



# Lawrence Telehealth Kiosk Community-Based Evaluation

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# Welcome!



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# Background

# Response to COVID-19

- Massachusetts Department of Public Health's (MDPH)'s Bureau of Family Health and Nutrition (BFHN) received funding in 2020-2021 to address the need for telehealth services due to COVID-19.
- BFHN partnered with the Federation for Children with Special Health Needs, the Professional Center for Child Development (PCCD), local providers, stakeholders, community members, and the City of Lawrence to launch the new Telehealth Kiosk in the Lawrence Public Library in March 2022. The Kiosk is designed to create a safe, accessible, and confidential space for Lawrence residents to access health and social services.

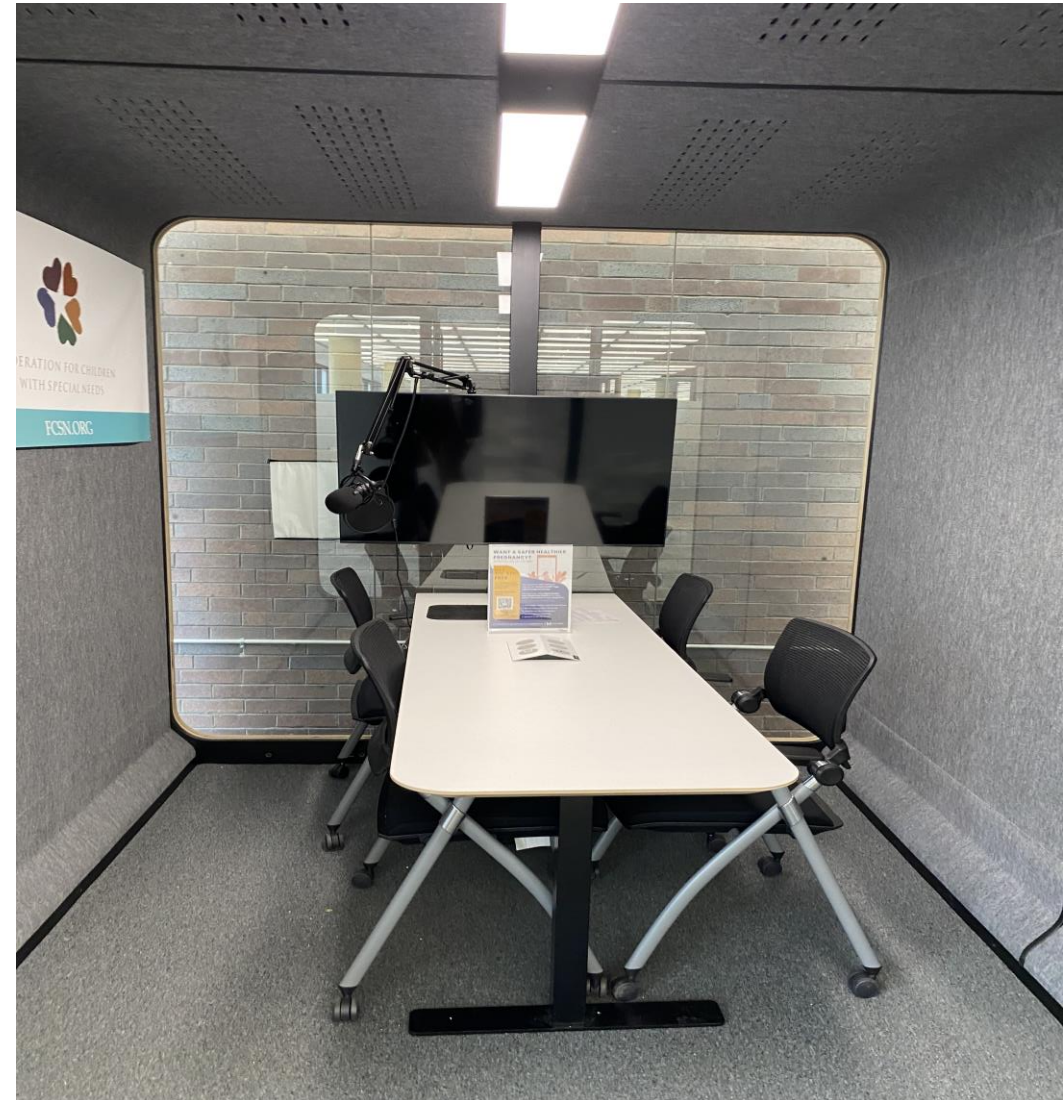
# The Lawrence Telehealth Kiosk



- The Lawrence Telehealth Kiosk is located at the main branch of the Lawrence Public Library and opened in March 2022.
- It was planned in response to the COVID-19 pandemic, which restricted people from receiving services in-person.

# The Lawrence Telehealth Kiosk

- Seating for up to 4 people
- Wi-fi
- Computer
- Headset



# Evaluation

This evaluation helped us answer key questions about the Telehealth Kiosk, including:



Who used and was aware of the Telehealth Kiosk?



How did people learn about the Telehealth Kiosk?



Could people see themselves using the Telehealth Kiosk? For which activities?



Is the Telehealth Kiosk important for the community?

# Project Design

The web-based survey was shared through a variety of formats:



In-person



Email



Text Message



Flyers



# Recruitment Flyer

**¿Vive en Lawrence?  
¡Su Voz Importa!**

¡Nuestro departamento de la Universidad de Tufts quiere saber que piensa del Nuevo Quiosco de Telesalud ubicado en La Biblioteca Principal Pública de Lawrence!

¿Usted ha oído acerca del Quiosco de Telesalud?

**\***  
Para participar, necesita:

- Tener más de 18 años
- Vivir en Lawrence

*¡No es necesario estar familiarizado con el Quisco para participar!*

¿Cuáles recomendaciones tiene sobre el Quiosco de Telesalud?

- Participantes tomarán una encuesta anónima en inglés o español (5-10 minutos)
- Participantes recibirán una tarjeta de regalo de \$10 como agradecimiento por su tiempo.

¡Para participar, escanee este código QR, o haga clic [AQUÍ!](#)



Para más información, envíe un correo electrónico a Olien Lu o Hypatia Ortega (Community Evaluators) a [LawrenceKioskProject@gmail.com](mailto:LawrenceKioskProject@gmail.com)



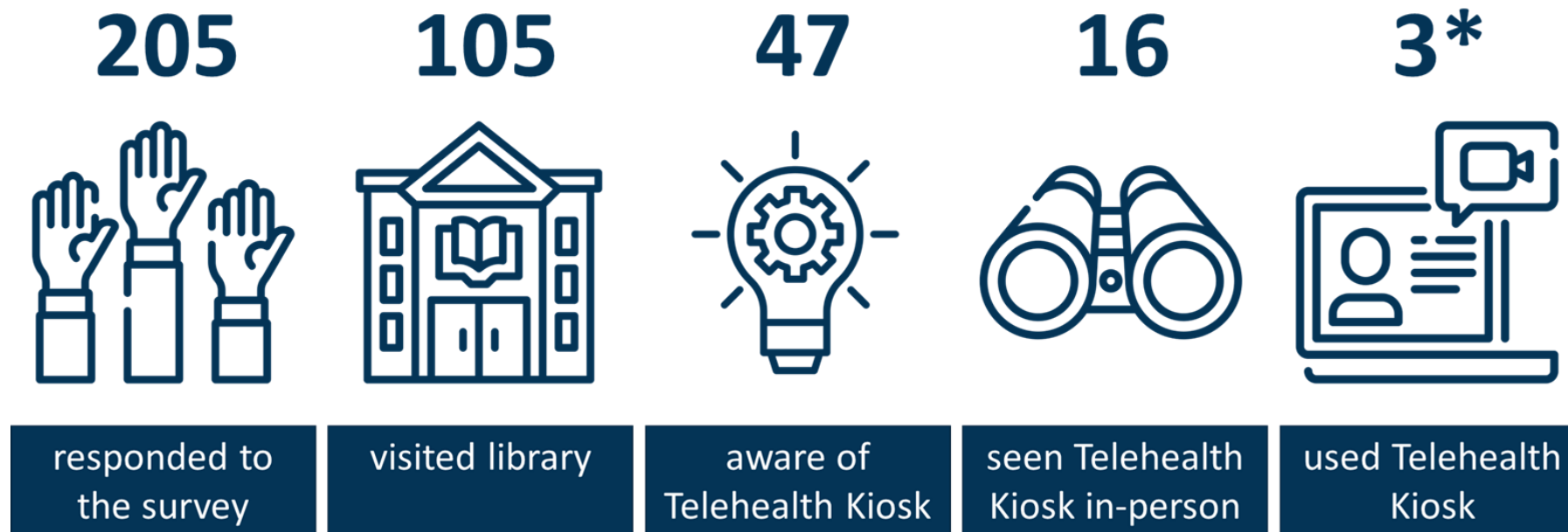
# Sample Demographics

- 94% of respondents identified as **Hispanic/Latino**
- Most respondents' **preferred language was either Spanish or English**
- 70% also **worked in Lawrence**
- Over half of respondents' households received at least one **ongoing support**



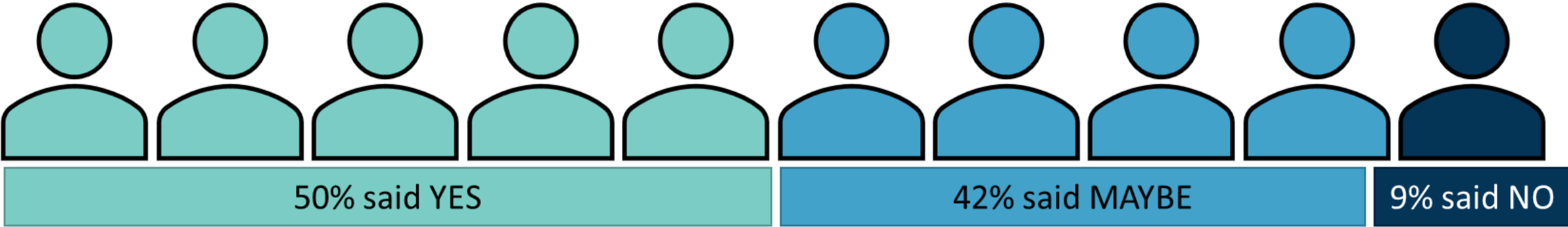
# Key Findings

# Finding #1: Telehealth Kiosk Awareness and Usage was low.



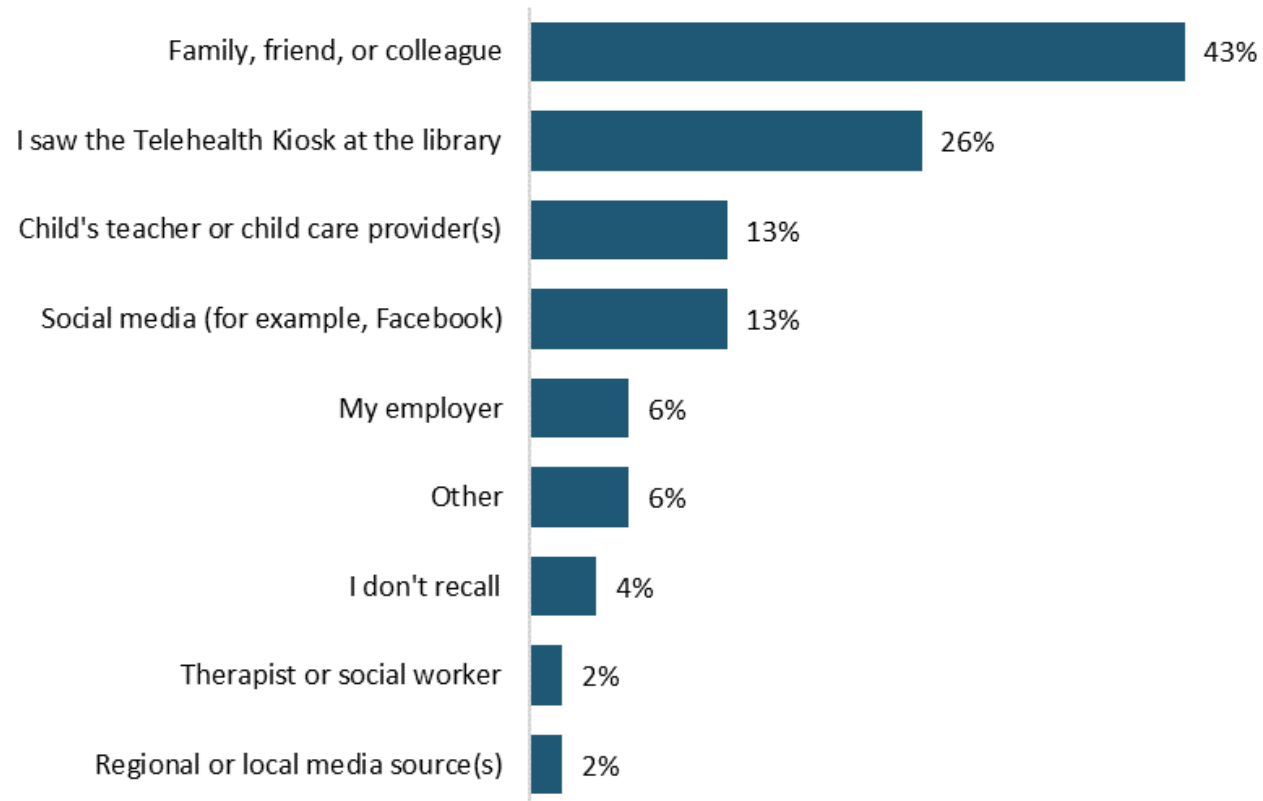
\*We know through data provided by the Lawrence Public Library that there are more Telehealth Kiosk users.

# Finding #2: Respondents could see themselves using the Telehealth Kiosk.



# Finding #3: Respondents learned about the Telehealth Kiosk

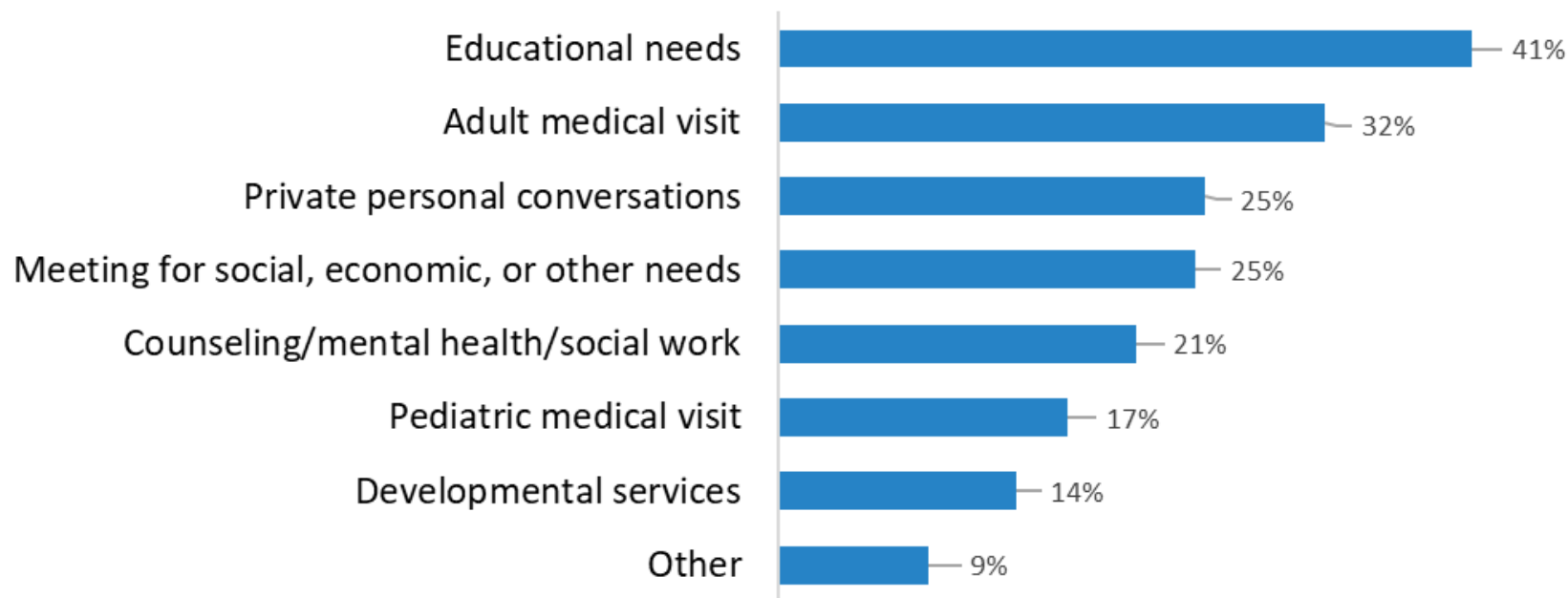
Many respondents learned about the Telehealth Kiosk through word of mouth or seeing it in-person.



N= 47

# Finding #4: Potential Usage of the Telehealth Kiosk

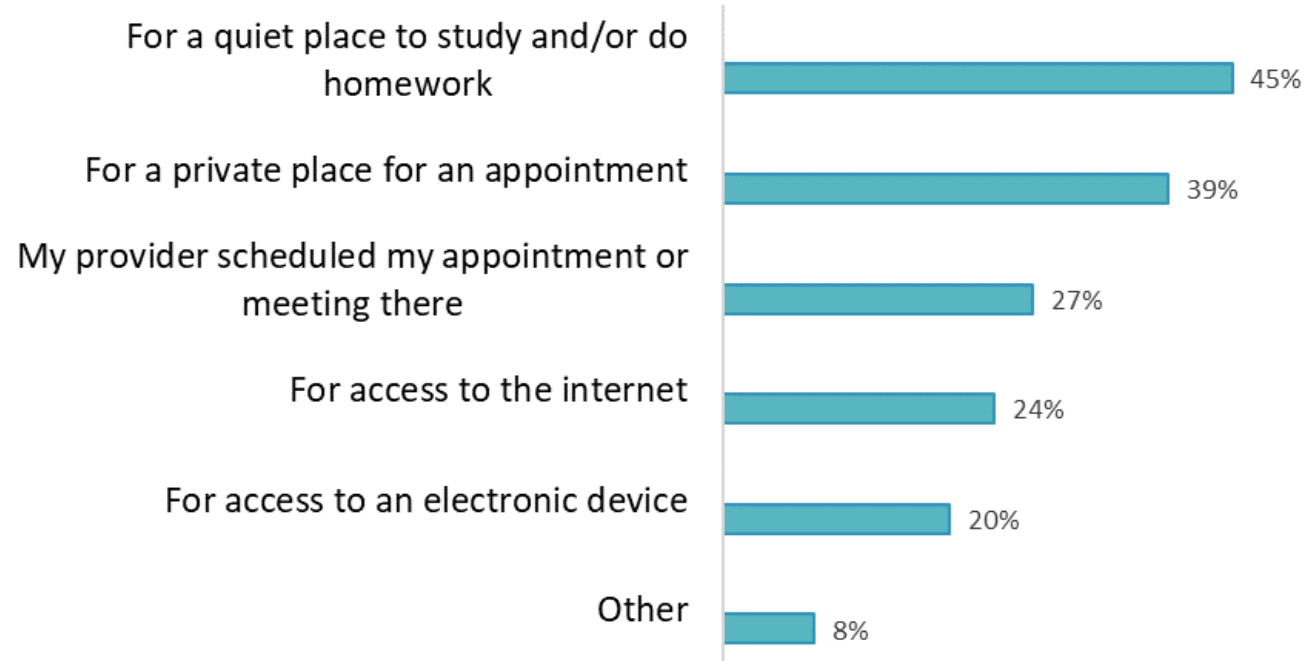
**Educational Needs on top of Potential Activities among Survey Takers**



**N=171**

# Finding #5: Potential Usage of the Telehealth Kiosk

## Private and Personal Reasons on top for Potential Reasons among Survey Takers



N=177



# Finding #6: The Telehealth Kiosk is important to the Lawrence community.



**95%** of survey takers agreed the Telehealth Kiosk was an important service for the community (n=197)



**78%** of survey takers would recommend the Telehealth Kiosk to another person (n=198)

# Recommendations & Reflections

# Our Recommendations

## Further Evaluation:

- Consider another study sampling those who have actually used the Lawrence Telehealth Kiosk.
- Consider surveying providers. Would providers use the Lawrence Telehealth Kiosk and in what ways?

## Marketing:

- Consider re-branding/re-naming the Lawrence Telehealth Kiosk – broaden it so that the name implies intended uses.
- Whatever the name ends up being, be consistent with the name (Telehealth Kiosk) when referring to it.
- Continue marketing campaigns for current Telehealth Kiosk, in Spanish and English through local radio and social media and at community fairs. The strategy for this will depend on who the target audience will be.
- Think about scaling in response to demand. Is there a cost-efficient alternative to the Telehealth kiosk so that more private space is available?

## Logistics:

- Train staff on assisting/trouble shooting with patrons who have reserved the Lawrence Telehealth Kiosk.
- Add cancellation button for Telehealth Kiosk reservation system.

# Acknowledgement

**The cross-organizational collaboration was key to this project –  
Thank you!**

**MA Department of  
Public Health**



**The Professional Center for  
Child Development**



**Lawrence  
Public Library**



# Discussion

**How would a version of the Lawrence Telehealth Kiosk benefit your community?**

Questions?