

## **User acceptance testing of the daily health coach (DHC) program for young Australian women**

### **Authors**

Hamilton B<sup>1†</sup>, Khan D<sup>1†</sup>, Issa M<sup>1</sup>, Malloy J<sup>1,2</sup>, Roy R<sup>1,2\*</sup>

<sup>1</sup> Nutrition and Dietetics, Susan Wakil School of Nursing and Midwifery, Faculty of Medicine and Health, The University of Sydney, Sydney, NSW 2050, Australia

<sup>2</sup> Charles Perkins Centre, The University of Sydney, Sydney, NSW 2006, Australia

\* Correspondence: Rajshri.roy@sydney.edu.au

† These authors contributed equally to this work.

### **Background:**

The aim of this study was to evaluate the acceptability, engagement, and cultural relevance of the adapted Daily Health Coach (DHC) program for young women aged 18-24 years old in Australia, which provided feedback and informed further refinements for the program. The DHC is a 12-week social media-based health promotion program originally developed in New Zealand to support young women's wellbeing through evidence-based content on nutrition, physical activity, mental health, and body image. Given cultural and contextual differences, the program is being adapted for Australian audiences, requiring evaluation of its clarity, usefulness, and relevance before implementation.

### **Methods:**

A cross-sectional online survey was conducted using REDCap to evaluate the usefulness, understanding and cultural relevance of 12 weeks of DHC social media posts. Participants were recruited via social media advertisements and digital flyers. Each post was rated for understanding, usefulness, and age appropriateness on a five-point Likert scale, with an additional open-ended question capturing qualitative feedback and suggestions for improvement. Likert scale responses were summarised using descriptive statistics, while open ended responses were thematically analysed.

### **Results:**

Posts were rated higher for understanding than for usefulness, although mean combined scores ranged from 7.6 to 8.1, with all posts receiving scores >7/10. No significant differences were found in demographic subgroups, indicating that the content was inclusive and broadly relatable. Most posts were rated as age-appropriate for 18-24-year-olds, aligning with the intended audience. Thematic analysis highlighted key areas of improvement including reducing clutter, improving layouts, using more relatable examples and incorporating video elements.

**Conclusion:**

The DHC program was found to be a highly relevant adaptation for young Australian women, where all posts were found to be useful and easily understood (>7/10). Participant feedback offers valuable direction for improving content design, tone, and delivery before progressing to the subsequent phase of co-design workshops.

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