

AUTOIMMUNE RESOURCE & RESEARCH CENTRE

Website content development policy



ARRC website users

User surveys, site traffic data and website inquiries and site feedback forms indicate that the Autoimmune Resource and Research Centre (ARRC) website is used by a diverse range of people including:

- Staff, Management Advisory Committee and volunteers of ARRC
- People with autoimmune illness, their partners, family and friends
- ARRC member and non-member support organisations
- People who may be at risk of acquiring autoimmune illness
- Staff and volunteers at State and Federal Government and Non-government health provider services and organisations
- Researchers
- Staff at other National and International health and health consumer organisations including partner organisations
- The general public.

Site content

Advice from ARRC management advisory committee and members, website user surveys, site traffic data and website inquiries and feedback forms indicate that appropriate content for the ARRC website includes:

- Information and referrals related to autoimmune illness management, symptom impact reduction and general health and wellbeing promotion
- Information and referrals for people who are autoimmune illness, their partners, family and friends
- Information and referrals related to autoimmune illness treatments
- Information and referrals related to ARRC events and programs
- Information and referrals related to support organisation education and awareness events
- Updates on current social, epidemiological and clinical research
- Updates on findings of social, epidemiological and clinical research
- ARRC policy publications
- ARRC health promotion resources
- ARRC flagship publication, ARRChive, which is published in print and online four times a year
- Autoimmune illness related Australian, regional and international news.

Content Authoring

ARRC staff, both permanent and contractual, provides all written content for the ARRC website, with the exception of items such as event listings, occasional news items and special ARRChive newsletter reports.

Transparency & Accountability

In producing content for the website, ARRC staff relies on the evidence base provided by social, epidemiological and clinical research as well as the expertise of Management Advisory Committee members, and the collective experience of the Autoimmune Resource and Research Centre staff. Where appropriate, factual statements are referenced and links provided to further sources of information. News

items include links to the source/s of the news item as well as links to other coverage of the issue where possible. ARRC will not publish claims about medical procedures or treatments that have not been verified by independent peer review unless accompanied by a disclaimer. ARRC does not claim to replace qualified individual medical advice. The footer of every page on the ARRC website links to a disclaimer that states:

'While every effort has been made to link to reputable sites containing up to date and accurate information about autoimmune illness, the provision of links to external sites does not constitute endorsement by ARRC. It is the responsibility of the user to evaluate the site's information based on individual needs and community standards prior to use.'

'All medical and scientific information provided on website pages is subject to technical review before publication. ARRC endeavours to provide high quality information about autoimmune illness treatment but the choice of whether and when to start autoimmune illness treatment and what treatments to take should always be made in consultation with a doctor with expertise in autoimmune illness management.'

Staff and other contributors are required to disclose all conflicts of interest as outlined with the ARRC conflicts of interest policy.

Funding

ARRC funding is currently not provided by Government organisations inclusive of Commonwealth Department of Health or State Health. ARRC current funding is chiefly from private donations and Staff Specialist funds, competitive philanthropic grants and ARRC generated as well as individual fundraising activities. From time to time ARRC does received corporate donations, sponsorships and contributions in line with applications for financial support of educational and support activities. In addition, ARRC does receive financial reimbursement by pharmaceutical organisations in respect to sponsored clinical and investigator initiated clinical trials and quality of life research projects.

Sponsored activities and research are clearly acknowledged as part of activities and also on website posted individual research finding reports.

Accessibility

The ARRC website must comply to the fullest extent possible with Web Content Accessibility Guidelines (WCAG - www.w3.org/WAI/WCAG20/quickref/). In particular, this means:

- Ensuring text is readable and understandable
- Providing text alternatives alongside non-text content (where possible within resource constraints)
- Requiring technical compliance when the site is redeveloped.

Content Approval

All content must be approved by the Executive Officer and/or Medical Director of ARRC prior to web publication dependent on focus content. In the case of news items, links and advertisements, the Executive Assistant/Website Officer can approve items providing the content accords with relevant ARRC policy. If such content is deemed sensitive, controversial or technical it is referred to the executive Officer and/or Medical Director of ARRC. The Executive Assistant/Website Officer is supervised by the Executive Officer.

The Executive Officer approves ARRC media releases, submissions, briefing papers, position papers, reports and policy papers.

Educational resources and education/health promotion discussion papers are approved by the Executive Officer and the Medical Director of ARRC prior to publication. Any resource that includes technical, Health advice or scientific information is sent for review by specialist doctors and/or scientists members of the management advisory committee.

Content review

All website content is regularly reviewed to ensure that it remains current. All content is flagged with a review date. In the case of news, events advertisements these are flagged and automatically removed from view when the event is over or applications have closed. News is flagged to be moved into an archive folder after one year if no longer relevant.

The time period for educational and scientific material varies from six months to two years depending on the nature of the content and how fast it is likely to become out of date. Reviews may also be fast-tracked if new information becomes available that should be incorporated into site content. After review, the page displays a 'Last updated' date in the page footer along with the name of reviewer, and a new review date is flagged in the system.

The site invites feedback from users on most content pages via the contact us email link on the website. Adjustments to the usability and functionality of the site are made on an ongoing basis in response to user feedback.

The usability and functionality of the site as a whole is comprehensively reviewed approximately every two to three years, as determined by the ARRC Website Strategy. The review draws upon site statistics, site feedback, user surveys, user testing and consultation with staff and members. Archived content still visible on the site is also reviewed at this point.

Copyright

Copyright for most website content remains with ARRC. The exception to this is content that is not produced by ARRC, such as other member organisation health brochures and factsheets, some photos, member reports and media releases. Individual authors are usually acknowledged except when documents are a collaborative production, conjointly with ARRC or wholly conceived and produced by a member partner organisation. In this case the collaboration and the partner organisation and source is fully acknowledged.

From time to time ARRC enters into copyright agreements with individual authors, artists, graphic designers, illustrators and photographers regarding specific content that may be reproduced on the website and within educational materials. ARRC is a member of the Copyright Agency Ltd (CAL). Our policy is to share reproduction royalty rights via negotiated individual agreements. Partner contributors are invited to enter into a CAL copyright agreement.

The footer of every page on the ARRC website links to the following Copyright Statement:

'All content contained within this website is copyright © Autoimmune Resource and Research Centre unless otherwise stated.'

In recognising the fundamental importance of information and education in working for awareness and advocacy of autoimmune illness, symptom management and understanding materials produced by ARRC may be reproduced for non-commercial health and wellbeing promotion and education purposes by member organisations free of charge, provided the following permission is first sort and the following citation is made: "*Reprinted from [name of publication], published by the Autoimmune Resource and Research Centre, www.autoimmune.org.au*".

Queries regarding permission to reproduce material on this website produced ARRC in conjunction with other agencies, or requests regarding reproduction rights of material for commercial purposes should be made to ARRC directly.

Required content

ARRC postal address and phone number and email are displayed on the footer on the home page and the 'Contact us' page of the website. The footer also displays links to the policy page which includes the Disclaimer, the Privacy Statement and the Copyright Statement.

Privacy

ARRC collects the names, emails, state and country of people who wish to become a member of ARRC and receive the ARRCives newsletter. This data is securely stored as a database within ARRC information technology systems and not used for any other purpose than distributing our newsletter, and forwarding information about research and support activities as well as events in the geographic area of the member.

The 'Contact Us' form collects name, email and phone number to enable ARRC staff to respond to inquiries. No contact information is stored by ARRC once an inquiry has been answered and suitable closed, unless the persons contacting ARRC completes a formal ARRC membership form. Only upon receipt of an official membership request is contact information stored within ARRC database. Reports based on these inquiries are all de-identified. These reports are used to identify common queries and geographic areas of inquiries providing information for improvement of ARRC services, site design, and site useability and identifying unmet needs.

The footer of every page on the ARRC website links to the full ARRC Privacy Statement.

Advertising

1. Free Advertising

ARRC from time to time advertises health promotion campaigns, recruitment for research, educational and fundraising events, and expressions of interest on the ARRC website on behalf of ARRC members and other community sector partner organisations. We also advertise logos of commercial companies that have provided support for activities including fund raising prizes or 'in kind' support for ARRC service operational needs. Acceptance of advertising content from non-member partner organisations or commercial organisations or business is determined by the following criteria:

- The advertising organisation or business should generally be a community-based, not-for profit or professional organisation/business that is known to ARRC.
- The content will usually be related to autoimmune illness, health and wellbeing management however other ads may be accepted at the discretion of the ARRC Management Team.
- The content will be related to therapeutic products that have been demonstrated to be of particular use in symptom management of autoimmune patients.

2. Paid Advertising

In general paid advertising is neither solicited nor accepted on the ARRC website. Requests to place paid advertising would be reviewed on a case by case basis by the ARRC Management advisory committee. Commercial organisations/businesses will be charged according to a fee scale worked out by the Executive Assistant/Website Officer and Executive Officer in accordance with industry standards. At the time of preparing this document no paid commercial advertising has ever been published on the ARRC website. Free advertising will not be provided to private sector organisations.