

**Arizona Division of
Emergency Management
Emergency Kit Cook-Off
Final Report
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Prepared By:
LeCroy & Milligan Associates, Inc.
2020 N. Forbes Blvd., Suite 104
Tucson, Arizona 85745
(520) 326-5154
FAX (520) 326-5155
www.lecroymilligan.com

Prepared For:
Arizona Department of
Emergency and Military Affairs
Arizona Division of Emergency
Management
5636 E. McDowell Road, Building M5101
Phoenix, AZ 85008-3495

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Founded in 1991, LeCroy & Milligan Associates, Inc. is a consulting firm specializing in social services and education program evaluation and training that is comprehensive, research-driven and useful. Our goal is to provide effective program evaluation and training that enables stakeholders to document outcomes, provide accountability, and engage in continuous program improvement. With central offices located in Tucson, Arizona, LeCroy & Milligan Associates has worked at the local, state and national level with a broad spectrum of social services, criminal justice, education and behavioral health programs.

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Executive Summary

The Arizona Division of Emergency Management (ADEM) advocates four principles of emergency preparedness: Planning, Preparing, Inquiring, and Inspiring. The ADEM received funding from the Office of Public Health Preparedness and Response (OPHPR) of the Center for Disease Control (CDC) to implement an “Emergency Kit Cook-Off” (Cook-Off). The Cook-Off was designed to: 1) engage the public in preparing “72-hour food kits” and thereby invest community members in *preparing* for emergencies and disasters, and 2) support them in *inspiring* others to prepare, thus promoting two of the four preparedness principles advocated by the ADEM.

The ADEM developed a website focusing on the Cook-Off where community members could learn about emergency food kits and principles of emergency preparedness and participate in activities. In the principle Cook-Off activity, participants could submit a recipe that had been developed using a set of specific directions that encouraged thinking about contents of 72-hour food kits (e.g., the recipe could only contain nonperishable foods). The 2013 Cook-Off was launched on September, 3, 2013 and is ongoing. An on-line survey was developed to evaluate the effect of the Cook-Off on participants’ preparedness, satisfaction with the Cook-Off experience, and participant demographics. Additional data were drawn from the Cook-Off website.

Between August 19 and September 30, 2013, there were 1,505 hits on the Cook-Off website, including 1,115 unique visitors. Twenty-nine individuals participated in the primary activity in September by submitting a recipe. Seven individuals submitted surveys that provided further insight into their experience. Communications strategies about the Cook-Off appear to have been effective and the Cook-Off website appears to be fairly user-friendly. The great majority of survey respondents reported that participating in the Cook-Off had been “a lot of fun” or “really fun.”

For those that participated through the web site, the Cook-Off appears to have been reasonably successful in accomplishing the two of the four principles of emergency preparedness advocated by the ADEM that it targeted, investing community members in preparing for emergencies and disasters, and inspiring others to prepare for emergencies and disasters. Improvement in five



specific areas related to emergency preparedness were evident for survey respondents, despite indications that the majority of respondents were at least somewhat engaged with emergency preparedness prior to first visiting the Cook-Off website. All respondents reported feeling more motivated to prepare for emergencies after participating in the Cook-Off, nearly half reported on emergency preparations they had made since they first visited the Cook-Off website, and nearly half reported on further emergency preparations they expect to make in the next six months.

For those that participated, the Cook-Off appears to have supported community members in inspiring others to prepare for emergencies and disasters. A good majority of respondents reported that since first visiting the Cook-Off website, they had told others about the Cook-Off, had directed others to the Cook-Off website, and had told others about emergency preparedness in general. All respondents reported that they were likely to encourage others to participate in the Cook-Off.



Introduction

The Arizona Division of Emergency Management (ADEM) is tasked with enhancing public safety by anticipating and addressing emergencies or disasters that may befall communities in Arizona. To this end they advocate four principles of emergency preparedness. These principles are Planning, Preparing, Inquiring, and Inspiring.

The Office of Public Health Preparedness and Response (OPHPR) of the Center for Disease Control (CDC) awarded funding to seven initiatives across the nation that reflect a “whole community” approach to emergency management. The ADEM received funding to implement an “Emergency Kit Cook-Off” (Cook-Off). The Cook-Off was designed to engage the public in preparing “72-hour food kits” and thereby invest community members in *preparing* for emergencies and disasters and to support them in *inspiring* others to prepare, promoting two of the preparedness principles of the ADEM. A 72-hour food kit is a reserve of non-perishable food and water that is sufficient to feed all family members (and pets) for 72 hours.

To provide public access to the Cook-Off and related preparedness information, the ADEM developed a website focusing on the Cook-Off (www.emergencykitcookoff.org). Community members were able to engage with the website at various levels: they could learn about emergency food kits and principles of emergency preparedness and they could participate in activities. An initial activity was provided in which participants could vote on non-perishable ingredients to be included as “featured ingredients” in the Cook-Off. This activity was used to produce a list of “featured ingredients” for the principle Cook-Off activity. In the principle Cook-Off activity, participants could submit a recipe that had been developed using a set of specific directions: the recipe could only contain nonperishable foods and needed to use at least one “featured ingredient”; preferably the recipe would rely on manual rather than electric appliances (e.g. can openers). The public was invited to vote on “featured ingredients” in August of 2013. The 2013 Cook-Off was launched on September, 3, 2013, coinciding with National Preparedness Month, and is ongoing.



Evaluation Overview

An evaluation plan was developed to evaluate the effect of the Recipe Submission activity. A process evaluation was developed to evaluate the success of the implementation of the Cook-Off. Process evaluation questions can be found in Exhibit 1. Questions regarding the utility of the website were guided by previous research on website utility in healthy and safety promotion (e.g. Papadaki & Scott, 2006; Williams, Nicholas, Huntington, & McLean, 2002).

Exhibit 1. Process Evaluation Questions

What percentage of Cook-Off website users submitted recipes?

How many recipes were submitted?

From whom did participants learn of the Cook-Off?

Through what means did participants hear about the Cook-Off? (e.g., Twitter)

Was the Cook-Off website easy to navigate?

Was the information on the Cook-Off website clear?

Did Cook-Off participants enjoy the activity?

An outcome evaluation was developed to evaluate the success of the project in accomplishing its two primary goals: 1) investing community members in *preparing* for emergencies and disasters, and 2) supporting community members in *inspiring* others to prepare for emergencies and disasters.

Outcome indicators designed to evaluate the effectiveness of the Cook-Off in investing community members in *preparing* for emergencies and disasters and can be found in Exhibit 2. Outcome evaluation questions related to the effectiveness of the Cook-Off in supporting community members in *inspiring* others to prepare for emergencies and disasters and can be found in Exhibit 3.



Exhibit 2. Outcome Evaluation Questions for Investing Community Members in Preparing for Emergencies and Disasters

Did Cook-Off participants use the Cook-Off website for other activities related to emergency preparation?

Did Cook-Off participants feel more comfortable with the prospect of preparing for emergencies after participating in the Cook-Off?

Did Cook-Off participants feel more knowledgeable about 72-hour food kit preparation after participating in the Cook-Off?

Did Cook-Off participants feel more knowledgeable about emergency preparedness in general after participating in the Cook-Off?

Were Cook-Off participants more prepared with a 72-hour food kit after participating in the Cook-Off?

Were Cook-Off participants more prepared for emergencies in general after participating in the Cook-Off?

To what degree did Cook-Off participants feel more motivated to prepare for emergencies or disasters due to participating in the Cook-Off?

What percentage of Cook-Off participants made emergency preparations after visiting the Cook-Off website?

What percentage of Cook-Off participants expect to make further emergency preparations in the next six months?

Exhibit 3. Outcome Questions for Supporting Community Members in Inspiring Others

Did participants develop their recipes with others?

Did Cook-Off participants tell others (family, friends, co-workers) about the Emergency Kit Cook-Off?

Did Cook-Off participants tell others (family, friends, co-workers) about 72-hour food kits?

Did Cook-Off participants tell others (family, friends, co-workers) about emergency preparedness in general?

Did Cook-Off participants direct others (family, friends, co-workers) to the Emergency Kit Cook-Off website?

Would Cook-Off participants encourage others (family, friends, co-workers) to participate in the Cook-Off?

The evaluation also solicited suggestions from participants to guide future efforts.



Data Collection Methods

Data was collected using a survey of participants and the Cook-Off website. An on-line survey was developed in SurveyMonkey to collect data to evaluate the effect of the Cook-Off on participants' preparedness and the extent to which they engaged others in preparedness activities. The survey also collected information regarding satisfaction with the Cook-Off experience and participant demographics. All those who submitted a recipe on the Cook-Off website on or before September 30, 2013 were invited to participate in the survey and were provided a link to the survey on the Cook-Off website. A Cook-Off refrigerator magnet was offered to individual who filled out the survey and included a mailing address.

Data was also drawn from the Cook-Off website. The number of recipes submitted to the Cook-Off was collected by a tally. The number of individuals who visited the Cook-Off website during the August-September activities was collected using Google Analytics.

Results

Process Evaluation Findings

Between August 19 and September 30, 2013, there were 1,505 hits on the Cook-Off website, including 1,115 unique visitors. Between September 4-30, 2013, 29 recipes were submitted to the Cook-Off website.

Seven individuals who submitted recipes to the Cook-Off responded to the online survey (24% of those who submitted recipes). Of these, six respondents were female (85.7%) and one was male (14.3%). The majority of respondents were between the ages of 40 and 59 (71.4%, n=5); two respondents (28.6%) reported that they were between 21 and 39. Most respondents reported that this was the first time they had participated in the Cook-Off; six of the seven respondents who responded to this question reported that it was the first time they had participated (85.7%).

Respondents were asked who told them about the Cook-Off and could check more than one response. The most common response was "Another preparedness campaign" (60%, n=4) (See Exhibit 4); three respondents



reported hearing about it from the 30days30ways campaign. No respondents reported hearing of the Cook-Off from a co-worker, another government agency, a non-governmental organization, or radio, television or newspaper.

Exhibit 4. Who Told Respondents About the Cook-Off (N=7)

	Frequency*
Another preparedness campaign	4
A family member or friend	1
The Emergency Kit Cook-Off	1
The Arizona Emergency Information Network (AzEIN)	1
Other	1
Another government agency	0
A non-governmental organization (e.g. Red Cross)	0
A co-worker	0
The radio, television or newspaper	0

***Respondents could choose more than one response**

Respondents were also asked how word of the Cook-Off reached them and could check more than one response. Of seven respondents, the most common responses were Twitter (n=2), Facebook (n=2) and the Cook-Off website (n=2) (See Exhibit 5). No one reported hearing of the Cook-Off by way of Pinterest, another website, or the radio, television or newspaper.

Exhibit 5. How Word of the Cook-Off Reached Respondents (N=7)

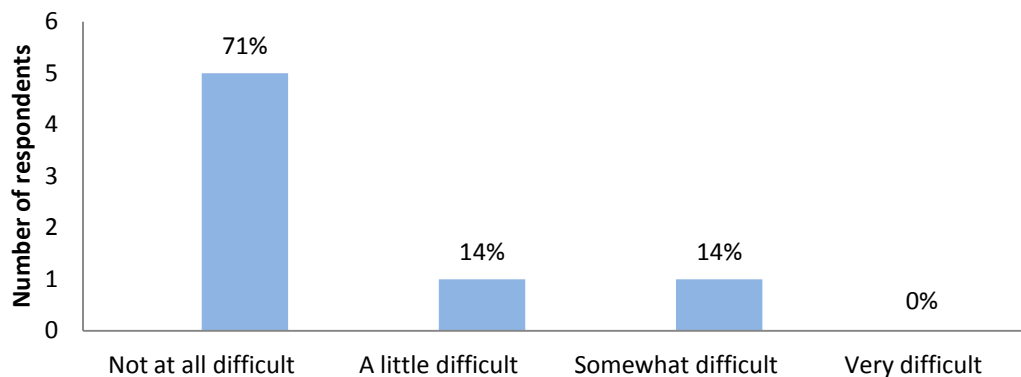
	Frequency*
Twitter	2
Facebook	2
The Emergency Kit Cook-Off website	2
Personal email or word of mouth	1
Pinterest	0
Other website	0
The radio, television or newspaper	0
Other	0

***Respondents could choose more than one response**



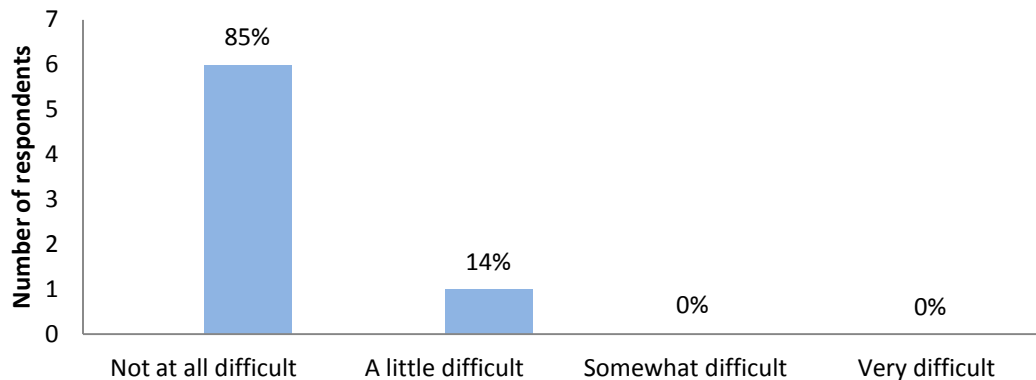
Respondents were asked about their experience navigating the website. On a scale of “not at all difficult to navigate” to “very difficult to navigate,” the majority of respondents found the website not at all difficult to navigate (See Exhibit 6). One respondent reported that the dialog window for the profile picture “stuck” and “kept saying my answer was wrong final form, said ‘email not sent’.”

Exhibit 6. Percentage of Respondents Who Report Difficulty Navigating the Cook-Off Website (N=7)



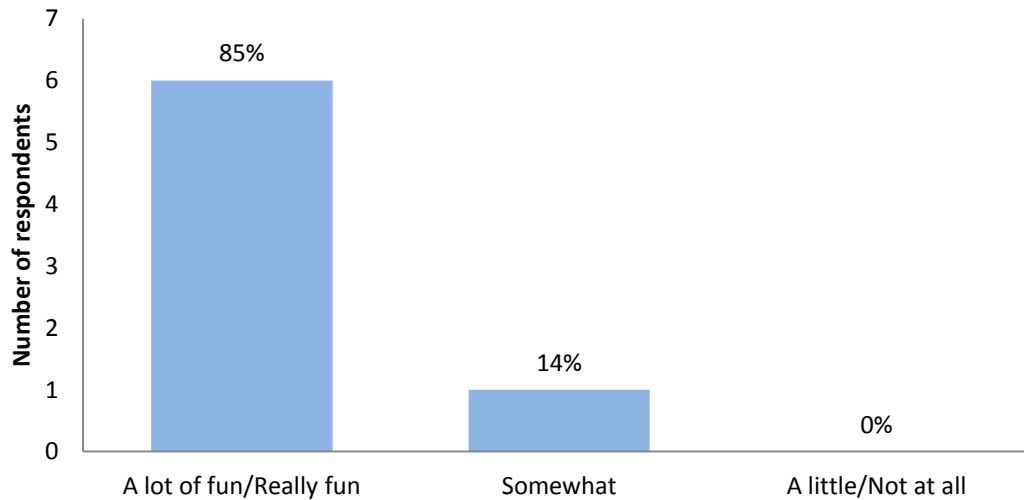
Respondents were also asked how clear the information on the Cook-Off website was. On a scale of “not at all difficult to understand” to “very difficult to understand,” all but one respondent (85.7%) found the website not at all difficult to understand (See Exhibit 7). No respondents reported any specific examples of information that was difficult to understand.

Exhibit 7. Percentage of Respondents Who Report Difficulty Understanding Information on the Cook-Off Website (N=7)



Respondents were asked how much fun it was participating in the Cook-Off. On a scale from “not fun at all” to “really fun”, the majority of respondents reported that it have been “a lot of fun”; 85.7% of respondents (n=6) reported that it had been “a lot of fun or “really fun” (See Exhibit 8).

Exhibit 8. Percentage of Respondents Who Report How Much Fun It Was Participating in the Cook-Off (N=7)



Outcome Evaluation Findings

The outcome evaluation evaluated the success of the project in accomplishing its two primary goals: 1) investing community members in *preparing* for emergencies and disasters and 2) supporting community members in *inspiring* others to prepare for emergencies and disasters.

Outcomes related to investing community members in preparing for emergencies and disasters.

Of the seven respondents Cook-Off participants who responded to the survey two (29%) reported that they had also used the Cook-Off website to participate in the preliminary Cook-Off activity (voting on Cook-Off ingredients) (See Exhibit 9). Three of the seven Cook-Off participants (42.9%) reported that they had also used the Cook-Off website to learn more about 72-hour food kits and three out of the seven (42.9%) reported that they had also used the Cook-Off website to learn more about emergency preparedness generally. A total of four out of seven respondents (57.1%) had used the Cook-Off website for some purpose in addition to submitting a recipe.



Exhibit 9. How Respondents Used the Emergency Kit Cook-Off Website (N=7)

	Frequency*
To learn more about preparedness generally	3
To learn more about 72-hour food kits	3
To vote on Emergency Kit Cook-Off ingredients	2

*Respondents could choose more than one response

Survey data was collected to evaluate change in specific areas related to emergency preparedness, including:

- Comfort with the prospect of preparing for emergencies,
- Knowledge about 72-hour food kits,
- Knowledgeable about emergency preparedness generally,
- Preparedness of 72-hour food kit, and
- Preparedness for emergencies generally.

Although there was an insufficient number of respondents to conduct statistical analyses, signs of improvement in all five of these areas were evident, as can be seen in Exhibits 10-14.

Exhibit 10. Comfort With the Prospect of Preparing for Emergencies Before and After Participation (N=7)

	Not at all	A little	Somewhat	Very	Completely
Before	0	1	3	3	0
After	0	0	3	4	0

Exhibit 11. Knowledge About 72-Hour Food Kits Before and After Participation (N=7)

	Not at all	A little	Somewhat	Very	Completely
Before	1	0	3	3	0
After	0	1	2	5	0



Exhibit 12. Knowledgeable About Emergency Preparedness Generally Before and After Participation (N=7)

	Not at all	A little	Somewhat	Very	Completely
Before	0	0	3	4	0
After	0	0	2	5	0

Exhibit 13. Preparedness of 72-Hour Food Kit Before and After Participation (N=7)

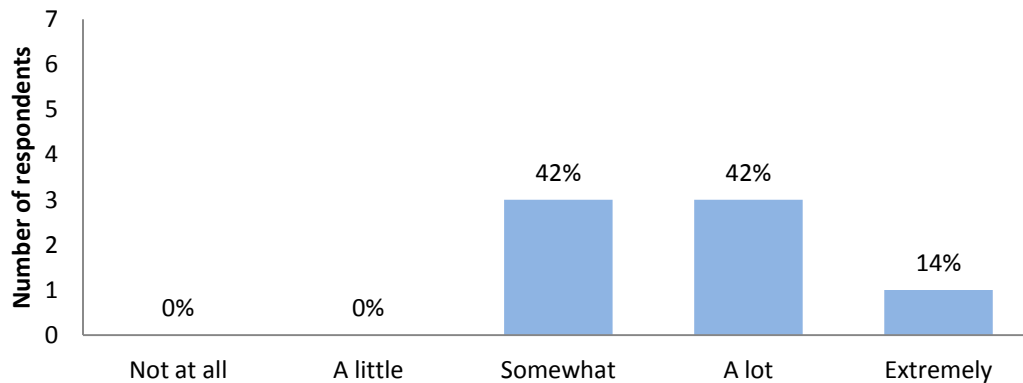
	Not at all	A little	Somewhat	Very	Completely
Before	1	0	4	2	0
After	0	0	4	3	0

Exhibit 14. Preparedness for Emergencies Generally Before and After Participation (N=7)

	Not at all	A little	Somewhat	Very	Completely
Before	0	1	5	1	0
After	0	0	4	3	0

Respondents were asked about the degree to which they felt more motivated to prepare for emergencies or disasters due to participating in the Cook-Off. Reporting on a scale from “Not at all” to “Extremely,” the most common responses were “A lot” (n=3) and “Somewhat” (n=3) (See Exhibit 15).

Exhibit 15. Degree Participants Felt More Motivated to Prepared for Emergencies/Disasters After Participating (N=7)



Respondents reported on the emergency preparations they had made since they first visited the Cook-Off website and what further emergency preparations they expected to make in the next six months. Three of seven respondents (42.9%) reported they had made emergency preparations since first visiting the Cook-Off website. Respondents reported making the following preparations:

- “Purchased foods for my personal kit.”
- “We made a 72-hour disaster response kit and evacuation plan.”
- “Rotated my shelf stable pantry items. Itemized pantry items. Made a list of needed replacements.”

Three of seven respondents (42.9%) reported that they expect to make specific emergency preparations in the next six months. Respondents reported expecting to make the following preparations in the next six months:

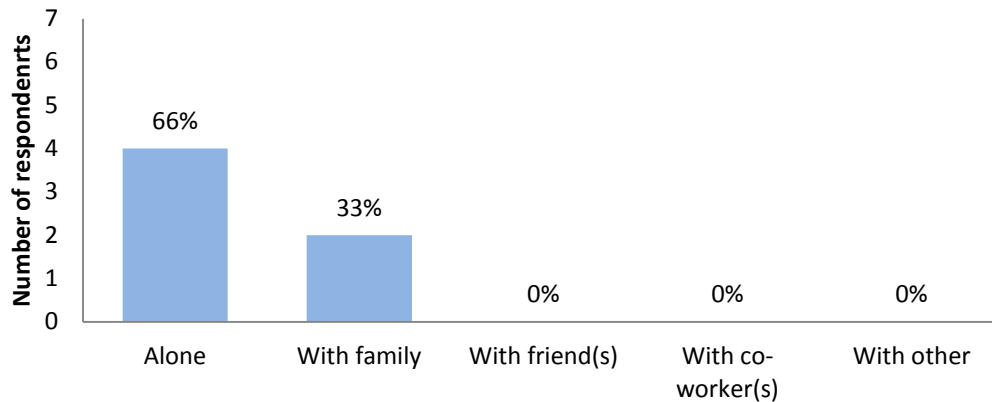
- “Buy a weather radio. Plan emergency food recipes for the canned goods in our disaster response kit.”
- “Stock up pantry with dry goods/ nonperishables.”
- “Rotate the perishables in my home disaster kit. Complete my vehicle disaster backpack.”

Outcomes related to supporting community members in inspiring others to prepare for emergencies and disasters.

Respondents reported on whether they had prepared their recipe alone or with others. Four of six respondents (66.7%) reported preparing their recipe alone; of the two respondents (33.3%) who reported that they had prepared their recipe with others, both reported that they had prepared their recipe with their family. No one reported preparing their recipe with a friend or friends, a co-worker or coworkers, or anyone else (See Exhibit 16). One respondent indicated he/she had obtained an online recipe to submit.



Exhibit 16. Social Configuration of Recipe Development (N=7)



Six of seven respondents (85.7%) reported that since first visiting the Cook-Off website, they had told others (family, friend, co-workers) about the Cook-Off; two (28.6%) reported that they had told others about 72-hour food kits, five (71.4%) reported that they had told others about emergency preparedness in general, and five (71.4%) reported that they had directed others to the Cook-Off website (See Exhibit 17).

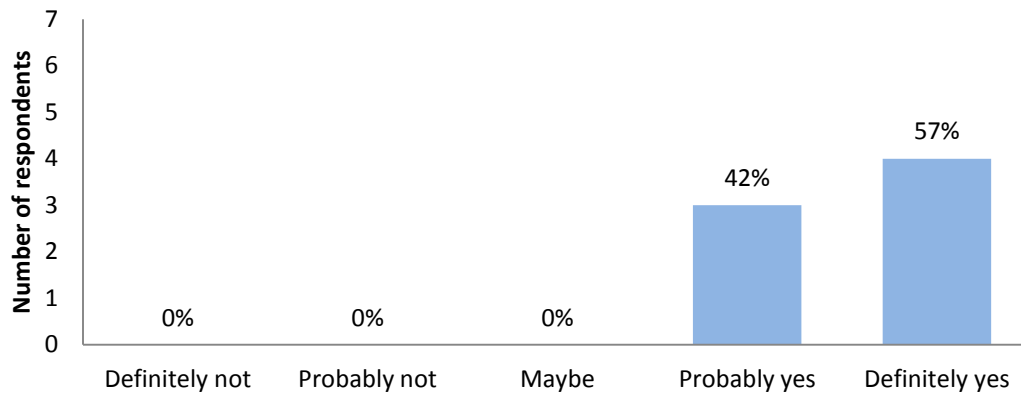
Exhibit 17. Inspiring Others (N=7)

	Percentage of respondents
Told others (family, friend, co-workers) about the Cook-Off	85.7% (n=6)
Told others (family, friend, co-workers) about emergency preparedness in general	71.4% (n=5)
Directed others (family, friend, co-workers) to the Cook-Off website	71.4% (n=5)
Told others (family, friend, co-workers) about 72-hour food kits	28.6% (n=2)

Respondents were asked, on a scale from “Definitely Not” to “Definitely Yes,” whether they would encourage others to participate in the Cook-Off. Of seven respondents, four reported “definitely yes” and the remaining three reported “probably yes” (See Exhibit 18).



Exhibit 18. Whether Participants Would Encourage Others to Participate in the Cook-Off (N=7)



Informing Future Projects

Survey respondents were asked what kind of activities or messages they believed would inspire them or others to prepare for emergencies and disasters. Two respondents referenced the 30days30ways campaign. Another suggested more challenges related to either a specific ingredient (i.e. canned peaches) or using a single, specified cooking method (i.e. Dutch oven). One respondent described a disaster response group at his/her church where information was shared regarding different types of disaster and getting prepared (72-hour disaster kit, evacuation plan, safety, CPR/first aid, etc.). This individual recommended encouraging others to get training and involved with the Red Cross, Salvation Army, Samaritan's Purse Disaster Response group, etc., and/or sending monetary or material donations to those currently impacted by disaster (Ex: Colorado flooding).



Discussion

The Cook-Off was evaluated using data drawn from the Cook-Off website as well as an on-line survey. It is important to note that the small number of surveys that were collected (n=7) precluded conducting testing for statistical significance and limits the confidence that can be placed in findings drawn from the survey. Still, the results reported herein can be informative in guiding future efforts.

The process evaluation evaluated the success of the execution of the activity. The project was modestly successful in engaging those who entered the web site in the primary activity, submitting a recipe to the Cook-Off. Twenty-nine recipes were submitted in September, during the initial “push.”

Some of the communications strategies about the Cook-Off were effective in reaching and engaging community members; participants who provided survey data (n=7) reported receiving word of the Cook-Off through social networking sources, word or mouth, and the Cook-Off website. The 30days30ways campaign appears to have been particularly helpful in soliciting involvement. Some communication strategies either were not utilized or were less effective in soliciting involvement (e.g., radio, television and newspaper). The Cook-Off website appeared to be fairly user-friendly. A minority found the Cook-Off website “somewhat” or “a little” difficult to navigate. All but one respondent found the information on the Cook-Off website “not at all difficult” to understand. Perhaps most importantly, the activity appears to have been engaging for participants. The great majority of respondents reported that participating in the Cook-Off had been “a lot of fun or “really fun.”

The outcome evaluation evaluated the success of the project in accomplishing its two primary goals: 1) investing community members in *preparing* for emergencies and disasters and 2) supporting community members in *inspiring* others to prepare for emergencies and disasters. The Cook-Off appears to have been reasonable successful in investing community members in preparing for emergencies and disasters. Trends toward improvement in five specific areas related to emergency preparedness were evident for survey respondents, despite indications that the majority of respondents were at least somewhat



engaged with emergency preparedness prior to first visiting the Cook-Off website. All areas that were investigated appeared to show improvement, including comfort with the prospect of preparing for emergencies, knowledge about 72-hour food kits, knowledgeable about emergency preparedness generally, preparedness of 72-hour food kit, and preparedness for emergencies generally. However, there were an insufficient number of respondents to conduct statistical analyses to analyze whether changes were statistically significant.

All respondents reported feeling at least somewhat more motivated to prepare for emergencies after participating in the Cook-Off, with nearly half of respondents reporting on emergency preparations they had made since they first visited the Cook-Off website and nearly half reporting on further emergency preparations they expect to make in the next six months.

The Cook-Off also appears to have been reasonable successful in supporting community members in *inspiring* others to prepare for emergencies and disasters. Although the majority of respondents reported preparing their recipe alone, respondents reported engaging others in other ways. For example, the vast majority of respondents reported that since first visiting the Cook-Off website, they had told others (family, friend, co-workers) about the Cook-Off. A strong majority also reported that since first visiting the Cook-Off website, they had told others about emergency preparedness in general and that they had directed others to the Cook-Off website. All respondents reported that they would probably or definitely encourage others to participate in the Cook-Off.



Recommendations

Throughout the process, the ADEM displayed a strong commitment to developing a meaningful strategy to evaluate the recipe development activity of the Cook-Off. Now that the strategy has been developed, the ADEM may be guided by the following recommendations for future implementations of the Cook-Off and for future evaluation efforts:

- It may be possible to increase participation in the Cook-Off by expanding to include strategies to advertise the event that may have not been utilized thus far, such as radio, television, and newspaper advertising or publicity. Public radio stations, for example, may be interested in interviewing key Cook-Off staff to promote the website and activities.
- To conduct statistical significance testing on before and after measures and to allow for comparisons (e.g., whether impact differs by age group), it will be necessary to collect a larger number of surveys from participants. This may be accomplished by an increase in participants in the Cook-Off. Greater participation in the survey may also be encouraged by more inviting or “valuable” incentives.



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