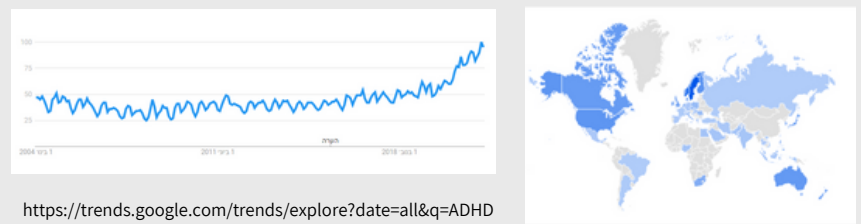


People with Attention Deficit Hyperactivity Disorder (ADHD) experience symptoms throughout their lifetime. The global prevalence of persistent adult ADHD in 2020 was 2.58% and symptomatic adult ADHD was 6.76% (Song et al., 2021). Untreated ADHD has been found to lead to risky behaviors, and poor adjustment to daily tasks such as work or financial management (Beauchaine et al., 2020; Graziano et al., 2015). Occupational therapy offers evidence-based evaluation and intervention methods to address executive functions and daily function (Fogel et al., 2020). However, individuals often not aware for these possible intervention, for instance, it has been shown that parents with ADHD sometimes discover their own disorders when they address their children to therapy (Aviran et al., 2017).

Over a third of adults go online to diagnose their health problems (Millenson et al., 2018). In Google trends for the definition of ADHD, the searches from 2004 to the present are shown. (retrieved 2022 April 27) both by number of searches and for distributions around the world.



The Laboratory for the Study of Complex Human Activity and Participation (CHAP) is a lab sited in the occupational therapy department at the University of Haifa. In addition to addressing ADHD, its research considers neuro-developmental challenges throughout the lifespan.

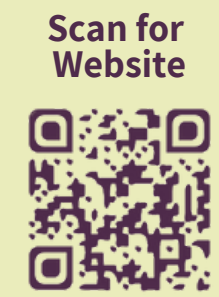
Recently, we have upgraded the lab's website and used social-network sites to increase awareness of the opportunities to evaluate and intervene with people with ADHD. We use this as part of a reaching-out model of self-recognition and functional management for adults with ADHD as well as other health conditions.



# Dissemination project: Linking Clinical Practice and Research towards daily function and Mental Health prevention.

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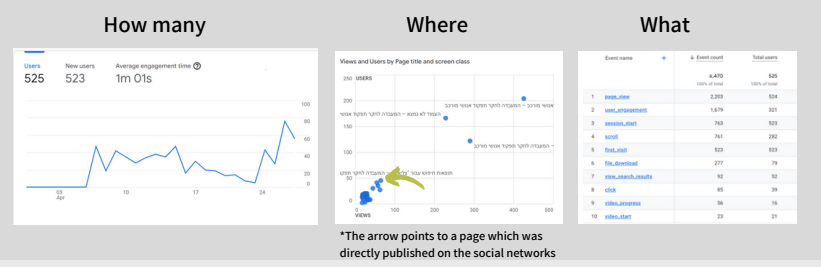


To date, two components of the dissemination strategy have been completed by a working group of four occupational therapists:

1. Material building for a website in Hebrew (with a focus on Israeli audience) in an accessible and detailed manner:
  - Open download of lab-related tools (e.g. evaluation tools).
  - Organized information based on diagnosis, with relevant links summarized in plain language.
  - Brief posts with article abstracts (in Hebrew).
  - In order to maximize the acquisition of relevant knowledge on the site, direct internal links is provided
2. Information distribution through social networks:
  - Sharing lab updates as recent articles.
  - Sharing lab resources pertaining to International Days
  - Establish collaborations with professionals who have a similar interest in lab resources

The website was launched April 6, 2022.

By using Google Analytics, we can track how many people visit the site, what they do on it, and where they search in the space of the website. Here are some statistics from Google Analytic (retrieved April 28, 2022):



According to these statistics, people are responding to the promotion in social networks. The information entered most frequently is the one shared on Facebook and Instagram and reshared by others. Additionally, data is downloaded and scrolled to read more information, while video receives less attention. Hence, more efforts need to be put into raising specific subjects on social networks, and text information should take precedence over video information.

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