

How to identify a good health promotion website

Widespread availability of websites covering virtually all health topics has revolutionized access to health information and provides the public with a vast amount of specialist information.

It should have:

- an easy-to-remember address
- relevance to the users
- frequently-asked questions which give the information people are likely to want
- lots of free downloads of video, music and pictures
- images relevant to the topic and the user
- contact information – email, phone number and address

It should be:

- interactive and not just full of pages that need to be read
- well signposted with links to other web sites
- non-judgemental – giving information without passing judgement
- listed on search engines such as Google

It should:

- not be too cluttered or busy
- not take a long time to download a page
- provide accurate and unbiased information

Activity 9.2

Consider your own experience of using internet websites. Do you agree with the criteria above? Are there any criteria that you would like to add or remove from the list?