



Action Project Reference: 67-04

Organisation: WOWS Kids Fiji

### Action Project Proposal:

“Website Development - Research and recommend improvements for the current website”

### Who Are WOWS Kids?

WOWS Kids Fiji is a registered non-profit charitable organisation established in 2009; and provides support for children diagnosed and living with cancer in Fiji (WOWS kids). We work in close collaboration with the Ministry of Health (MOH) to coordinate and provide holistic support for our WOWS kids and their families in their cancer journey; and we lead the way in raising awareness on childhood cancer issues in Fiji. The child support we provide includes paying for the diagnostic testing, treatments and medication costs, transportation costs.

We also work to raise awareness of the symptoms of cancer and treatment options. We run a number of campaigns throughout the year to raise awareness and money such as the Shave for change campaign, dollar drives and walkathons.

### Mission:

Our Mission is to provide Hope and Love to all children diagnosed and living with cancer in Fiji and increase the survival rate for childhood cancer to 20% by 2025.

To achieve our Mission we will have to establish consistent revenue and income streams; strengthen long-term partnerships with external stakeholders locally and internationally; and consistently deliver efficient and effective services for our children and their families and all WOWS stakeholders.

### **Long Term Aims & Vision:**

Our Vision is to provide appropriate and timely support and care for all children diagnosed and living with cancer in Fiji and the Pacific throughout their cancer journey – from diagnostic testing to treatments, post treatment care and into remission; including palliative support.

We currently manage a Resource Centre for our WOWS kids and their families; we aim to make it a fully equipped and sustainable centre. Our long term goal is to build a hospital for childhood cancer.

### **Current Challenges:**

Some barriers or challenges we face include:

- Not having a donor agency or aid to support the costs of our operation.
- Raising or creating awareness of childhood cancer in Fiji is a costly exercise especially when we have to reach out to the remote areas in Fiji. The lack of funding for this operation limits us.
- We don't have any transport systems and transport for children and their parents can be very expensive.
- Our man power is limited because we only have 2 members of full time staff due to financial constraints.
- Need to capitalize on the advantages of having a strong social media presence.
- Need more access to studies conducted by MOH there are issues with patient confidentiality that limit our access to these and therefore we don't always have enough information.

### **Further Information:**

Our website is incredibly important to us because it is our face on the internet that tells donors, stakeholders and families about our work. We would like some assistance and guidance on how to improve our website and some help with technical issues such as activating the website links to our social media platforms.

## Key Research & Discussion Areas:

You may wish to consider....

### PLANNING AND DELIVERY

- What purpose is the website serving?
- What is included in the current website?
  - What is good about the current website?
  - What could be added to the website to improve it?
  - What issues are there with the current website? (e.g. links not working etc.)
- Look at other similar organisations (either in Fiji or elsewhere)
  - What is good about their websites?
  - Could any of the features they include be applied to WOWS Kids' website?
- Who is the target audience(s) for the website?
- How much investment (e.g. time, finance) will be needed to make the website successful?
  - What is available to you? How will you best utilise these resources to bring about sustainable change?

### CONTENT

- If you are targeting multiple audiences, how will you vary the content according to your varying target audiences?
  - How will you ensure that the website is accessible and user friendly for your target audience?
- What design features (e.g. colour schemes, font, layout) are most appropriate for the website?
- How will you ensure that your contribution is sustainable and that changes can continue to be made after the end of your internship?
  - Could you create some step by step guides for future changes?

## BARRIERS

- What barriers can you foresee to the development and delivery of a successful website? (e.g. financial, practical, knowledge)
- How will you overcome these barriers?
- Can you find examples of how other organisations have overcome similar barriers?

## EVALUATION

- What evaluation methods will you use to evaluate the success of your contribution to the project?
- Has your project met the original goal?
  - Are there any more improvements you could make?
- How will you present your final project?

## Useful Links:

- Organisation page: <https://thinkpacific.com/action-project-wows-kids-fiji/>
- Website: <https://wowskids.org/>
- Facebook: <https://www.facebook.com/WOWSKidsFiji/>
- Twitter: <https://twitter.com/fijiwows?lang=en>
- Fiji Cancer Society provides a lot of background information about cancer in Fiji: <https://www.facebook.com/FijiCancerSociety/>

## Further Questions

Are there any questions you would like to ask WOWS Kids to assist in completing this project?

- .....
- .....
- .....
- .....
- .....