

BREASTHEALTHNW.CA
WEB PUBLICATION POLICIES AND PROCEDURES

MEMBERSHIP

The Thunder Bay Breast Health Coalition includes but is not limited to representation from seven regional and local support, health care and information groups:

- Breast CARES
- Canadian Cancer Society, Northwest Region
- Thunder Bay Breast Cancer Support Group
- Northwestern Ontario Regional Cancer Centre (NWORCC)
- Northwestern Ontario Breast Screening Program
- Thunder Bay District Health Unit
- NorWest Community Health Centres

The Coalition is responsible for the maintenance and update of information on its regional web site www.breasthealthnw.ca

GENERAL

The web site complies with the "HON code" developed by the Health on the Net Foundation and its main principles (see Appendix I).

WEB ADMINISTRATORS AND EDITORS

The Chair of the Thunder Bay Breast Health Coalition Web Site Task Force appointed by the TBBHC is responsible for appointing a team of administrators and editors. **(Include Terms of Reference for Web Task Force)** The Task Force will assume responsibility for organizing the training of new editors and administrators with the web developer - Norlink.

Administrators have access rights to revise information and site menu organization, tabs, selections, etc. Only three people from the Coalition Task Force should have administrator access to the site. In addition, the OBCIEP Coordinator should be trained and participate as a site administrator.

Editors have access rights to revise and add content only. Members of other support groups or Coalitions that have agreed to maintain a mini-site will have access to revise and add content only to their specific sites. A maximum of 5 additional people will have rights to edit site content other than the site administrators

THE WEB SITE

1. **Breasthealthnw.ca** is provided as service to those seeking resources on breast cancer information, services and related activities in northwestern Ontario.
2. Through the site the public can learn about the TBBHC and its activities, as well as what others are doing to improve access to breast cancer information resources.
3. The site's focus is regional and it provides information or links to other reliable breast cancer information and support resources.
4. Space is provided on the site where local (breast cancer/health) groups can post their own web page and provide information about local/regional breast cancer information, activities, programs, and resources.

The TBBHC will consider posting an information resource on breast cancer and support where the resource:

- is reviewed and approved by the TBBHC Web Task Force;
- increases knowledge;
- provides a service;
- poses no technical difficulties to post;
- author(s) provide the information free of charge and agree to editing for content or length if required; and,
- author(s) agree to update material or if this is not possible agree that TBBHC will remove the document from the site with a year or whenever deemed appropriate.

The following will be considered prior to posting new or revised information online:

Is the information new?

If Yes:

- Is the information factual and credible?
- Is the information available commonly understandable? (e.g. highly technical or medical language versus accepted reading level)
- Is the information available accessible? (e.g., format, availability)
- Is the information and format appropriate for its intended audience? (E.g. USA or national in scope versus regional or local;)
- Is there an audience (and how large an audience) for the information?
- What is (are) the credentials of the author(s)?

If No:

- What other sources of information are available on the topic?
- How recently have existing resources been updated? Is the existing information factual and credible?
- What does the proposed resource add to the existing information?
- Is the existing information available commonly understandable? (e.g. highly technical or medical language versus accepted reading level)
- Is the existing information available accessible? (e.g., format, availability)
- Is the existing information and format appropriate for its intended audience? (E.g. national in scope versus regional or local;)
- Is there an audience (and how large an audience) for the information?
- What is (are) the credentials of the author(s)?

Links to Other Breast Health Sites

Links to other Canadian and international web sites are provided on ***BreastHealthNW.ca*** as a resource to browsers. To be linked sites must:

- specifically relate to breast cancer or cancer
- Be approved by the TBBHC Web Task Force
- meet the HON Code and the Canadian Health Network criteria for evaluating health information on the web (see Appendices I and II)

Where information is provided from another site or source, permission will be sought to post the information and credit the source appropriately. Links will be considered as crediting source (i.e. “teaser text” followed by a link to the website).

Newsletters/Mailing Lists

Newsletters may be produced on a regular basis for distribution to those who self-identify by subscribing on the website. There will be an option to unsubscribe listed at the end of every distributed Newsletter, allowing users to unsubscribe automatically. When a user subscribes, a double opt-in sign up process is generated (i.e. automatic e-mail will be sent to the address provided requiring another step to complete the subscription - sending a responding e-mail, or visiting a hyperlinked website), which greatly reduces the negative impact of spamming.

Communication with Users

Contact information posted online includes a mailing address, telephone number, fax number and e-mail address at info@breasthealthnw.ca. All public inquiries received will receive a response within *10 business days*.

Content Review

The TBBHC Web Task Force will assume responsibility for updating and maintaining site content and developing an annual systematic schedule for content review.

The website is automatically backed up by ExecuHost every 4 hours, a backup CD will also be done every 6 months by Norlink, and kept at their offices

All listings for local "for profit" services and businesses will be qualified by a statement

The TBBHC does not evaluate the quality of the services listed and therefore does not recommend or endorse one service over another. This list and input from the local support group or individuals are provided as a service to web users. Where possible the name of more than one service provider will be included.

Disclaimers

The disclaimer and statements on privacy, authorship, advertising, and attribution (see Appendix III) will be reviewed annually.

Appendix I - Health on the Net Online Publication Principles

1. **Authority**
Any medical or health advice provided and hosted on this site will only be given by medically trained and qualified professionals unless a clear statement is made that a piece of advice offered is from a non-medically qualified individual or organization.
2. **Complementarity**
The information provided on this site is designed to support, not replace, the relationship that exists between a patient/site visitor and his/her existing physician.
3. **Confidentiality**
Confidentiality of data relating to individual patients and visitors to a medical/health Web site including their identity is respected by this Web site. The Web site owners undertake to honour or exceed the legal requirements of medical/health information privacy that apply in the country or state where the Web site and mirror sites are located.
4. **Attribution**
Where appropriate, information contained on this site will be supported by clear references to source data and, where possible, have specific HTML links to that data. The date when a clinical page was last modified will be clearly displayed (e.g. at the bottom of the page).
5. **Justifiability**
Any claims relating to the benefits/performance of a specific treatment, commercial product or service will be supported by appropriate, balanced evidence in the manner outlined above in Principle 4.
6. **Transparency of authorship**
The designers of this Web site will seek to provide information in the clearest possible manner and provide contact addresses for visitors that seek further information or support. The Webmaster will display his/her e-mail address clearly throughout the Web site.
7. **Transparency of sponsorship**
Support for this Web site will be clearly identified, including the identities of commercial and non-commercial organizations that have contributed funding, services or material for the site.
8. **Honesty in advertising and editorial policy**
If advertising is a source of funding it will be clearly stated. A brief description of the advertising policy adopted by the Web site owners will be displayed on the site. Advertising and other promotional material will be presented to viewers in a

manner and context that facilitates differentiation between it and the original material created by the institution operating the site.

Appendix II - Canadian Health Network Web Site Checklist

The Canadian Health Network (CHN) checklist was developed for evaluating the most trustworthy health information web sites and is available online at:

<http://www.canadian-health-network.ca/html/help/checklist1.html>.

1. Is the resource credible?
 - Is the author's name (or the name of the organization responsible for the document) clearly stated?
 - If the author is identified, is he or she a professional or accredited authority on the subject?
 - If not, does the author state his/her perspective on the subject (for example, by saying "I'm a cancer survivor," or "I've used chiropractors for 10 years")?
 - If an organization is responsible for the information, is it a reputable organization recognized as an authority on the subject?
 - If medical information is given by a non-professional, is this clearly said?
 - What kinds of evidence are provided to endorse a specific treatment or service? (Keep in mind that scientific studies and research have a different credibility than first-hand experience.)
 - Does the site provide contact information about the author (for example, full name, address, phone number, e-mail address)?
2. Is the content suitable?
 - Does the content discuss the issue(s) you're interested in?
 - Is there enough detail or does the information seem superficial?
 - Does the site have original content or does it only link to other sites?
3. Is the information relevant to you?
 - Does it match what you are looking for?
 - Is the information presented within a Canadian context?
4. Is the resource timely?
 - Is the information reviewed and/or updated often enough given the content? (For example, if it deals with the latest in safety features on child car seats, has it been changed lately?)
 - Is the date of the last update clearly marked on each item or screen?
 - If information is only valid for a short time, is this fact clearly labeled?
5. Is there clear and adequate disclosure?
 - Is the author's interest and/or mandate in developing and sharing this information clear (for example, a non-profit organization trying to promote exercise and active living or a fitness product company trying to sell you exercise equipment)?

- Is there potential for bias or conflict of interest (for example, a company telling you that only their product or service is valuable)?
 - Are both (or all) sides of the issue presented?
 - If not, does the resource state that it presents only one side of an issue? (For example, an anti-abortion site should make its politics clear and not present itself as a family planning site.)
 - Are commercial links and/or sponsorships clearly stated?
 - Are these sponsorships separate from the health information content?
 - If the site collects or requests information about you, do they tell you exactly why they want this information?
 - Are their privacy guidelines stated?
 - If you have to register to use the site, is the reason clear and your privacy ensured?
6. Are there clear caution statements?
- Does the site offer a clear statement that health information should not be taken as health advice or a substitute for visiting a health professional?
 - If there are fees associated with use of the resources on the site, are they clearly explained?
7. Is the site user-friendly?
- Is the information presented in a clear manner?
 - Can you contact the author/administrator by e-mail if you have difficulties using the site?

The OBCIEP web site also complies with the HON code developed by the Health on the Net Foundation and its main principles (from HON's web site at www.hon.ch/HONcode/Conduct.html).

Appendix III - Disclaimers

Disclaimer

The Thunder Bay Breast Health Coalition (The Coalition) provides this website for educational and informational purposes only. It is not intended as a substitute for professional advice. If you feel you need medical advice, please see your health professional. The Coalition makes every effort to ensure the accuracy and reliability of the information that appears on this website. However, it is understood that the Coalition is not responsible for the content of any linked website.

Privacy Policy

The Thunder Bay Breast Health Coalition (The Coalition) policy on privacy subscribes to the current Canadian laws that govern privacy on the Internet.

These requirements have translated into the following Guidelines:

- The Coalition is committed to protecting the privacy of those who search our site.
- The Coalition does not systematically collect any information about:
 - the identity of individuals searching our site
- Information or feedback provided by visitors will be used only for the purpose of the Coalition in an aggregate format.
- The Coalition does collect statistical information through a log file which indicates which pages were visited and how frequently. This information is analyzed to help us develop content that responds to the interests of our site visitors.
- When an individual offers her or his name to a Coalition mailing list, then Coalition will, for the purpose of providing the information requested by the individual, retain their name, e-mail address or any other information as registered by the individual.
- The Coalition does not disclose, give or sell any personal information about visitors to our site.
- The Coalition is not responsible for the content or the privacy policies of the websites to which it may link.

Advertising Policy

The Thunder Bay Breast Health Coalition's (TBBHC) vision was to create a virtual community for breast health/cancer information and support in the Northwest region. On our website, www.breasthealthnw.ca, we make every attempt to provide objective advice and a diversity of breast health/cancer information on diagnosis,

treatment, support and services that reflects the various stakeholders, local working groups and our project partners.

The TBBHC reviews content for accuracy and quality.

No payment or compensation has been received by the TBBHC to provide links to, or commercial endorsements of, any product or service mentioned on this website.

Advertising is not a source of funding for the TBBHC. If the TBBHC decides that advertising will become a source of funding, it will be clearly stated.

Authorship Statement

The TBBHC has representation from seven local support, health care, and information groups.

The breasthealthnw.ca website is maintained by the Thunder Bay Breast Health Coalition

We will continue to work on and update the information on this site in order to provide the most updated information. Anyone needing further information or wishing to add correct and/or update information about services in their community should feel free to contact us at info@breasthealthnw.ca

This website was funded by a grant from the Canadian Breast Cancer Initiative of Health Canada.

Attribution

This web page was developed and is maintained by The Thunder Bay Breast Health Coalition.