TWIST Session 18:
Tailored Digital Health Interventions and Addictions
Wednesday 25th October, 14:30h – 16:00h (Room 1.06)

Hein de Vries *PhD, Professor in Health Communication, Department of Health Promotion, Maastricht University.*
Hein de Vries is professor in Health Communication. One of his areas of expertise is developing tailored eHealth interventions to promote the adoption of health behaviours. He is using an integration of various theoretical models (the I-Change Model) as a theoretical background. Various effective and cost-effective tailored eHealth interventions have been developed using this method.

Kei Long Cheung, *Department of Health Services Research and Health Promotion Maastricht University, NL.*

Kei Long Cheung is a junior researcher. He has analysed the effects of a computer tailored obesity prevention programme, assessed the cost-effectiveness of various Dutch smoking cessation programmes, and conducted usability evaluations of the eHealth EQUIPT program. He is also involved in various best-worst scaling studies to assess user preferences.

Session Description:
Learning objective(s):
- To become acquainted of the core principles of tailored communication methods
- To provide examples of computer tailored programs for smoking and alcohol to demonstrate content, effects and cost-effectiveness
- To let participants practice on how to develop tailored messages for eHealth via a short training in groups.

Scope/main topics covered:
- Principles of computer tailoring
- Evaluation of computer tailored programs, including usability
- Developing computer tailored messages via training

Training/Learning formats:
- Overall lecture to demonstrate core principles
- Demonstration of projects to illustrate how studies were set up and tested
- Training of core principles of computer tailoring in small groups
- Presentation of group work

Learning outcome(s) (what should the trainee be able to do following the session?):
- To have become acquainted of the core principles of tailored communication methods
- To have become acquainted of the motivational principles used in computer tailored eHealth programs
- To understand how computer tailored programs for smoking and alcohol can be set up and tested
- To be able to develop tailored messages for an eHealth program
- To be able to evaluate the usability of an eHealth prototype.

Related LxAddictions 2017 sessions:
PS21 (Moving interventions online)