

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.

11-4d. Privacy policy/protection

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)	75 (2006)
Target	80
Target-Setting Method	5 percentage point increase For a discussion of target-setting methods, see Part A, section 4.
Numerator	Web sites disclosing information about how privacy is protected on the site.
Denominator	102 health-related Internet sites.
Population Targeted	Not applicable
Questions Used to Obtain the National Baseline Data	From the 2006 "Estimating the Proportion of Health-Related Websites Disclosing Information That Can Be Used to Assess Their Quality" Study: ➤ <i>Does the website describe its <u>privacy policy</u>, within 2 clicks of the homepage?</i> Yes No ➤ <i>Does the site explain how <u>users' personal information</u></i>

is protected, within 2 clicks of the homepage?

Yes

No

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.

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.