

## Healthy People 2010 Operational Definition

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**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.**

**11-4c. Content development practices/policies.**

<b>National Data Source</b>	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. <sup>1</sup>
<b>State Data Source</b>	Not identified.
<b>Healthy People 2000 Objective</b>	Not applicable.
<b>Changes since the 2000 Publication</b>	New subobjective (see Comments).
<b>Measure</b>	Percent.
<b>Baseline (Year)</b>	<1 (2006)
<b>Target</b>	10
<b>Target-Setting Method</b>	10 percentage point increase.  For a discussion of target-setting methods, see Part A, section 4.
<b>Numerator</b>	Web sites disclosing information about the content on the site.
<b>Denominator</b>	102 health-related Internet sites.
<b>Population Targeted</b>	Not applicable
<b>Questions Used to Obtain the National Baseline Data</b>	From the 2006 "Estimating the Proportion of Health-Related Websites Disclosing Information That Can Be Used to Assess Their Quality" Study: <ul style="list-style-type: none"><li>➤ <i>Does the website clearly <u>differentiate between advertising and non-advertising content?</u></i><ul style="list-style-type: none"><li>Yes</li><li>No</li><li>Not applicable</li></ul></li><li>➤ <i>Does the website describe how it oversees its health</i></li></ul>

*content in the following ways, within 2 clicks of the homepage?*

*Yes*

*No*

*(Describes its editorial or medical review process/Provides names and credentials or medical/scientific editors, reviewers, or advisors/Describes its policy for keeping health content current)*

- *Does the website disclose the author of this health-related content in the following ways, within 1 click of health content? (States that the content is supplied by the website's sponsoring organization or staff/States the name of an organization other than the website sponsor as supplying the content/Identifies individual authors of content by name?*

**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 0.3%, with a relative standard error of 59.26%. 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

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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.