



Adopted: October 2001
Reviewed: March 2014
To be reviewed: March 2017

DAA General Policy & Procedure Manual

Communication

DAA Website Links Policy

Statement of purpose

This document outlines the policy for:

1. approving external organisations' websites to link to the Dietitians Association of Australia (DAA) website and
2. inclusion of external organisations' website links on the DAA website

Each website link will be reviewed based on consistency with DAA mission and specific assessment criteria.

The majority of links to external organisations' websites on the DAA website are found in Smart Eating for a Healthier You page titled 'Links'. This policy can also be used to assess links elsewhere on the DAA website.

Policy Statement/Guidelines

Eligibility criteria

DAA will generally approve link requests from the following eligible sites:

1. Sites that are affiliated with DAA eg. DAA Corporate partners, organisations with a current MOU with DAA and organisations with current DAA representatives.
2. Government and recognised non-government food, nutrition and health organisations where there is evidence of the existence of a quality assurance process in respect of the site that meets or exceeds the Health on the Net Code of Conduct.
3. Sites that support the DAA Mission.

Conditions for link requests

1. External organisations requesting a link to the DAA website

DAA will only allow external organisations to link to DAA's website on the following proviso:

- Sites are consistent with the DAA Mission

- Text-only links using the Dietitians Association of Australia name in un-stylised format may be used.
- Sites cannot use the DAA name, logo, or other DAA trademarks such as Accredited Practising Dietitian (APD) in stylised format without prior written permission.
- Sites cannot state or imply that DAA endorses a particular activity, product or service.
- Links placed on the DAA website directing users to information regarding particular events or professional development activities have been uploaded with approval of DAA staff.

Unauthorised links to DAA website:

DAA's permission to link to the website is not always sought; therefore DAA is not always aware of sites linking to the DAA website. However DAA will endeavour to rectify any unauthorised links as soon as these are made known to DAA. Random searches should be undertaken quarterly by the Website Administrator.

2. Links published on the DAA website to external organisations' websites

DAA will provide links on the DAA website for educational purposes or to inform both members and the public. The aim is to promote access to food, nutrition and health related information that will allow users to play a participative role in their healthcare or continuing professional education.

DAA will only establish a link to other websites on the following proviso:

- Sites must be consistent with the DAA Mission and meet set criteria
- Sites cannot state or imply that the DAA endorses a particular activity, product or service
- DAA will amend the listing of links or remove links at its discretion and/or
- Sites are offering an event or professional development activity of value and relevance to dietitians – the link is time limited and to a specific page.

Guiding Principles for links on the DAA website:

Member Only Links	Public Access Links
<ul style="list-style-type: none">• While care is taken to provide only accurate, current and relevant links, members of DAA are expected to exercise their professional judgment based on their knowledge and skills in dietetics and nutrition to discern the accuracy and credibility of food, nutrition and health information presented to them.• DAA does not perceive a significant duty of care in ‘protecting’ members from inaccurate or misleading information on an unregulated medium like the Internet.• It is important that members are aware of the diversity of information and misinformation on food, nutrition and health that is available in the market place so that they can better advise their clients.	<ul style="list-style-type: none">• DAA attempts to exercise a greater duty of care in respect of links accessible to the public.•• DAA seeks to provide links where the information is accurate and the presentation is not misleading or confusing.•• Due to the unregulated nature of the Internet and the fact that DAA has no control over changes that might be made to linked sites, it is acknowledged that there is a limit to the effectiveness of applying criteria in making the decision to establish a link.•

While every effort is made to ensure that links are useful, due to the unregulated nature of the Internet, DAA provides no warranty for any sites linked from the DAA site.

Additional approval criteria for external links published on DAA's website:

Criteria for member only links	Criteria for public access links
<p>3. All sites which are considered by DAA to be of interest or of informational value to members.</p>	<p>4. Where sites submitted do not fit General Criteria 1, 2 and 3 mentioned above, they should be considered by DAA against the DAA website rating criteria (attached) and achieve an evaluation of at least Very Good (4 stars).</p> <p>5. Sites which are owned by members of DAA, where the site is in accordance with the DAA <i>Code of Professional Conduct</i> and where the DAA Website Rating Criteria achieved a rating of at least Very Good (4 stars).</p> <p>6. Sites which contain material of a health or medical nature should, in addition, be evaluated against the Discern instrument** and must achieve an overall rating of 3 or above.</p>

*Health on the Net (HON) Code of Conduct <www.hon.ch/HONcode/Conduct.html>, Process for Approval

** Discern instrument < http://www.discern.org.uk/discern_instrument.php >

Related information

- [Website links approval procedure](#)
- [DAA Logo Style Guide](#)
- [APD/AN Style Guide](#)

DAA Website Link Rating Evaluation

Website name: Website URL:

Website owner:

Reviewed by: Date Reviewed:.....

Relationship of reviewer to site owner:

.....

DAA Link Category:

DAA mission:

General criteria

Does the site meets eligibility criteria and supports DAA mission Y/N

(If yes site approved for public and member access. If no, proceed to rating and criteria evaluation below.)

Rating

To obtain any star rating, *essential* Criteria A (quality of content) must be satisfactory.

The number of satisfactory *desirable* criteria determines the star rating.

Please assess the website using the criteria on the following page and indicate the overall rating of the site below. (Circle the appropriate star rating below).

Rating	Summary of assessment
****	All criteria related to quality of content A (i-iv) must be satisfactory. Criteria B-E must also be satisfactory.
***	All criteria related to quality of content A (i-iv) must be satisfactory. 3 of the Criteria B - E must be satisfactory.
**	All criteria related to quality of content A (i-iv) must be satisfactory. 2 of the Criteria B - E must be satisfactory.
*	All criteria related to quality of content A (i-iv) must be satisfactory. 1 of the Criteria B – E must be satisfactory.

0	Criteria A (i-iv) are not satisfactory. Criteria B – E are not satisfactory
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<p>Results of Evaluation (Office Use Only)</p> <p>Approved / Not Approved</p> <p>Signed:.....</p>
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Website Rating Criteria

ESSENTIAL CRITERIA

A. Quality of content	Satisfactory (Y/N)
(i) The factual information is accurate	
(ii) Current (the date pages where last modified is shown)	
(iii) Balanced	
(iv) Set appropriately in the context of generally accepted dietary advice	

DESIRABLE CRITERIA

	Satisfactory (Y/N)	Overall Criteria Satisfactory (Y/N)
B. Target group/s		
(i) It is clear for whom the information is intended	Y/N	Both (2 out of 2) must be satisfactory to obtain overall criteria satisfaction. Y/N
(i) The information is presented in a way that allows the apparent target group/s to use it appropriately (e.g language, format, graphics etc)	Y/N	
C. Authority/sources of data		
(i) The ownership of the site is clearly stated	Y/N	2 out of 3 must be satisfactory to obtain overall criteria satisfaction. Y/N
(ii) The sources of information are clear	Y/N	
(iii) Advertisements, commercial relationships and sponsorships are disclosed appropriately	Y/N	
D. Further information		
(i) Appropriate links or references to further information or help are provided	Y/N	Y/N
E. Usability		
(i) The navigation is effective	Y/N	2 out of 3 must be satisfactory to obtain overall criteria satisfaction. Y/N
(ii) It is clear when the user is about to enter a different website	Y/N	
(iii) The content is well organised and download time is reasonable	Y/N	

