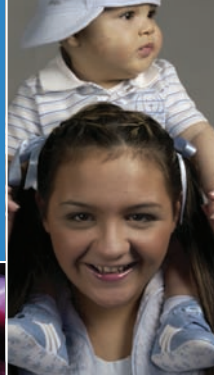


# North West

Public Health

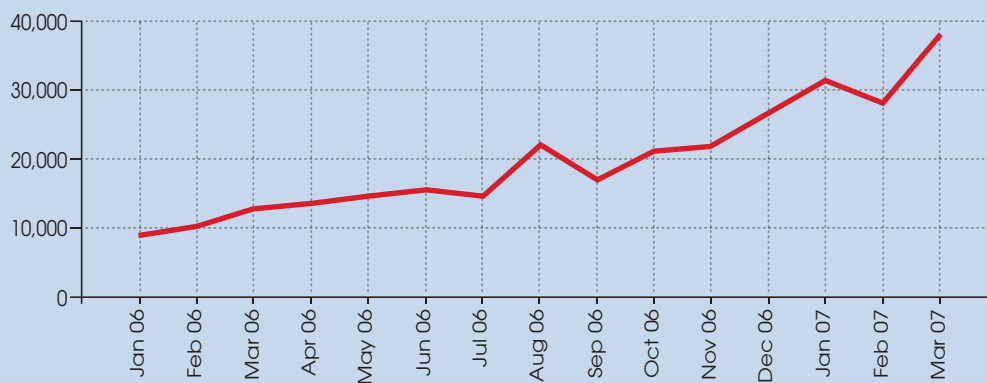


## The North West Public Health Information Portal Annual Review 2007

[www.nwph.net](http://www.nwph.net)

- Launched in January 2006, the North West Public Health Information Portal (NWPH.net) is a growing collaboration of public health partners throughout the North West; now with 17 sub-sites specific to networks or organisations in the region.
- This gateway to local action on health and well-being now has over 30,000 visits per month; is expanding daily with new content and topics; and is the first place to go to for information if you work in Public Health in the North West.
- The portal provides a shared common workspace for health resources such as publications, events and contact information delivered within a content management system framework.
- It delivers partner specific customised websites to meet the separate needs of different groups of public health professionals.
- Utilising Government standards for interoperability, the North West Public Health Information Portal enables easy access to national resources on health and well-being.

Number of visits received per month, January 2006 - March 2007



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**Table 1. The consortium of public health networks and organisations across the North West region currently partners in the NWPB.net development.**

Organisation / Network	Description	Launched
<b>Public Health Networks:</b>		
Cheshire and Merseyside (ChaMPs)	The ChaMPs network aims to improve the health of the population by sharing knowledge and expertise through effective relationships and learning together.	14/02/2006
Cumbria and Lancashire	This network supports the delivery of health improvement and the reduction of health inequalities across Cumbria and Lancashire.	20/01/2006
Greater Manchester for Health	The Association of Greater Manchester PCTs are working together on a range of issues to improve the health of the population.	08/09/2006
<b>Regional Intelligence:</b>		
Public Health Observatory	The NWPB fulfils a regional public health information and intelligence function supporting the work of public health professionals, local authorities and others in monitoring and improving the health of the North West population.	Re-launched 31/03/2006
North West Cancer Intelligence Service (NWCIS)	NWCIS provides population-based cancer intelligence for the North West, to improve services and to support research into the prevention and treatment of cancer.	31/10/2006
Health Protection Agency (HPA) incorporating Zoonoses	HPA North West provides a health protection service covering infectious, chemical and radioactive hazards across the region.	20/01/2006
<b>GONW &amp; Taskforces:</b>		
Regional Public Health Group, Government Office North West	The agenda of the North West Public Health Group, based within the Government Office North West, is to lead improvements in the health of people in the region. Several task groups are in place to help deliver this agenda on behalf of the Regional Director of Public Health.	07/02/2006
	The Physical Activity Taskforce	Under development
	The Food & Health Taskforce was established to identify, address and improve food and health issues across the region.	08/12/2006
	The Sexual Health Task Group develop regional actions to support Sexual Health improvement throughout the North West.	01/06/2006
	Smokefree North West is an initiative aiming to reduce the prevalence of smoking and make North West public places and workplaces smokefree.	01/09/2006
	The Ethnic Health Taskforce raises awareness of Black and Ethnic Minority public health issues amongst North West health bodies.	01/09/2006
<b>Regional Groups:</b>		
Public Health Nursing and Midwifery	This group supports the sharing of information and resources for all nurses and midwives, students and members of the public.	Re-launched 09/01/2007
United Kingdom Public Health Association NW	The UKPHA brings together individuals and organisations who share a common commitment to promoting the public's health.	Under development
Common Ground	Common Ground NW is a network committed to improving health through conflict resolution and promotion of better understanding of the effects of conflict, racism and prejudice on the health and well-being of communities.	Under development
Public Health Teaching Network	The Public Health Teaching Network promotes interactivity, networking and good practice among academics based in the North West of England.	Re-launching April 2007

## 1. BACKGROUND

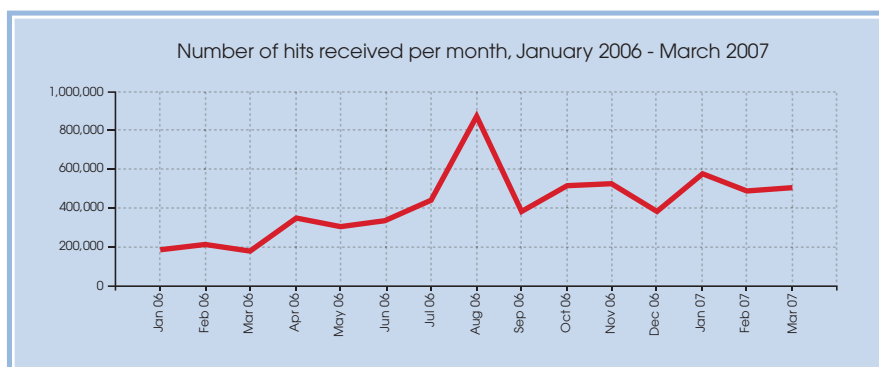
The North West Public Health Information Portal (NWPH.net) was designed to allow more effective cross working between the many agencies that function within multi-disciplinary Public Health teams across the North West. Increasingly, individuals are not members of a single organisation or network but are linked with and work with many. Therefore, information needs to be available to many but not duplicated numerous times on various websites. The systems used to store and find information need to be flexible, responsive and dynamic as Public Health organisations and networks evolve. A Steering Group provides strategic direction to the portal and a Content Managers' Group ensures that resources are relevant and up to date and makes recommendations for further development.

Utilising the Microsoft SharePoint content management features, a website has been created that provides a central storage workspace for documents and information, whilst making available individual sub-sites for each network or organisation. Some of the benefits of using this delivery platform include:

- Rapid turnaround time to deploy new individual sub-sites
- A modular design with standardised features known as web parts, such as lists, links libraries, calendars, and so on.
- Highly customisable in design, layout and bespoke content
- Centralised 'roll-up' of core common resources to a regional vista
- Future proofing against organisational change by providing a central repository of key local public health resources
- Interoperability and web services for exchange of information with other organisations

## 2. USER INTERACTION WITH THE PORTAL

As is good practice with all websites, usage of the portal will be measured throughout its lifecycle. The numbers of hits and visitors to the home page (www.nwph.net) since launch in January 2006 have shown an upward trend. In January 2007 (one year after launch), the portal received over 30,000 visits, which was more than 3.5 times the number of visits during the launch month. In total during this 13-month period, the portal has received over 5.2 million hits<sup>1</sup> and approximately 230,000 visits<sup>2</sup>. In particular, a significant peak was observed when the public health community in the North West launched the very first Local Alcohol Profiles for England (www.nwph.net/alcohol) – a countrywide resource for public health intelligence developed from a North West pilot.



Upward trend in the number of visits and hits to the NWPH.net portal

Month	Hits	Visitors
Jan-06	189,422	8,863
Feb-06	212,962	9,994
Mar-06	180,482	12,700
Apr-06	346,644	13,533
May-06	306,066	14,566
Jun-06	333,577	15,466
Jul-06	436,540	14,499
Aug-06	869,578	21,885
Sep-06	380,201	17,096
Oct-06	523,464	21,020
Nov-06	531,082	21,833
Dec-06	379,190	26,490
Jan-07	573,002	31,213
Feb-07	485,617	28,008
Mar-07	505,821	37,952
<b>Total</b>	<b>6,253,648</b>	<b>295,118</b>

<sup>1</sup> A hit is defined as a user retrieving any item, such as a page, document or file, from the website server for display on their screen

<sup>2</sup> A visit refers to a unique user (defined by a single IP address) who accesses the website during a specified period of time (30 minutes). Each user is counted only once no matter how many hits they have to the site

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### 3. CENTRALISED CORE CONTENTS

One of the main objectives of the portal is to draw together the key resources of each of the partners' sub-sites into a centralised regional vista. This aims to provide all users with 'at a glance' access to the most current content posted onto the entire portal. There are four core sections that every sub-site is populated with at set-up. When any resource is added into one of these sections, the resource is automatically 'rolled up' into the regional vista, which forms the central library of the portal. The common core sections currently in use are:

- a) Publications; b) Events; c) Media/Communications; d) Contacts

#### a) Publications

The publications section of the portal is the most populated due to the wealth of these resources produced by the individual network partners. Since the launch of the portal, around 120 publications have been made available covering a range of topics relevant to public health such as population targeting, healthier catering guidelines and workplace health and safety. These publications are provided in a range of file formats, including Word documents and pdfs. Selecting a publication link opens a detailed information page, providing the user with metadata information such as the date published, authors and a brief description. The publication can be opened or downloaded from this page.

**Metadata page providing additional information about the publication**

**The downloaded publication (in this case, a pdf)**

**List of publications on the centralised regional vista**

#### b) Events

The regional calendar provides an excellent overview of the range of public health activity that is taking place across the North West. It was originally implemented for several reasons, for example to help avoid major regional events from being planned on the same date and to alert colleagues to upcoming events. Since the launch of the portal there have been 127 events added with a further 25 events already scheduled from April 2007 onwards. Comprehensive details on particular events allow users to view contact information, links to or attached promotional material, agendas, location maps, or to register for an event, and so on.

#### Regional overview of monthly events

**Details of the Fourth Annual North West Public Health Conference, including a link to promotional and registration information and contact details of the organisers**

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## c) Media/Communications

A media/communications list is made available on all sub-sites, with the regional vista providing a comprehensive list of items such as press releases and news briefings (15 have been listed since the portals launch). Details of the communication and links to press releases are then provided to aid dissemination and promotion of the resource being launched.

The screenshot shows the 'Media/Communications' section of the North West Public Health website. The list includes items such as 'NEW REPORT TO BE RELEASED SOON - "Cancer Mortality, Incidence and Survival in the North West - Trends and 2007"', 'NW Food & Health Action Plan launched', and 'Lord Michael Chan Northwest Smokefree NHS Hospital and Ambulance Trusts'. A red arrow points from the 'NW Food & Health Action Plan launched' item to a detailed view of that item.

The detailed view shows the following information:

- Title:** NW Food & Health Action Plan launched
- Body:** The NW Food & Health Action Plan was launched at Lancashire Cricket Club on January 24th 2007. The Action Plan outlines the links between food and health, and highlights why and how specific actions to improve food and nutrition can significantly reduce ill health and health inequalities in the North West. The full document can be found in the Taskforce publications section of this website. For more details email: [nhf@force@lanc.ac.uk](mailto:nhf@force@lanc.ac.uk)

Details of media/communications items providing information on, for example, a link to the full document and contact details of the provider

Regional overview of media/communications

## d) Contacts

One of the key objectives of the portal is to bring people together to facilitate improved sharing of working practices, information and knowledge. The contacts section provides a comprehensive list of people working within the public health sector in the North West region who are members of the networks or organisations involved in the NWP.net portal. The list currently comprises over 400 members, and since individuals can be members of more than one sub-site, they are entered onto the list only once, so that details do not need to be duplicate entered or duplicate amended. Individuals are then flagged as belonging to any of the sub-sites. Each individual is provided with a detailed information page allowing the recording of specialist interests, particular lead areas and a description of their main work. This allows members across the region to search for expert knowledge or for individuals who have the same interests. Due to the sensitivity of such contact details, this is a secure access section and only members of the NWP.net portal can view the contact list.

Regional overview of contacts list

The screenshot shows the 'Regional Contacts' section of the North West Public Health website. The list includes contacts such as Tracy Pickens (Wyre PCT), Angela Pilkington (BWD PCT), Richard Pinkney, Neil Potter (North West Public Health Observatory), Sue Powell, Jill Preston, Claire Probert, Phil Purvis, Taher Qasim (Liverpool PCT), Jennifer Rankin, Abdul Razaq, Ann Reid (Ashton Leigh Wigan Primary Care trust), John Reid, Harry Rendon (Robtinson & Wood Wirral PCT), Beth Rhodes (Cheshire West PCT), Malcolm Rigler (Partners in Health (Hidlands) Ltd), Eleanor Roaf, Jane Roberts, Louise Roberts, Jan Robinson (CSIP NIHE North West Development Centre), Tracy Robinson, Lesley Ruddy (North West Regional Public Health Group), Andrew Rogers, and Simon Ross.

A red arrow points from the contact entry for Neil Potter to a detailed view of that contact.

The detailed view shows the following information:

- Title:** Mr
- First Name:** Neil
- Last Name:** Potter
- Job Title:** Web Developer
- Job Type:** Public Health Information
- Organisation:** North West Public Health Observatory
- Building Number/Name:** Castle House
- Street:** North Street
- Town/City:** Liverpool
- Postcode:** L3 2AY
- Telephone:** 0151 231 4388
- Fax:**
- E-mail Address:** [n.potter@npu.ac.uk](mailto:n.potter@npu.ac.uk)
- Specialist areas:** Building public health capability and capacity; Clinical; Health protection; Lifestyle; Population groups; Evidence & Information; Settings; Wider determinants;

Details page providing contact information such as email address, phone number and job role

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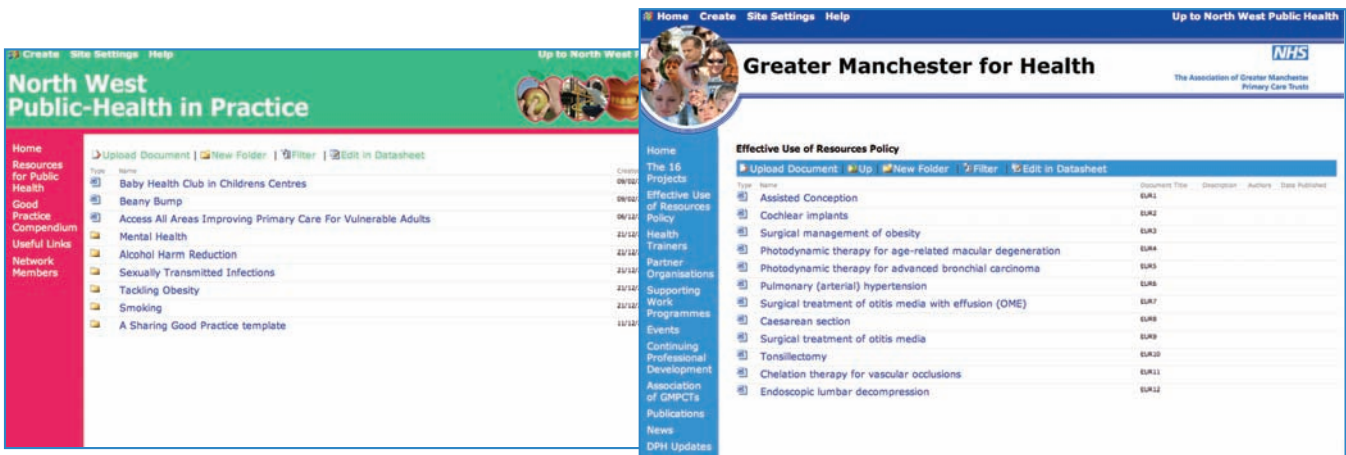
## 4. BESPOKE SUB-SITE CONTENTS

In order to support the variety of needs for design, corporate identity and specific resources across all the public health communities in the NWPH.net portal, a range of bespoke functions are developed for each network or organisation. Each sub-site houses unique sections and contents in addition to the core components provided. None of the contents from the bespoke sections are currently rolled up to the central regional vista. Bespoke components are produced from standard 'web parts' that can, if required, be incorporated in all sub-sites. Thus, if there becomes a wider need to 'roll out' bespoke components any and all sub-sites can subscribe. Indeed, as web parts become individually more common, the contents can then easily be incorporated into the regional vista at any time in the future. Examples of bespoke contents include:

- a) Best Practice; b) Links Libraries; c) Text Pages; d) Surveys

### a) Best Practice

Several of the sub-sites have requested a 'Best Practice' section to enable better sharing of knowledge and local action. These sections are differently termed by different networks, for example: 'Shared Learning' (ChaMPs and Cumbria and Lancashire network); 'Supporting Work Programmes' (AGMPCTs); 'Tools and Methods' (NWPHO); 'Newsletters' (DH Public Health Group and Food & Health Taskforce); 'Good Practice Compendium' (Nursing and Midwifery). Enabling the supporting and sharing of this local knowledge is an important aim of many of the networks and organisations involved in the NWPH.net consortium and the ultimate objective of joining this knowledge resource together into the central regional vista will support the Public Health community even further.



### b) Links Library

The links library is a component that allows a partner to list external resources or websites within a page as a list relevant to the remit of the network/organisation. Sub-sites that use this facility include the NWPHO and NWCIS.

The NWCIS site incorporates its links library within a standard text page that present contacts information



The NWPHO uses the links library along side other components within a page. In this example the links have associated images and descriptive information with them

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## c) Text Pages

A frequently used feature are standard text pages that are easy to embed and customise, and are used, for example, to provide an overview of the network/organisation or detailed topic information. Text is customised in terms of font, colours and sizes to allow an individual sub-site identity to be developed and maintained.

The image shows two screenshots of website text pages. The top-left screenshot is the 'About Us' page for the North West Public Health Observatory, detailing its mission and functions. The top-right screenshot is the 'About Us' page for the North West Food & Health Task Force, explaining its role in addressing food and health issues. The bottom screenshot is the 'Greater Manchester for Health' page, which includes information about the Association of Greater Manchester Primary Care Trusts and their collaborative efforts.

## d) Surveys

Partners gather information from users by using bespoke surveys. Each survey is customised and responses are returned in an electronic format that is easy to analyse.

Example of a survey being used by the Cumbria and Lancashire Public Health Network enabling users to feed back on the usability of the sub-site

The image shows a screenshot of a survey form titled 'Cumbria and Lancashire Public Health Network User Survey: New Item'. The form includes a thank-you message and a 'Save and Close | Go Back to Survey' button. It contains several sections with questions and response options:

- Are you a registered member of the website? \***
  - Yes
  - No
- If no and you would like to become a member please state your email address below:**
- Are you aware that the Cumbria and Lancashire Website is part of the North West Public Health Network? \***
  - Yes
  - No
- Your organisation: \***
  -
- If other organisation then please state:**
- Your role: \***
  -
- If other role then please state here:**

The right side of the screenshot shows a section titled 'Consultation on NICE Sexual Health Intervention Guidance'. It includes logos for NICE, NIN, and the North West Public Health Observatory. Below the logos, there are several recommendation sections with associated questions and radio button response options:

- Recommendation 5: Vulnerable young people**

Please read the statement below and answer the questions that follow. Questions marked with \* require a response.

GPs, nurses and other clinicians should, where appropriate, provide vulnerable young people aged 18 years and under with one to one sexual health advice. This should include a discussion and the provision of information about the prevention of STIs and contraception methods, including long-acting reversible contraception (LARC) (in line with NICE clinical guideline no. 38). It should also cover other reproductive issues and concerns. Young women should be advised how to get and use emergency contraception (EC). If necessary, they should be given advance EC. The consultation should take place in primary care, family planning, antenatal/postnatal services, GUM, drug and alcohol issue and youth clinics, schools and outreach centres. Vulnerable young people may include those from disadvantaged backgrounds, those who are in or leaving care and those who have low educational attainment.
- 5.1 \* This recommendation will help to improve sexual health of vulnerable young people**
  - Agree
  - Slightly Agree
  - Slightly Disagree
  - Disagree
- 5.2 \* This recommendation is relevant to my professional practice**
  - Agree
  - Slightly Agree
  - Slightly Disagree
  - Disagree
  - Not applicable to this service
- 5.3 \* This recommendation will be useful in delivering our service**
  - Agree
  - Slightly Agree
  - Slightly Disagree
  - Disagree
  - Not applicable to this service
- 5.4 \* We currently offer one to one advice on prevention of STIs to young people aged 18 years and under**
  - Yes
  - No
  - No, but we could put this in place
  - Not applicable to this service
- 5.5 \* We currently already offer one to one advice on contraception methods, including the LARC method, and other reproductive issues to young people aged 18 years and under**
  - Yes
  - No
  - No, but we could put this in place
  - Not applicable to this service

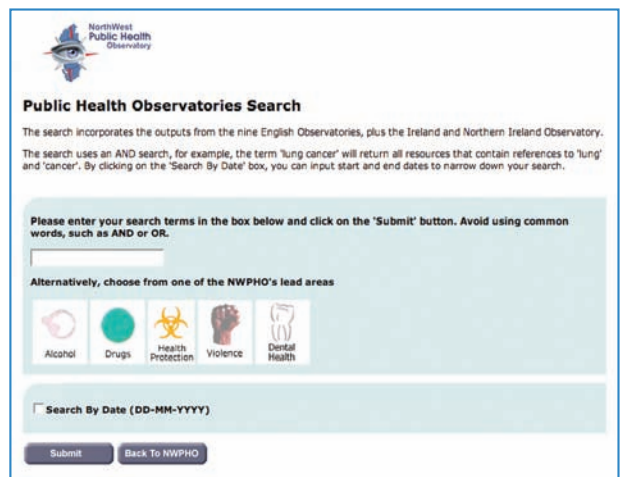
The NWPHE produced a sexual health intervention questionnaire for NICE that was distributed to sexual health professionals to gain their feedback on guidance recommendations

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## 5. ADDED VALUE VIA INTEROPERABILITY

An overall objective of the NWPH.net website is to manage information across many networks. In addition to sharing across the North West region, the system allows wider exchange of resources (through eGIF – the Government Interoperability Framework) with any external organisations that request information. This feature enables electronic information to be exchanged with other websites, such that external resources can be made available via NWPH.net pages and NWPH.net resources can be available via other organisations' websites.

The NWPHO has used this facility to exchange information with other Public Health Observatory websites. In doing this, a search of nationwide public health resources is provided via NWPH.net and predefined searches are available in all the Observatory national lead areas, such as alcohol, obesity, smoking, teenage pregnancy, cancer, and so on.



## 6. THE FUTURE

The NWPH.net website portal is the result of North West agencies working together to share information, intelligence and knowledge between the registered users it supports. Overseen by a region-wide Steering Group, the continued success of the portal is based around maintaining and expanding the number of partners and sub-sites to reflect the ever-changing public health sector within the North West. New networks have joined the consortium at various times since its origination and launch and new partners are coming on board in the near future.

Both the common and customised elements of the NWPH.net system are continually developing. Not only are some of the bespoke sub-site functions soon to become part of the centralised core contents but, via a content managers' forum, new functions are being developed to be added across the portal. For instance, we are aiming to expand the ability to access resources across all sub-sites at various geographic levels thereby increase the user experience in finding relevant resources.

## 7. GETTING INVOLVED

There are two main ways to become involved in the North West Public Health Information Portal; either become a registered user of the portal (via existing membership of a network or organisation) or become a contributing partner with your own individual website within the portal. Please contact us if your network or agency are interested in becoming part of this portal to public health in the North West.



### Contact us at:

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Liverpool John Moores University,  
North Street, Liverpool, L3 2AY  
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Fax: +44 (151) 231 4515  
Email: [nwpho-contact@ljmu.ac.uk](mailto:nwpho-contact@ljmu.ac.uk)

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