

Checklist: NHS Choices criteria for linking to external sites

Use this form to check whether your website meets our criteria for sites we link to. We are keen to link to key providers of good quality information on health and social care. If your site meets our criteria we may include a link to it in our “Useful links” database and on any pages with relevant content.

To request that we link to your site, contact weblinks@nhschoices.nhs.uk

	<u>Criteria</u>	<u>Details</u>
Availability		
Essential	1. Access to website is free of charge.	Sites that are not free to access will be excluded.
Essential	2. Website does not require people to register. or Registration is for a part of site only (e.g. to discussion fora and distribution of newsletters) and the main pages do not require registration.	Sites that require registration and log in to move beyond the first page will be excluded. Sites with registration for a small part of the site, for example discussion fora, and sign up for other services e.g. newsletters may be acceptable.
Essential	3. Website contains content that is appropriate within the context of health and social care.	Sites with content that is considered by NHS Choices to be inappropriate within the context of the NHS Choices website will be excluded.
Advertising and competing interests		

	<u>Criteria</u>	<u>Details</u>
Essential	<p>4. Website content is not dominated by advertising.</p> <p>5. Website has a clear distinction between advertisements and non-advertising material.</p> <p>6. Website does not run inappropriate advertising.</p>	<p>Sites with an unreasonably high level of advertising will be excluded.</p> <p>Sites with advertising not clearly identifiable will be excluded.</p> <p>Sites running inappropriate advertising will be excluded.</p> <p>Sites set up solely for the purposes of ordering consumables will be excluded.</p>
Desirable	7. Website clearly states its source(s) of funding and sponsorship.	<p>Commercial funding or sponsorship would not rule out a site but sites which fail to point out potential conflicts of interest to their users may be excluded.</p> <p>Organisations which do not describe their funding sources on their web sites may be excluded.</p>
Authority & reliability		
Desirable	8. All website content is regularly updated.	<p>Sites should list date of publication and date of update.</p> <p>Sites without date of last update or publication may be excluded.</p>
Desirable	<p>9. Website is covered by a quality assurance scheme, for example Health on the Net Code, http://www.hon.ch/HONcode/Conduct.html</p> <p>or</p> <p>Website has its own quality assurance procedures that are clearly described on the site.</p>	Websites without a policy for quality assurance may be excluded.
Desirable	10. Website content provides a useful and valuable contribution to health and social care.	Sites that simply act as gateways to other sites (unless for a specific reason) may be excluded.

	<u>Criteria</u>	<u>Details</u>
Clinical accuracy		
Desirable	11. Website content is based on current, good clinical research evidence that is verifiable from other sources.	Sites which are simply personal or organisational opinion may be excluded.
Desirable	12. Website reviews and updates content in line with emerging evidence-based material.	Websites that do not state their policy for updating content in line with new evidence based development may be excluded.
Desirable	13. Website presents a responsible perspective, reflecting existence of choices.	Websites that do not do not reflect choice where it exists this may be excluded.
Desirable	14. Website content informed with clinical input through a clinical advisor or board.	Sites containing clinical content should always have a process for clinical assurance; sites without this may be excluded. Sites without clinical assurance may be excluded.
User involvement		
Desirable	15. Website has involved patients and/or members of the public in its development Or We have taken steps to consider how people will use our website in its development.	Sites which cannot demonstrate evidence of involving users in design, piloting or other processes may be excluded.
Design & accessibility		
Desirable	16. Website layout is appropriate for the end user.	Websites with poor design and navigation and sites prepared without consideration to accessibility for people with disabilities may be excluded.
Links		
Desirable	17. Website contains link to NHS Choices home page from its home page or useful links page.	Health websites which do not link to NHS Choices where appropriate may be excluded.