

Generation Rx.com

How Young People Use the Internet for Health Information

Tuesday, December 11, 2001

9:30 am - 11:30 am

Millennium Broadway Hotel, Room 5.02

44th and Broadway, New York City

9:30 am **Registration**

9:45 am **Welcome/Introductions**

- **Tina Hoff, Vice President, and Director, Program for Public Health Information and Partnerships, Kaiser Family Foundation**

9:50 am **More than Just Fun and Games? How – and Why – Young People Use the Web**

- **Vicky Rideout, Vice President, and Director, Program for the Study of Entertainment Media and Health, Kaiser Family Foundation**, will present new findings from a Foundation survey of teens and young adults about their experiences with and attitudes about online health information – including what they search for, how much they trust it, and whether it influences what they talk about with friends, family, and physicians.

10:15 am **Good Health Just a Mouse Click Away? What Americans Seek and Find Online**

- **Lee Rainie, Director, Pew Internet & American Life Project**, will provide an overview of the “online health care revolution” and the key role the Internet plays in young people’s lives today.
- **Gretchen Berland, MD, Assistant Professor, Yale University Department of Internal Medicine**, will outline what is known about the quality of online health “content” and how consumers can best find and evaluate health sites.
- **Esther Drill, Co-Founder and Editor-in-Chief, gURL.com** will describe how the Internet is being used by “content providers” – and young people themselves – for sexual health advice, including how websites such as hers decide what is appropriate subject matter.
- **Robert Johnson, MD, Director of Adolescent and Young Adult Medicine, New Jersey Medical School**, will discuss how the Web has changed how he and his patients relate to each other as well as his efforts to integrate it into both clinical practice and peer outreach.

11:00 a.m. **Questions and Answers**