contraception" and "cybersex".* 18 experts suggested *that in terms of "violence" the following topics in particular should be seen as being of top priority: "cyber bullying", "learning how to deal with conflicts", "bullying", "negative views on LGBT", "intimate partner violence" and "how to protect yourself as a victim".* Report in German at feel-ok.ch/bericht-001 (from page 4)
- Between May 2017 and March 2018, members of the programme management staff of feel-ok.ch met up with 35 specialist organisations to find out which measures are necessary to promote adolescents' life skills. *Conclusions from the report of 24 pages: You must identify key figures relevant to the project: these include headteachers, teachers, politicians, youth workers, school social workers etc. You have to understand the concerns, goals and missions of these key figures. You have to offer possible solutions for their concerns and then, based on this, build up and nurture a relationship with them. Measures should be initiated which will guarantee the expert basis of the programme and the option of anchoring the offer in existing structures should also be checked. If you have had the opportunity of talking to adolescents, you should have a range of behavioural styles and didactic methods, build up a relationship with adolescents, understand their concerns and take them seriously, but also respect the fact that adolescents decide themselves whether they are prepared to look into a specific subject and how.* Report in German at feel-ok.ch/bericht-002

Communication and expert network

feel-ok.ch reports the findings gained in surveys, interviews and with other methods through different channels, such as newsletters, lectures and network meetings. This helps the expert network plan future activities. The Excel spreadsheet at feel-ok.ch/partner shows which organisations are *currently* part of the expert network of feel-ok.ch.

Content, regional and technical extensions

Between 2016 and 2018, the content offering of feel-ok.ch was not only updated, but also extended with new topics *for adolescents*:

- **Intimate partner violence** ("When love hurts...")
in co-operation with the Office for Equality of the City of Zurich (*Fachstelle für Gleichstellung der Stadt Zürich*)
feel-ok.ch/gjp-eifersucht
- **Domestic violence**
in co-operation with Child Protection Switzerland (*Kinderschutz Schweiz*)
feel-ok.ch/hg-startseite
- **Children's rights**
in co-operation with *Pro Juventute*
feel-ok.ch/jugendrechte
- **Prejudices**
in co-operation with the *National Coalition Building Institute (NCBI)*
feel-ok.ch/vorurteile
- **Mental disorders**
in co-operation with the Swiss Children's Soul Institute (*Institut Kinderseele Schweiz (IKS)*)
feel-ok.ch/ps-stoerung
- **Leisure time activities and commitment**
in co-operation with *cantonal organisations*
feel-ok.ch/freizeit
- **What, when, why? Puberty and sex**
in co-operation with the Bern Health Office (*Berner Gesundheit*)
feel-ok.ch/sex-entwicklung-frauen

Furthermore feel-ok.ch was extended with interactive tools for adolescents (the organisations with which the co-operation took place are shown in brackets):

- The new **vocational aptitude test** to pinpoint a suitable vocation (the publisher *Schulverlag plus*): feel-ok.ch/beruf-kompass
- The new sports compass **Sportartenkompass** to pinpoint a suitable sporting activity, find a sports club and thus form new relationships (*Bundesamt für Sport* - Federal Office of Sport)
feel-ok.ch/sport-kompass
- The new **snakes and ladders** to delve further into topics of addiction with adolescents (*Sucht Schweiz, Infodrog {Bundesamt für Gesundheit}, Arbeitsgemeinschaft Tabakprävention* - Swiss Addiction Society, Infodrog {Federal Office of Public Health}, Working Group on Tobacco Prevention)
feel-ok.ch/alkohol-leiterspiel feel-ok.ch/cannabis-leiterspiel feel-ok.ch/rauchen-leiterspiel

feel-ok.ch has also produced its first videos with adolescents: feel-ok.ch/interviews_tabak

New **orientation subsites** such as feel-ok.ch/alles and feel-ok.ch/cool help to find just what adolescents are looking for on feel-ok.ch.

The section for teachers at feel-ok.ch/schule was extended with the subjects **early recognition and early intervention** as well as with content on the subject of **smartdrugs**. In addition, feel-ok.ch has been linked with the competency goals of the **Curriculum 21 / Lehrplan 21** (feel-ok.ch/lehrplan21).

With feel-ok.ch/eltern there is a whole new section on feel-ok.ch which is aimed at the *parents of adolescents*. This section focuses on the subjects of **education**, **mental disorders** and **online addiction**. Forthcoming topics for parents are **alcohol** and **domestic violence**.

Ten cantons have a regional version of feel-ok.ch with information and offers of advice of regional relevance. The cantonal versions are managed by regional organisations. RADIX is the patron of feel-ok.ch. The cantonal responsibilities are listed in detail:

- be.feel-ok.ch » *Berner Gesundheit (Bern Health Office)*
- blbs.feel-ok.ch » *Education Department of the Canton of Basel-City*
- lu.feel-ok.ch » *Akzent Prävention und Suchttherapie (prevention and addiction therapy) (Lucerne)*
- sg.feel-ok.ch » *Health Department - Amt für Gesundheitsvorsorge (Office for Health Care) (St. Gallen)*
- sh.feel-ok.ch » *Fachstelle für Gesundheitsförderung, Prävention und Suchtberatung (Office for Health Care, Prevention and Addiction Counselling) (SH)*
- so.feel-ok.ch » *Amt für soziale Sicherheit, Sozialintegration & Prävention (Office for Social Security, Social Integration & Prevention) (Solothurn)*
- tg.feel-ok.ch » *Amt für Gesundheit (Health Department) (Thurgau)*
- zg.feel-ok.ch » *Kinder- und Jugendgesundheit (Child and Adolescent Health) (Zug)*
- zh.feel-ok.ch » *Prävention und Gesundheitsförderung (Prevention and Health Care), Canton of Zurich*

Furthermore feel-ok comprises an Austrian and a German version:

- feel-ok.at » *Styria vitalis (Graz)*
- feelok.de » *Baden-Württembergischer Landesverband für Prävention und Rehabilitation*

feel-ok.ch is now also responsive, which means that the content automatically adapts to suit the screen size and can be used with smartphones and tablets. See our video at feel-ok.ch/schule

Use

The use of feel-ok.ch increased by 42% between 2015 (N=230,925 sessions in one year) and 2017 (N=329,763 sessions in one year) as a result of numerous communication measures and optimisations as well as with the support of Google and its AdGrants programme.