

# Knowledge Network in Palliative Care

INCORPORATING CARESEARCH DAW HOUSE 700 GOODWOOD ROAD DAW PARK SA 5041

## Project Update December 2007

### State of development

We have finally started building the new website by developing the infrastructure that will support the content and functions. This means over the coming months we can start to transfer existing content as well as upload the new content once it has been written and reviewed.

During January there will be a project looking at user acceptability testing. This will provide us with important feedback on how users from various target groups view the new layout and information architecture. This testing is part of the formative evaluation activities and will help us identify and rectify any problems prior to the release of the site.

### Developing the marketing plan

As we move into production of webpages, we are beginning to plan the marketing and communications strategy. This will include many different aspects such as:

- Launch and associated activities
- Communications elements such as newsletters and email alerts
- Dissemination activities including conference presentations and journal articles
- Promotional and marketing resources such as leaflets and factsheets
- Search engine optimisation

These elements reflect that people seek information for many different reasons and through various avenues.

### Feedback survey

Thank you to the many people who completed surveys online and through specialist palliative care services. This information helped us in several ways:

1. It provided an indication of the level of awareness of, and interest in, internet resources generally, and of CareSearch specifically. This can help us promote the content and benefits to users more effectively.
2. It identified why people were coming to the site and what information they were looking for. Again this can help us make people aware of what is already on the site as well as identifying areas for future development.

3. The surveys also enabled us to identify possible barriers to the use of the internet and differences in attitudes and access for different staff. This helped us look for strategies to support users accessing the site and its resources.
4. The surveys indicated that current users of the web-site appear satisfied with it, as there are high ratings for success in finding what people were looking for, ease of use, credibility of information on the site, and whether they would recommend the site to others.
5. We also have received useful suggestions for how the site could be improved in appearance and function.

The survey also provides us with a baseline against which we can measure awareness and satisfaction after the launch of the redeveloped site.

### **Evaluating websites and internet resources**

Before we include a link to another website within CareSearch, we review the site to determine its relevance and its credibility. This involves an assessment of the processes by which the content is developed and maintained, the credentials and authority of those involved in managing the site and features of the site's organisation and presentation.

We undertake this evaluation because of wide variability in the quality of websites on the internet. Individuals using the internet also should make sure they have found the desired website they were seeking and/or assess the quality of a site before entering it or using its content and/or resources. Internet users need to be aware that there are sites that contain misleading or unsubstantiated health claims. Some sites try and obtain personal or financial information for inappropriate reasons. Other sites may lead to spam email or viruses. Internet users need to develop skills to assess good quality sites and to identify potentially damaging sites.

There are a number of initiatives that have been developed to help consumers online.

- The Australian Communications and Media Authority has advice on protecting yourself online. You can find this information at: [http://www.acma.gov.au/WEB/STANDARD/pc=PC\\_310316](http://www.acma.gov.au/WEB/STANDARD/pc=PC_310316)
- The Australian Government also has a site that provides information and resources for Australian families at <http://www.netalert.gov.au/home.html>

There have been a number of international initiatives to help consumers assess the quality and reliability of health websites.

- Medline Plus from the National Library of Medicine provides a Guide to Healthy Web Surfing at <http://www.nlm.nih.gov/medlineplus/healthywebsurfing.html>
- The NHS in the UK has supported the development of QUICK, a Quality Information Checklist available at <http://www.quick.org.uk/menu.htm>

## Helping with the project

The CareSearch team are currently writing pages for the website that are to be aimed at health professionals. The pages are about working in Palliative Care, and will be for the various disciplines that can and are involved in the multidisciplinary team. We are also writing a set of pages relating to aspects of clinical practice. While these pages are still in draft form we would also like feedback from those who are currently working in the field of palliative care. We would welcome the involvement of people from any of the disciplines such as physiotherapy, volunteer management, nursing, bereavement counselling etc. If you would be interested in helping us in reviewing any of the content pages for the website please contact:

Deb Rawlings

Email: [deborah.rawlings@flinders.edu.au](mailto:deborah.rawlings@flinders.edu.au)

## Promotions and marketing

The feedback survey showed us that many nurses who work in palliative care were unaware of the CareSearch website or did not know what was on the site. We have produced a magnetic DL strip with information on CareSearch resources that could help nurses in their practice. These promotional strips are being sent to services along with an Information Kit on how to use the site at the moment. If you would like a Kit and some of nursing strips, please email us.

You can also order our other factsheets, bookmarks and flyers by completing the attached order form and posting it back to us or by emailing a request to [Natasha.Schembri@flinders.edu.au](mailto:Natasha.Schembri@flinders.edu.au)

## Order Form

We have a variety of information sheets, flyers and bookmarks available for the palliative care community. Let us know what items you need.

Item	Quantity
GP Information (A4 Fact Sheet)	
GP Information (Bookmark)	
Patient, Carer, Families and Friends Information(A4 Fact Sheet)	
Nurses Information (A4 Fact Sheet)	
Allied Health Information (A4 Fact Sheet)	
Aged Care Workers Information (A4 Fact Sheet)	
CareSearch – Generic information (A4 Fact Sheet)	
Six Ways CareSearch can help Carers – Magnetic Flyer	
How CareSearch can help Nurses – Magnetic Flyer	
CareSearch Generic information - Flyer	

Personal Details (for postage)

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Contact Number: \_\_\_\_\_

Send form to the following:

CareSearch  
C/- Daw House  
700 Goodwood Road  
Daw Park SA 5041

Or

Fax: (08) 8275 1343

Or

Email: [caresearch@flinders.edu.au](mailto:caresearch@flinders.edu.au)