

How do we educate and inspire the public to learn more about sickle cell trait?



Cincinnati Children's Hospital Division of Hematology

Sickle Cell Trait Awareness

In collaboration with: Charles Quinn, MD, Lisa Shook, MA

When: Fall Semester 2014

The Opportunity

This project focused on improving education and information in the community on sickle cell trait through an online presence. Over the course of 15 weeks the LWC team reached out to the local community to investigate what is currently understood about sickle cell trait.

The Challenge

Sickle cell trait has little to no symptoms or side effects. However, the child of two people who are carriers of the sickle cell trait has a 25% chance of ending up with the disease. Consequently, the disease leads to a relatively short life with extremely painful symptoms. The Live Well Collaborative was tasked with developing a digital educational platform to promote discussion about sickle cell trait.

The Approach

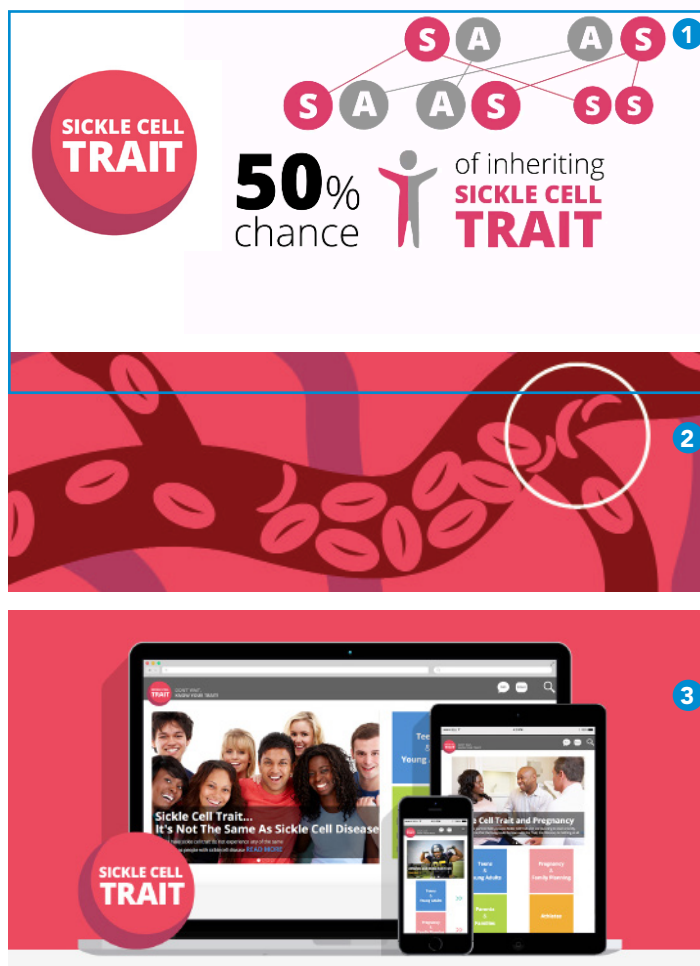
The LWC team attended sickle cell community events, recruiting teens and young adults to help understand their knowledge of the topic and gain input. The team researched their digital habits and preferences, which guided the development of an effective online tool. This research contributed to the creation of various communication strategies and website prototypes ready for further testing.

The Impact

The team used continual feedback from the public to create one cohesive resource across multiple platforms. The site provides a single resource that answers any questions sickle cell trait carriers may have about the disease, and encourages them to approach pregnancy and family planning in a responsible way.

Where is it now?

Over 7,600 individual users visited the site, and 22% returned within the first year of activity. The Sickle Cell Disease Association of America and the Region 4 Genetics Collaborative in the Midwest have noted the website. The team is currently working to add another tab for "Providers."



- 1 Website Visualizations - www.sicklecelltrait.org**
 The team developed a logo and brand visualization for the website, including a genetic probability graphic which shows the different probabilities of inheriting sickle cell trait or disease, and provide dynamic support for users.
- 2 Illustrating Sickle Cell Disease**
 Illustrations show how sickle cell disease causes red blood cells to become misshapen crescents and block blood flow in the limbs and organs.
- 3 Sickle Cell Video - <http://sicklecelltrait.org>**
 The site is formatted for desktop, smart phone, and tablet.