

**Parents' Presentation Discussion Summary**  
ADVISOR Workshop  
14 March 2005

**Moderator: Ann Ross**

- **What Does this All Mean to Parents?**
- The ADVISOR Discussion Board is the only indication of parents using the ADVISOR web site. Only 3 parents are signed up, and only 2 are actively using it.
- Ann Ross has talked to her parent group about ADVISOR.
- Suggestion by parent: an email alerting parents to the NEW topics.
- Concern by parent: When a particular parent searches for Optic Nerve Hypoplasia, for instance. Meaning that parents are doing searching through eye diagnosis, versus visual impairment.

**Discussion/Comments/Suggestions:**

1. **Suggestion: Fun Things on the Parent Section of ADVISOR:** Five Fun things to do, or places that are accessible and fun for visually impaired kids to go to. The point being to include positive, fun activities and suggestions for parents.
2. Not enough parents are involved on the ADVISOR Board and more parent involvement is needed.
3. Giving out handouts and magnets to parents is working out well.
4. The idea of having a parent come to the ADVISOR Board meetings is a good one: parents buy into things from other parents.
5. Concern: Parents are so busy that if they do go onto the internet, they'll search for diagnosis-specific topics. Hence the ADVISOR web site is readily available to them, but they are just not using it.
6. The ADVISOR handout should be redesigned because the current one doesn't do anything from a marketing perspective.
7. If a parent searches for a specific diagnosis, e-ADVISOR should come up. (GOOGLE - the more your site is linked to something, the more your site will shoot up on GOOGLE's pecking order. The fact that e-ADVISOR is linked to Children's Hospital is very good). **For this reason, e-ADVISOR needs to get linked to other heavy-duty sites: someone suggested making personal phone calls to get that done.**

8. Try to get parents to give additional information that they WANT to see on the site – Buddy System.
9. Try to demonstrate the ADVISOR web site to parents in person, during meetings and visits. That way they can ask for technical help if they don't know how to find something or work something.
10. **Suggestion: Adding highlights for parents that change from month to month: concept for everyday use for parents; something concrete for parents to do. These can be put in as a pop-up window on the Parents' Page – (debated whether pop ups are good or bad, and also if it should just be on the parent's page, or the front main page).**
11. Sometimes parents are looking for cool things to do: ADVISOR should have suggestions and ideas on the web site.
12. Toys: parents often ask what to get in terms of toys. Toys section: there are no pictures of the toys. It would make a huge difference to be able to see the toys and also have pictures of kids playing with them. (Perkins Toy Library project is mentioned).
13. It was brought to attention that some users have a hard time technically with the Discussion Board. It is unclear that parents can start their own threads. Is there a tutorial? (FYI: There is an FAQ section on the top of the Discussion Board that explains everything).
14. Mentioned again: teachers should demonstrate the web to parents in person. Also, demonstrate and use ADVISOR at parent group meetings.
15. The people that are looking for the most info are the people who have the more obscure eye disorders. Rare eye disorders should be listed on the site.
16. The ADVISOR web site should be marketed to parents more.
17. Doctors need to make sure to give out the e-ADVISOR information to patients and their families.
18. It is good to see positive things on the web site, such as fun things for children with visual impairments to do.

**Exiting Notes:**

How do we get more parents to use the Discussion Board?  
Why is it not heavily used?

