

ASSESSMENT OF CONTENT FOR HEALTHINSITE

ASSESSMENT OF CONTENT FOR HEALTHINSITE

Contents:

- *Definitions / Overview / Site quality assurance process / Assessment process*
- *Form 1. Assessment of content against selection criteria*
- *Form 2. Summary of selection criteria assessment*
- *Form 3. Quality assurance process assessment (for HealthInsite Editorial Team and HealthInsite Editorial Board only)*

Accompanying document:

- *Publishing standards for HealthInsite*

Definitions

HealthInsite information partners are organisations such as peak health organisations, government agencies, consumer groups, community agencies and educational and research institutions, which have entered into a deed of agreement to provide information and links for HealthInsite.

The **HealthInsite Editorial Board** is responsible for editorial control over the content accessed through HealthInsite.

The **HealthInsite Editorial Team**, which supports the Editorial Board, is a unit of the Commonwealth Department of Health and Ageing.

A **resource** is a discrete item of content for HealthInsite such as a document, image, video or multimedia item.

Publishing standards for HealthInsite is a separate document which defines required and recommended standards for quality of information, authentication, technical issues and accessibility. The selection criteria in this document are closely linked to those standards.

URL is the Uniform Resource Locator used to address web resources.

Overview

Websites which have been put forward for approval to be accessed through HealthInsite must go through the HealthInsite quality assessment process. This involves assessment by the information partner, the HealthInsite Editorial Team and the HealthInsite Editorial Board.

Collections of resources from an information partner will be assessed as a group, and ratings are made of the collection, rather than of individual resources within the group. The collection may be a whole website or a part of a website which can be identified by a root URL.

However there may be some cases where the collection is scattered through a site and it is impossible to define a root URL. For example: a site may include older resources which were prepared before standards were applied, interspersed with fully compliant newer resources, or a site may include health resources interspersed with non-health resources. In such cases the information partner should advise the situation and provide URLs of examples of resources being put forward; it is not necessary to provide long lists of individual URLs. Assessment should be against the group of resources that the information partner is putting forward.

When it comes to adding individual resources in the HealthInsite database, non-compliant resources should not be approved until they have been upgraded.

Once the collection has been approved by the Editorial Board, future resources which have been prepared according to the HealthInsite standards and site quality assurance process may be added to the HealthInsite database without further approval from the Editorial Board. However the HealthInsite Editorial Team will monitor the approval of those resources.

The assessment process involves the completion of three forms, covering compliance with HealthInsite publishing standards and related selection criteria, and details of the quality process used by the organisation responsible for the collection being assessed. The forms may be completed and returned to the HealthInsite Editorial Team by email or on paper, or may be submitted using the online information partner application facility on HealthInsite at <http://www.healthinsite.gov.au>.

HealthInsite Publishing Standards and selection criteria (Forms 1 & 2)

Form 1 includes a checklist of criteria to assess the compliance of the potential information partner collection against the HealthInsite Publishing Standards and a range of relevant World Wide Web quality indicators. Each section of the form relates to a section of the HealthInsite Publishing Standards, and includes 'required' and 'desirable' criteria. Not all 'desirable' criteria will be relevant to all potential information partners. The Assessment Process section of this document provides more details on the level of compliance required for approval of new information partners.

Site quality assurance process (Form 3)

Documentation of the quality assurance process used by the information partner in developing its web site/resources must be provided to the Editorial Team for approval by the Editorial Board. The Assessment Process section of this document provides more details on the process for providing this information. Form 3 may be completed by the potential information partner, or by the HealthInsite Editorial Team using information provided by the potential partner that may be contained within other documents that have previously been prepared by the organisation.

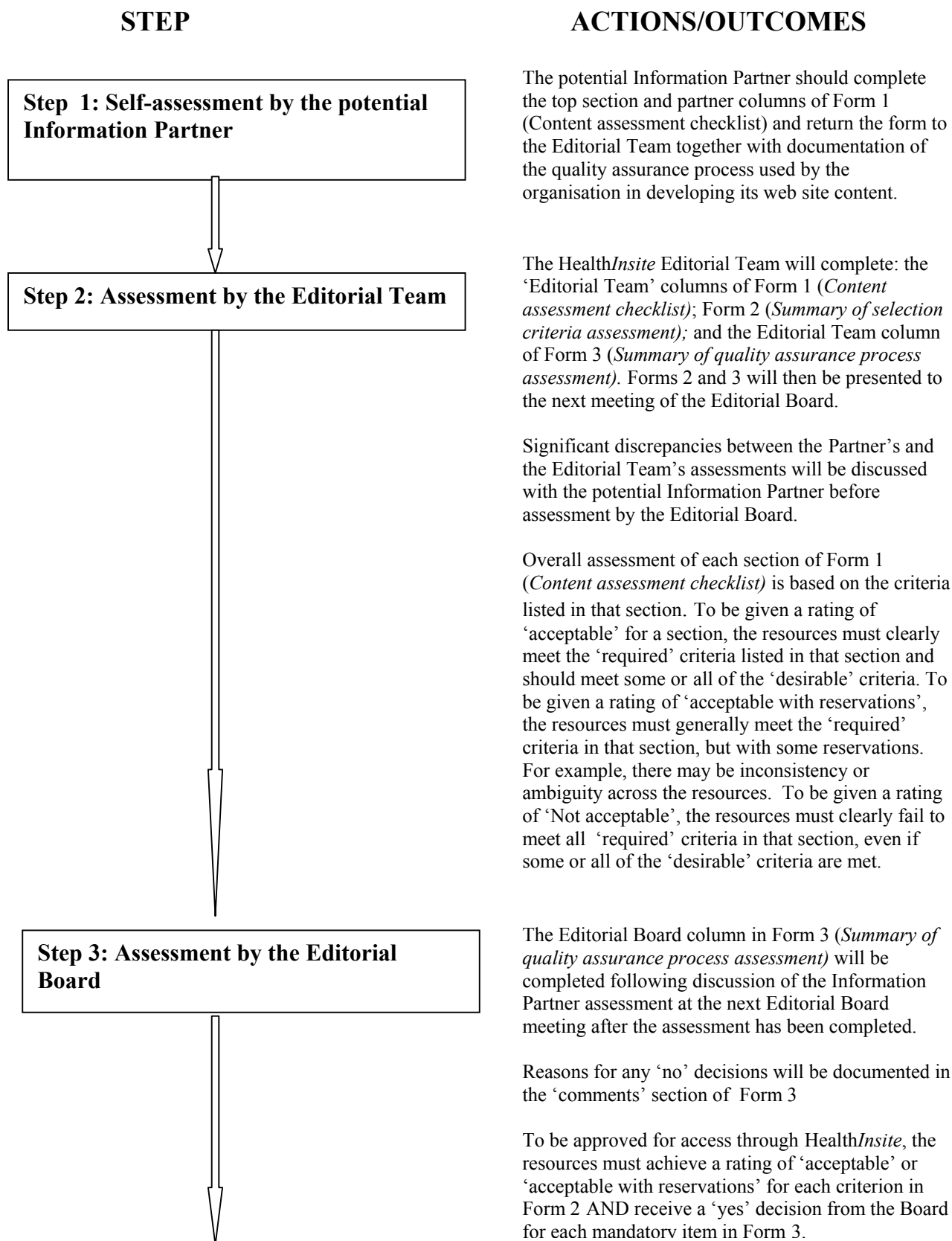
Mandatory attributes

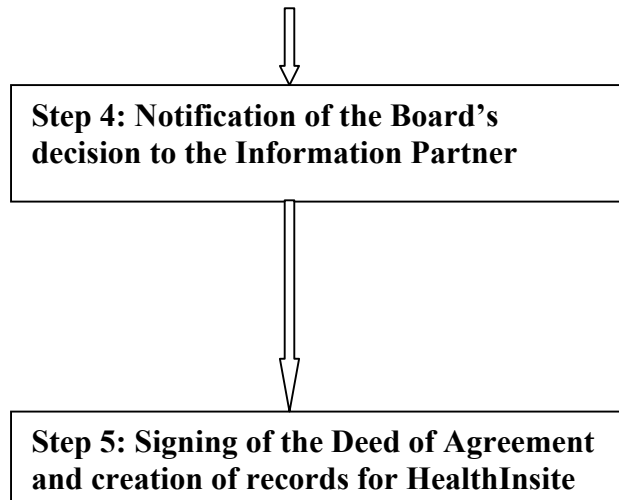
- Includes a policy that each resource is authored by a person or group with appropriate qualifications/experience (incl. Names or positions/ qualifications/experience)
- Includes a procedure for appropriate attribution of resources
- Includes a review process (with capacity for review prior to initial placement onto the site and at appropriate intervals to ensure currency). Needs to cite positions/qualifications/names of who reviews
- Details the final approval process (including responsibility/qualifications)
- Addresses conflict of interest
- Includes a policy on advertising
- Includes a process for consumer consultation and/or audience testing

Desirable attributes

- Provides a basis of decisions to provide information
- Provides background information on organisation
- Provides a statement of aims/objectives of organisation/information
- Includes a process to check compliance with standards (e.g. HealthInsite, internal, W3C)

Flowchart of assessment process





Following assessment by the Editorial Board, the Information Partner will be notified of the outcome by the Editorial Team on behalf of the Board. Reasons for rejection or deferral of approval will be discussed with the Information Partner and advice provided on appropriate upgrading or alteration of some or all of the resources for possible approval at a later date.

Following approval by the Editorial Board and incorporation of agreed changes to the draft version of the Deed of Agreement, two final copies of the Deed will be signed by the department's delegate and forwarded to the Information Partner for signing. One copy of the signed Deed will be returned to the Editorial Team for filing.

The Editorial Team will discuss arrangements for the creation and maintenance of metadata with each Information Partner to ensure that the HealthInsite database is kept up-to-date.

ASSESSMENT OF CONTENT FOR HEALTHINSITE

FORM 1. CONTENT ASSESSMENT CHECKLIST

Organisation name: _____

Site name: _____

Item/path URL: _____

Note that collections of resources from An Information Partner should be assessed as a group, and ratings should be made of the collection, rather than of individual resources within the group. The collection may be a whole web site or a part of a web site which can be identified by a root URL. Refer to the Overview section at the beginning of this document for more information.

Apart from the ‘Required’ criteria, which must all be completed, only those questions which are relevant or appropriate to the site or resources need to be marked as follows:

- ✓ Content meets the criterion
- X Content does not meet the criterion
- ? Not known whether content meets criterion
- N/A Criterion is not relevant to the site or resource

Where criteria refer to the *Publishing Standards for HealthInsite Partners*, assessors should refer to the specified section of the *Standards* (attached).

QUALITY OF INFORMATION

This section covers items listed in section 2: Quality of Information of the *HealthInsite Publishing Standards*.

Required

The following issues must be considered in assessing the quality of the content of the Partner Organisation’s resources:

Partner	Editorial Team	Criterion
		The resources meet the ‘required’ items in relation to the <i>Publishing Standards for HealthInsite</i> section 2, and details of the quality process have been provided to the <i>HealthInsite</i> Editorial Team.

Desirable

The following issues may be considered in assessing the quality of the content of resources and the appropriateness of the resources to the target audience, but are not essential:

Partner	Editorial Team	Criterion
		References are included to make clear what sources were used to compile the resources and sources are appropriately attributed
		Evidence for the information contained in the resources is clearly presented
		References or links to additional resources on the topic covered by the resources or to organisations which provide resources on the topic are included
		Any controversial issues and opposing points of view are acknowledged and other appropriate options presented
		Any biases are clearly visible
		For resources covering information on treatments, the risks and benefits of each option (including no treatment or delayed treatment) are presented
		The resources provide information which is informative and useful to consumers
		The audience for the resources is defined
		The information in the resources is presented appropriately for the intended audience
		The aims of the information in the resources are clearly stated
		There is a clear statement of the mission/purpose of the resources
		The information in the resources meets the stated aims
		The resources are well written
		The resources offer a comprehensive coverage of the subject/s
		The site subscribes to the HONcode principles of the Health On the Net Foundation
		The resources are free of spelling, grammar and typographical errors

AUTHORITY

Required

This section covers items in section 3: Authentication of the *HealthInsite Publishing Standards*. The following issues must be considered in assessing the authority of the resources:

Partner	Editorial Team	Criterion
		The resources meet the 'required' items in relation to publisher and title as detailed in the <i>Publishing Standards for HealthInsite</i> section 3.

Desirable

The following issues may be considered in assessing the authority of the resources, but are not essential:

Partner	Editorial Team	Criterion
		The resources are not provided on a personal internet site
		External links from the resources are annotated or evaluated
		The credentials of the author and/or webmaster are clearly stated
		The author's/contributor's affiliation(s) is clearly stated
		The copyright owner is clearly stated
		Information is provided about peer review of the resources and the quality process used for content on the site
		Details are given about publication of the information in the resources in a peer-reviewed publication
		A suitable disclaimer notice is included with or linked from any resource offering health advice
		Details of any citations in other publications of the information contained in the resources are given

Select one or more of the criteria from the following table, that is/are appropriate to your organisation:

Partner	Editorial Team	Criterion
		The resources are published under the logo of the Partner Organisation
		The information in the resources has been developed by a State or Territory government
		The resources have been published by a professional organisation
		The resources have been published by a national voluntary or nonprofit organisation serving the public interest
		The resources have been published by a peak body
		The resources have been published by an academic institution with expertise in the relevant field

DISCLOSURE

Required

This section covers items in section 3: Authentication of the *HealthInsite Publishing Standards*. The following issues must be considered in assessing the level of disclosure for the resources:

Partner	Editorial Team	Criterion
		The resources meet the 'required' items in relation to contact information as detailed in the <i>Publishing Standards for HealthInsite</i> section 3.

Desirable

The following issues may be considered in assessing the level of disclosure for the resources, but are not essential:

Partner	Editorial Team	Criterion
		The organisation's branding (eg. Trademark, logo, name) is clearly visible on each page, including on framed pages when accessed directly to the page URL
		The resources are free of advertising or differentiate clearly between advertising and information
		The resources do not endorse or imply endorsement of a particular product
		The source of funding of any advertising or sponsorship is clearly stated

CURRENCY

Required

This section covers items in section 3: Authentication of the *HealthInsite Publishing Standards*. The following issues must be considered in assessing the currency of the resources:

Partner	Editorial Team	Criterion
		The resources meet the 'required' items in relation to dating of material as detailed in the <i>Publishing Standards for HealthInsite</i> section 3.

Desirable

The following issues may be considered in assessing the currency the resources but are not essential:

Partner	Editorial Team	Criterion
		External links have been checked and updated regularly
		The information provided in the resources is still current (ie. there are no more recent editions of the information available)
		Any archival material is clearly labelled as such
		Dates on pages are only updated when appropriate and not as a default automatic update resulting from minor changes

TECHNICAL ISSUES

Required

This section covers items in section 4: Technical Issues of the *HealthInsite Publishing Standards*. The following criteria should be considered in assessing how well the site meets technical standards.

Partner	Editorial Team	Criterion
		Resources meet the 'required' items in relation to the <i>Publishing Standards for HealthInsite</i> section 4

DOCUMENT FORMATS

Required

The following issues must be considered in assessing the document formats on the site as a whole:

Partner	Editorial Team	Criterion
		Full HealthInsite metadata for all resources to be linked directly from HealthInsite, updated whenever the resource is updated
		Conforms to current HTML specifications
		Contents blocks linking to document sections are included at the top of long documents

Desirable

The following issues may be considered in assessing the document formats on the site as a whole, but are not essential:

Partner	Editorial Team	Criterion
		PDF is used appropriately, with HTML cover pages and file sizes
		Proprietary formats are avoided
		Very large text documents are split into smaller HTML documents with own authentication information, or provided as PDFs for downloading

NAVIGATION

Desirable

The following issues may be considered in assessing the structure and ease of navigation of the site, but are not essential:

Partner	Editorial Team	Criterion
		Resources on the site are easy to find
		The site is user-friendly with an effective interface
		Navigation through different areas of the site is consistent
		Internal and external links are appropriate
		Navigation is supported by clear references to the source information wherever appropriate
		Navigational aids are used to make it easy to navigate through the site
		New information on the site is easy to find
		A search facility is available for the site
		The search facility offers searching by a variety of methods such as: free text, thesaurus terms, boolean operators, specific searchable fields, or categories
		The search engine retrieves appropriate resources based on the search entered
		There are adequate help screens where required
		The site is accessible to everyone and no sections require registration or payment
		Index or top page of any directory is called index.htm

AESTHETICS/DESIGN

Desirable

The following issues may be considered in assessing the aesthetics and design aspects of the site as a whole, but are not essential:

Partner	Editorial Team	Criterion
		The site is well organised and logically presented
		The site includes relevant and creative use of graphics
		Text is readable
		Images used are attractive, assist ease of navigation, and minimise loading time
		Where any additional software is required an appropriate link is available to access the software
		Graphics are used appropriately, with alternate text where necessary, and meet copyright requirements
		Headers, font sizes and white space are used are used appropriately

ACCESSIBILITY

Required

The following issues must be considered in assessing the accessibility aspects of the site as a whole:

Partner	Editorial Team	Criterion
		Resources meet the accessibility requirements of the <i>Publishing Standards for HealthInsite</i> section 5
		Informative text alternatives are provided for all contextual images

Desirable

The following issues may be considered in assessing the accessibility aspects of the site as a whole, but are not essential:

Partner	Editorial Team	Criterion
		Special needs users have been considered in the design, eg. visually or hearing impaired
		Resources are accessible by users with lower level access (eg. text browsers, slower access lines)
		There is a text only option for resources on the site
		Translations of resources are provided in other languages
		The combination of text and background colours is readable

INNOVATION

Desirable

The following issues may be considered in assessing the ability of the site to use innovative ways of providing information and interacting with users:

Partner	Editorial Team	Criterion
		Frames are used in a way which allows individual resources to be identified for search engines, bookmarking or linking
		For resources using frames, there is an option for no frames
		The resources provide a new way to meet the needs of the targeted audience
		The presentation of resources is distinctive from that in other similar projects, applications or services
		The method of presenting resources provides unique motivation for people to use the information infrastructure
		The site makes effective use of new technologies, such as RealAudio, VRML, multimedia video, audio and original graphics etc.
		The site makes innovative use of older technology, such as online forms, forums, etc.
		The site provides alternatives for users who cannot use the technology in use for the main site
		Where they are used, the site includes instructions for any interactive features
		The site uses Java applets appropriately
		Where javascript needs to be activated, alternatives are available
		The site meets privacy legislative requirements
		Cookies are not used to gather information from the site
		There are no problems with the availability of the site, or stability of the hardware or software
		New resources are regularly added to the site
		Out-of-date resources are regularly removed from the site

**ASSESSMENT OF CONTENT FOR HEALTHINSITE
FORM 2. SUMMARY OF SELECTION CRITERIA ASSESSMENT (for
completion by Editorial Team):**

Partner name: _____

Site name: _____

Resource/path URL: _____

Rating against criteria:

	Acceptable	Acceptable with reservations	Not acceptable	Comments
Quality of information				
Authority				
Disclosure				
Currency				
Technical issues				
Document Formats				
Navigation				
Aesthetics and Design				
Accessibility				
Innovation				

**ASSESSMENT OF CONTENT FOR HEALTHINSITE
FORM 3. QUALITY ASSURANCE PROCESS ASSESSMENT**

Board member name: _____

Partner name: _____

Site name: _____

Resource/path URL: _____

	Editorial Team/Information Partner Comments	Decision by Editorial Board (Meets criterion: yes/no)
Includes policy that each resource is authored by a person or group with appropriate qualifications/experience (incl. Names or positions/ qualifications/experience) (MANDATORY)		
Includes procedure for appropriate attribution of resources (MANDATORY)		
Includes a review process (includes capacity for review prior to initial placement onto the site and at appropriate intervals to ensure currency) Need to cite qualifications/names of who reviews (MANDATORY)		
Details the final approval process (including responsibility/qualifications) (MANDATORY)		

Addresses conflict of interest (MANDATORY)		
Includes policy on advertising (MANDATORY)		
Includes a process for consumer consultation and/or audience testing (MANDATORY)		
Provides basis of decisions to provide information (DESIRABLE)		
Provides background information on organisation (DESIRABLE)		
Provides statement of aims/objectives of organisation/information (DESIRABLE)		
Includes a process to check compliance with standards (e.g. HealthInsite, internal, W3C) (DESIRABLE)		

Board member comments: