

Healthy People 2010 Operational Definition

11-4. Increase the proportion of health-related World Wide Web sites that disclose information that can be used to assess the quality of the site.

11-4g. Three or more criteria

National Data Source	Office of Disease Prevention and Health Promotion. "Estimating the Proportion of Health-Related Websites Disclosing Information That Can Be Used to Assess Their Quality" Mathematica Policy Research, Inc. ¹ .
State Data Source	Not identified.
Healthy People 2000 Objective	Not applicable.
Changes since the 2000 Publication	New subobjective (see Comments).
Measure	Percent.
Baseline (Year)	24 (2006)
Target	29
Target-Setting Method	5 percentage point increase. For a discussion of target-setting methods, see Part A, section 4.
Numerator	Web sites disclosing 3 or more criteria about site operations.
Denominator	102 health-related Internet sites.
Population Targeted	Not applicable.
Questions Used to Obtain the National Baseline Data	Not applicable.
Expected Periodicity	Periodic.
Comments	Objective 11-4 moved from developmental to measurable in September 2006. Seven subobjectives were created, each addressing a

different aspect of website quality.

Another data point is expected in 2009.

Subobjective 11-4g refers to websites that meet three or more of the six criteria that comprise subobjectives 11-4a through 11-4f. Those criteria are:

- 11-4a. Identity
- 11-4b. Purpose/uses/limitations
- 11-4c. Content development
policies/procedures
- 11-4d. Privacy policy/protection
- 11-4e. User feedback/evaluation
- 11-4f. Content creation/updating

See Appendix A for focus area contact information.

References

1. Office of Disease Prevention and Health Promotion. "Estimating the Proportion of Health-Related Websites Disclosing Information That Can Be Used to Assess Their Quality." Mathematica Policy Research, Inc. May 6, 2006.