

# Do as the young people do

Challenges and strategies to best listen to young people





**Starlight & Livewire**



**Program Evaluation**



**Engagement strategies**

# What happens in Childhood Lasts a Lifetime



Early life experiences shape a child's development.

A happy childhood impacts a child's lifelong wellbeing, sense of self & social connection.

Serious illness doesn't just impact a child's health – their whole life changes as they miss out on family time, making friends, school etc.



Australia has one of the best healthcare systems in the world. But that's not enough.

## **And that's why Starlight exists...**

Sick kids need more than just great medical care. They need the social connection & emotional support that lets them be a child.



Starlight uses play, creativity & social connection to help reframe their healthcare experience.

We work with health professionals to deliver the best 'total care' for sick kids – so that they can live their best lives.

**Because 'Happiness Matters'**

# Theory of Impact

Because Happiness Matters



## ISSUE

Australia has one of the best children's health care systems in the world, however:

- ★ Hospital & treatment can be frightening & overwhelming
- ★ Ongoing treatment impacts long-term wellbeing
- ★ Indigenous kids have some of the worst health outcomes in the world



## NEED

Happiness matters in the moment & long-term. Children need more than the excellent clinical care. They need support to:

- ★ Thrive mentally & emotionally
- ★ Enjoy social connections & feel like they belong
- ★ Participate in the healthcare system



## STRATEGIC RESPONSE

Through play, creativity & social connection, we positively disrupt their healthcare experience!

- ★ We work with hospitals & the community to deliver the best possible 'total' care & positively impact a child's healthcare overall.





## PARTICIPANTS

Children & young people in the healthcare system who have:

- ★ Serious health issues
- ★ A short-term illness or injury
- ★ Experienced health inequity & barriers to health care

We focus on the patients & their siblings, recognising & valuing the vital role of family & community



## STARLIGHT

- ★ Captain Starlight
- ★ Starlight Express Rooms
- ★ Rocket Rounds
- ★ Starlight TV
- ★ Livewire
- ★ Starlight's Healthier Futures Initiative
- ★ Starlight Wishes
- ★ Starlight Moments
- ★ Starlight Connections
- ★ Planet Starlight



## OUTCOMES & IMPACT

Kids & families:

- ★ Thrive mentally & emotionally
- ★ Enjoy social connections & a sense of belonging
- ★ Positively participate in their healthcare
- ★ Have a more positive healthcare experience

A healthcare system that supports the 'total care' needs of children

Helps protect & develop a child's mental, emotional & social wellbeing

Their wellbeing is optimised to live their best life.



**We exist because  
happiness matters.**



**A future where every child  
has a happy childhood.**



**To brighten the lives of  
seriously ill children and  
young people.**

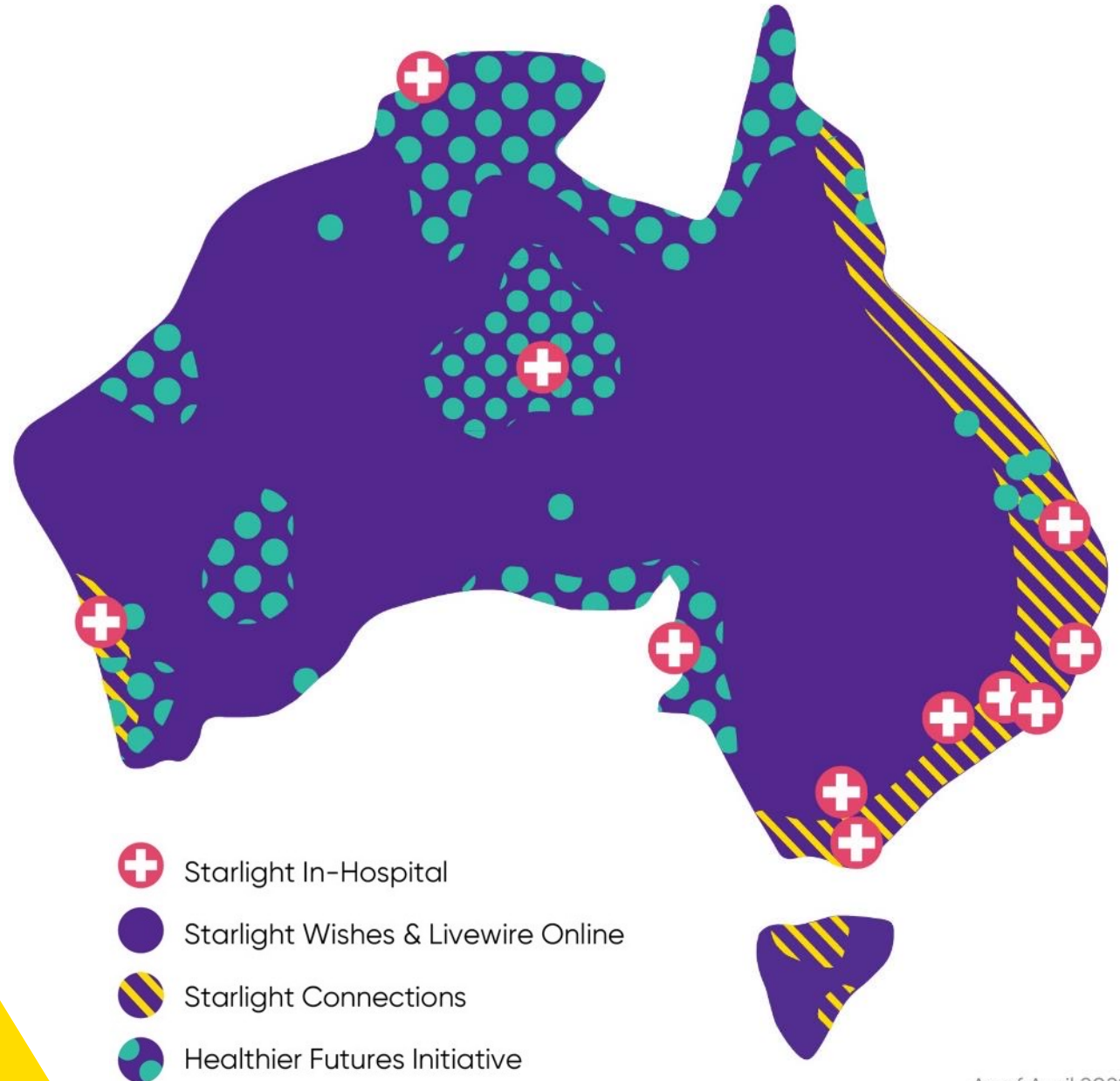


# National Reach, Local Impact



## We're Australia's broadest reaching children's charity

supporting kids & young  
people regardless of their  
illness or health condition.



As of April 2022

# Programs Overview



## Captain Starlight & Starlight Express Rooms

Everyday Captain Starlight spreads happiness to sick kids in hospital in the Starlight Express Room.

There's 10 Starlight Express Rooms & 180 Captains nationally



## Starlight Wishes

Over 500 sick kids receive a Starlight Wish each year.

They give the kids & families something to look forward to & help create happy memories in tough times.



## Healthier Futures Initiative

We partner with health professionals & support clinicians during vital health clinic checks, to reframe the clinic experience for kids.



## Livewire

Helps teens & young people connect with other teens going through similar challenges.

Livewire is delivered in hospitals & through a safe, online community.



## Starlight Moments

Helping create special moments for families to enjoy, share & remember at difficult times



# Livewire

**In-Hospital & Online**



Livewire is for teenagers & young people (12-20yrs) living with a serious illness, disability or chronic health condition.

Our online community & in-hospital workshops help teens to connect with peers who understand what they're going through.

Livewire boosts teen's confidence & self esteem, helping them better manage stress, isolation and anxiety.

**Livewire helps teens feel happier, accepted & more positive.**



# Hearing the voices of young people



# Measuring Livewire's Impact

## LIVEWIRE ONLINE



\*Social Ventures Australia, 2016

**We continually evaluate & independently measure the impact of all our national programs.**

SVA's Social Return on Investment study\* showed that for every \$1 invested into Livewire's online program, \$5.30 value was delivered back into the community.



# Evaluation and our Theory of Impact



Evaluation helps us to better understand the experience of kids and teens and the role Starlight programs play in helping them to:

- Thrive mentally and emotionally
- Enjoy social connections and a sense of belonging
- Positively participate in their health care
- A more positive hospital and health care experience

# Our program evaluations:



Value the voice of kids, teens, and their families and make sure we hear **what matters to them**.



Are approached with **curiosity and openness** and are seen as an opportunity to understand and grow.



Take a **strengths-based approach** to ensure we celebrate what is working and how we can learn from this. We do this without shying away from understanding what isn't working and needs to improve.

# Our program evaluations:



Ensure our most important responsibility: the **safety and wellbeing** of kids and teens, including high ethical standards in evaluation.



Are **inclusive** of all kids and teens we work with, including those that are not always heard because of disability, cultural or linguistic diversity and First Nations people.

# ★ How we evaluate

There are five aspects of Program Evaluation at Starlight with this multi-faceted approach providing an in-depth understanding of how each Program is performing.

## REACH

Using data insights to reach more kids and teens and to understand trends, opportunities and demand for programs.

## SATISFACTION

Understanding the experience and needs of kids, teens, and their families and appreciating what matters most to them.



## HEALTH PROFESSIONAL FEEDBACK

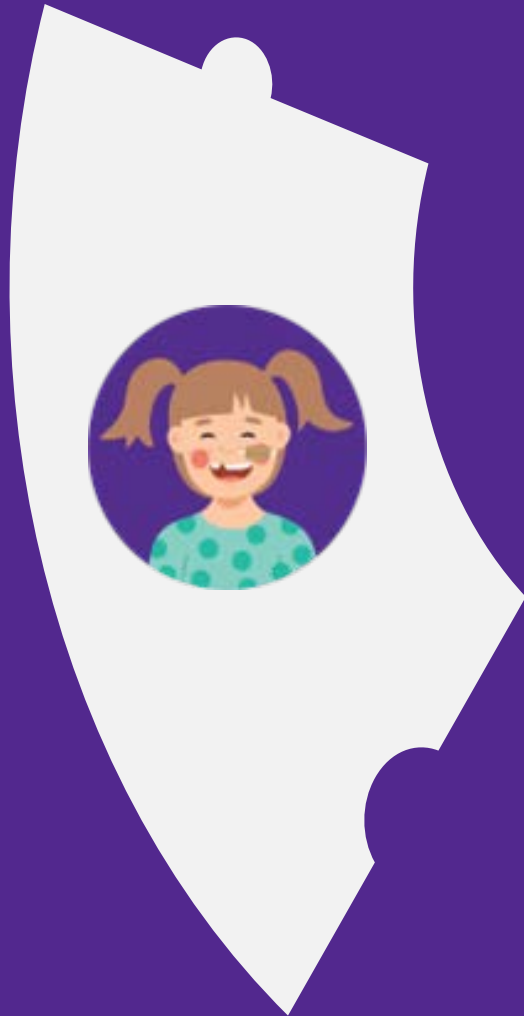
Seeking input from our health partners to better meet needs and to enhance program impact

## IMPACT STUDIES

Undertaking gold-standard research to understand and articulate program outcomes and impact.

## PROGRAM HEALTH CHECK

Exploring the program experience against our exceptional experiences standards to identify what works well and how we can improve.



# Satisfaction

Understanding the experience and needs of kids, teens, and their families and appreciating what matters most to them.



# Postcards for Livewire in-hospital

Strategy 1





**WE WANT TO  
HEAR FROM YOU!**

**COMPLETE OUR 5-MINUTE SURVEY  
FOR YOUR CHANCE TO WIN A  
\$50 AMAZON GIFT VOUCHER**



<https://www.surveymonkey.com/r/LWIHfeedback>

# Activity Postcards

- ★ QR code on activity postcards
- ★ \$50 Amazon gift card incentive for one randomly selected person



## Sudoku

Fill the 9x9 grid with digits 1 to 9 so that each of these 9 digits appears in each row, each column and each 3x3 sub-grid only once.

		2			8			
	5		6					1
9		1		2			7	3
4						5		9
		6	5					
	7			1		8		
6							9	5
		8	7		4			2
	4			3			1	



### Find-a-word

- AWESOME
- CAPTAIN
- CREATIVE
- LIVEWIRE
- MUSIC
- POSITIVE
- STARLIGHT
- SURVEY
- TEENAGER
- VIDEO

E	J	B	Z	S	V	F	W	Q	F	X	R
Y	R	D	H	U	I	Q	I	F	V	S	E
C	H	I	U	R	D	A	S	W	M	J	G
C	R	X	W	V	E	U	X	U	H	B	A
S	A	E	J	E	O	M	S	A	L	D	N
P	I	P	A	Y	V	I	O	H	Z	I	E
D	J	C	T	T	C	I	O	S	L	D	E
H	Y	W	F	A	I	N	L	A	E	S	T
I	D	L	E	Q	I	V	A	P	U	W	J
R	M	N	U	Y	G	N	E	G	U	N	A
S	T	A	R	L	I	G	H	T	B	G	Z
E	V	I	T	I	S	O	P	A	D	O	X



Over 3 months,  
we collected  
8 responses from  
one  
hospital location



*we want your feedback!*

**TAKE THE 5-MINUTE SURVEY....**  
and go in the draw to win a \$50 Amazon gift card!



<https://www.surveymonkey.com/r/LWIHfeedback>



# Social media campaign

Strategy 2





# Using social media



*We're listening!*

Spent time with our Livewire team in hospital sometime this year?  
Share your feedback so we can continue creating awesome experiences!

Complete our survey by October 9th to go in the draw to

**WIN A \$50 AMAZON GIFT VOUCHER**



*It's time for a*  
**GIVEAWAY**

Spent time with our Livewire team in hospital sometime this year?  
Complete our 5-minute survey to go in the draw to win!

**\$50**  
AMAZON



# Livewire Online

Strategy 3





# 5-step process to our evaluation





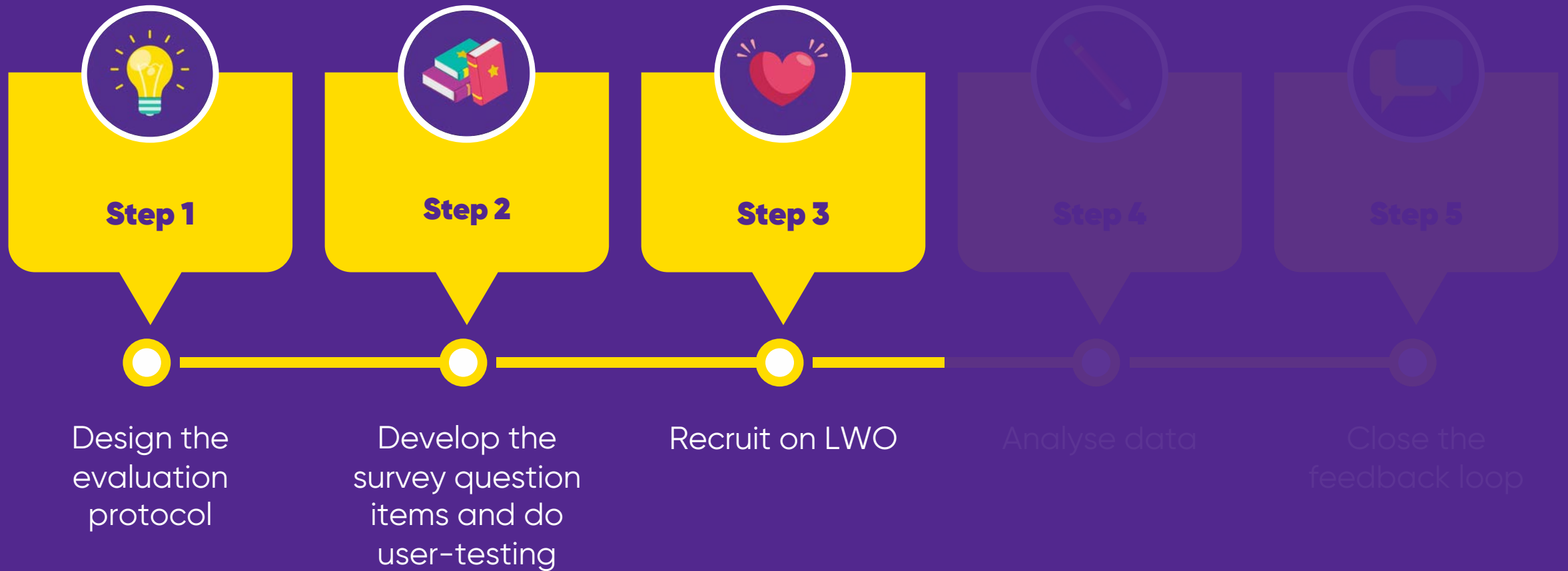
# 5-step process to our evaluation







# 5-step process to our evaluation





# 5-step process to our evaluation



**Step 1**

Design the  
evaluation  
protocol



**Step 2**

Develop the  
survey question  
items and do  
user-testing



**Step 3**

Recruit on LWO



**Step 4**

Analyse data



**Step 5**

Close the  
feedback loop



# 5-step process to our evaluation



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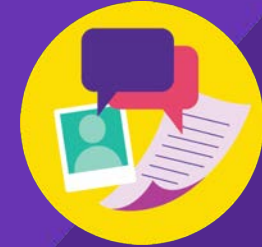
## A few key findings from our analysis



Most respondents used LWO a few times a week or more (76%)



Average satisfaction rating of LWO: 9/10 (range=5-10)



Favourite part about LWO was ability to connect with others in a safe environment



Members love and want more interactive activities and events



Members want more opportunity for agency and story sharing



Members want more "age specific" activities



# Livestreaming on Livewire



Live video feed with a separate chat room



Young people can engage with presenters via the chat room



Young people can watch the livestream back at any time, and leave comments for presenters





# Why livestream?



Chat can move extremely quickly!



Young people felt heard, involved and empowered



Accessible for different engagement styles and time availabilities



Livestreams are entertaining and fun!



Livestreams allow us to dig for context in an organic way

# our evaluation

**Members want to be involved in creating content for Livewire Online (like hosting livestreams) and engaging with member-led content.**

- We love this! You can contribute to creating more content in three different ways:
  1. Send us an article you've written to us at [livewire@starlight.org.au](mailto:livewire@starlight.org.au) so we can upload it to 'Articles'.
  2. Any member can lead a chat event and/or a livestream. We will post a how-to Article soon!
  3. Any member can upload a video on Livewire TV.



**Step 1**

Design the  
evaluation  
protocol



**Step 2**

Analyse data



Close the  
feedback loop

**Members suggested having more opportunities to talk about health experiences and their journey.**

- We have something in the works! Stay tuned!

**Some members commented that they were confused about whether they were eligible to be a part of the Livewire Online community.**

- We are improving how we talk about Livewire so new members feel comfortable to join! If you have any other ideas on what we could have done differently when you first signed-up, please let a Chat Host know or email [livewire@starlight.org.au](mailto:livewire@starlight.org.au).



## 3 key learnings



### **Adapt**

Adapt to suit the cohort you are working with – how do they best communicate, how do they feel most comfortable, what would make them want to share feedback?



### **Stay open-minded**

Never assume your way is the only way to interpret something. Put yourself in their shoes and allow yourself to explore other possibilities.



### **Reciprocal altruism**

The evaluation approach allowed young people to contribute help us improve, but it ultimately benefited them – closing the feedback loop helps highlight this.



# What's Next?

**LWIH In person pilot**

3 sites



**SMS**

Link to "Build" Challenge



**???**

Open to ideas...





# Any questions?

Dr Claire Treadgold  
National Manager, Research & Evaluation  
Adjunct Assoc. Professor, UNSW Medicine

[claire.treadgold@starlight.org.au](mailto:claire.treadgold@starlight.org.au)

