

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.

11-4a. Identity

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)	<10 (2006)
Target	19
Target-Setting Method	10 percentage point increase For a discussion of target-setting methods, see Part A, section 4.
Numerator	Web sites disclosing information about the identity of 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 <u>identify by name the person or organization responsible for the website, within 2 clicks of the homepage?</u></i> Yes No ➤ <i>Does the website provide the following <u>contact</u></i>

information for the person or organization responsible for the website, within 2 clicks of the homepage?(Street address/Other mailing address/Telephone number/E-mail address)

Yes
No

- Does the website provide the following information on sources of funding for the website, within 2 clicks of the homepage? (Includes explicit statement about sources of funding for website/Names individuals or organizational sponsors, donors, or financial partners for websites)

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.

The baseline value is 8.5%, with a relative standard error of 42.19%. The Healthy People 2010 Steering Committee agreed to show a baseline value so that the full set of criteria could be assessed.

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.