Health on the net Foundation: dedicated HONcode for collaborative platforms

Natalia Pletneva, Research assistant in online health information
Célia Boyer, Executive Director

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Medicine 2.0 10 (Maastricht, NL)
Created in 1996, HON is a not-for-profit foundation.

Mission: HON guides Internet users by highlighting reliable, comprehensible, relevant and trustworthy sources of online health and medical information, tackling the major obstacle of Web:

- the overwhelming quantity of information
- the uneven quality of health information available online

Funded by the Geneva state, European Commission, and the French National Health Authority.
International recognition

In 2002, HON Foundation was recognized as a non-governmental organization and granted special consultative status with the United Nations Economic and Social Council.

In May 2004, HON won the «eEurope Award for eHealth» for the approach to improve online information quality.

Since 2007 HON is the exclusive and official certifying organisation for French health websites.
HONcode certification

- HONcode certification is based on 8 principles of the HONcode of conduct

- Health and medical websites can be certified by HON

- If the website contains web 2.0 aspect (forum, blog, comments etc) it is evaluated against HON web 2.0 guidelines in addition to the main guidelines

- According to a survey conducted by HON in January of 2009 webmasters thought it was important to have rules for good communication between the platform users:
  - A charter of good conduct (Netiquette) for community platforms has a positive impact for the user:
    - I absolutely agree: 45.8%
    - I agree: 40.7%
    - I disagree: 3.4%
    - I absolutely disagree: 0%
    - I have no opinion: 10%

  - It is necessary to establish rules for the community platform (Web 2.0):
    - I absolutely agree: 49.2%
    - I agree: 37.3%
    - I disagree: 0%
    - I absolutely disagree: 0%
    - I have no opinion: 13.6%
<table>
<thead>
<tr>
<th>«Classic» application guidelines</th>
<th>HONcode of conduct</th>
<th>Web 2.0 application guidelines</th>
</tr>
</thead>
<tbody>
<tr>
<td>Authors, credentials, training in a field</td>
<td>1. Information must be authoritative</td>
<td>Moderators, qualifications, moderation policy</td>
</tr>
<tr>
<td>Purpose, mission and audience</td>
<td>2. Purpose of the website</td>
<td>Purpose, mission and audience</td>
</tr>
<tr>
<td>Which personal and non-personal information is collected and how it is treated (privacy policy)</td>
<td>3. Confidentiality</td>
<td>Privacy policy, publicity/openness of posted content, possibility to modify own post</td>
</tr>
<tr>
<td>All medical and legal pages to be dated and where applicable referenced</td>
<td>4. Information must be documented: Referenced and Dated</td>
<td>Users should give references to any medical information posted except for personal experience; posts to be dated</td>
</tr>
<tr>
<td>Any claim of drug and procedure benefit should be backed up with scientific evidence.</td>
<td>5. Justification of claims</td>
<td>Users should disseminate only information that is true and correct in light of their knowledge</td>
</tr>
<tr>
<td>Accessible Email, contact form</td>
<td>6. Website contact details</td>
<td>Accessible Email, contact form</td>
</tr>
<tr>
<td>Source of website funding</td>
<td>7. Disclosure of funding sources</td>
<td>Disclose if moderators are paid or volunteers</td>
</tr>
<tr>
<td>Yes/No Ads on the web site</td>
<td>8. Advertising policy</td>
<td>Disclose if users are allowed to post ads or not</td>
</tr>
</tbody>
</table>

The Collaboratives websites database

- Compliance with the HONcode principles
- Indexed with MeSH terms and HON labels
- In total 1’200 sites having web 2.0 part (about 12% of all certified websites)
New EU project KHRESMOI (2010-2014)

KHRESMOI will combine multiple data sources and knowledge derived from various heterogeneous knowledge sources. This includes text sources such as online journals and books, and trusted websites; and image sources, including images from journals and images from Picture Archiving and Communication Systems (PACS) at radiology departments.

http://www.khresmoi.eu/
Thank you for your attention

Celia.Boyer@HealthOnNet.org