InformedCaring.org Quality Guidelines

Informed Caring is a portal for Wisconsin health professionals. This site was designed to serve those working in local health departments, federally qualified community health centers, and others providing health services in rural and underserved communities in Wisconsin -- particularly those without access to academic or hospital libraries.

Informed Caring is designed to help the health professional find appropriate, authoritative information. To do this, we link to other quality websites and resources.

The quality guidelines we use in evaluating links to web pages are listed below.

Quality, authority and accuracy of health content

- The organization's mission must relate to the goals of *Informed Caring*.
- The organization must provide accurate, science-based information.
- The source of the content has established and respected authority. The organization publishes a list of authors, advisory board members, or consultants on the site.
- The information provided is appropriate to the audience level, well-organized and easy to use.
- Lists of links are evaluated/reviewed/quality-filtered.

The primary purpose of the Web page is educational and not to sell a product or service. Most content is available at no charge.

- Informed Caring requires a clear differentiation between content and advertising. Advertisers or sponsors must not play a role in selecting or editing health information.
- Informed Caring will exclude organizations and web resources if presentation or content could lead a reasonable user to infer endorsement of products or services.

Availability and maintenance of the Web page

- The web site is consistently available.
- The web site maintains its links to outside sources.
- The web site links only to reliable sources.
- The source for the contents of the web page(s) and the entity responsible for maintaining the web site (webmaster, organization, creator of the content) is clear.
- Information is current or an update date is included.

Special features

- The site provides unique information to the topic with a minimum of redundancy and overlap between resources.
- The site contains special features such as graphics/diagrams, glossary, or other unique information.