

5 Suggestions for consideration

Theme	Objectives	Actions
Check relevance	<p>Answer the following:</p> <p>How important is the provision of local online health information?</p> <p>How important do citizens think it is?</p> <p>How does it align with existing policy and strategy?</p>	<p>Run a pilot project to provide and evaluate local online health information for a key local health priority (e.g. working on chronic illnesses with the Expert Patients Programme)</p> <p>Prioritise work that fits with key strategies and minimises spend by taking advantage of existing work</p> <p>Work with partners and LSP to develop online health information strategy that supports Healthy City aims and priorities</p> <p>Prioritise information which addresses current Healthy City aims</p>
Support diversity	<p>Equitable use and application of theplacetobe.net throughout the City</p> <p>Balance of public, private and community/voluntary sector sites</p> <p>Balance of top down and bottom up information</p> <p>Balance of local and national information</p>	<p>Check City health priorities and demographics and prioritise activities and search methods to reflect them</p> <p>Monitor the balance of public, private and community/voluntary sector sites</p> <p>Run and evaluate a number of pilot online communities addressing City Health Strategy priorities and promoting the publication of bottom up information through discussion forums etc</p> <p>Provide community functionality for participating websites</p> <p>Support providers to add their own local picture to existing national information</p>
Improve access	<p>Better positioning for local resources on all search engines</p> <p>Greater awareness of local resources</p> <p>Better accessibility of local resources</p>	<p>List local barriers to accessing health information online</p> <p>Implement ongoing search engine optimisation process</p> <p>Develop metadata framework for participating sites</p> <p>Implement online and offline marketing strategy/ campaigns</p> <p>Develop workarounds to deal with firewalls and blocking software</p> <p>Embed accessibility in design processes and standards</p>

Theme	Objectives	Actions
Present results usefully	<p>Design highly usable theplacetobe.net resources</p> <p>Present search results in such a way as to assist people's decision-making</p> <p>Improve access to detailed information</p>	<p>Embed usability theory and practical testing in development of search engine and community server</p> <p>Include search engine functionality that helps users to find deeper information</p> <p>Return results from discussion forums</p> <p>Give indication of organisations' status/ information source</p> <p>Provide access to national sites which are highly rated by local organisations</p>
Provide online booking	<p>Improve 'e-commerce'-type provision within local health websites</p>	<p>Pilot and evaluate a project to allow people to book health services online</p> <p>Integrate e-commerce and appointments functionality within community server provision</p> <p>Display relevant bookable services alongside search engine results</p>
Free up debate	<p>Think outside the traditional health information box</p>	<p>Examine leading edge, useful and successful websites (e.g. www.amazon.co.uk, www.dipex.org, www.bbc.co.uk) to see what models could be used and adapted by the local health community</p>
Set standards	<p>Promote web publishing</p> <p>Reduce duplication</p> <p>Minimise old information</p> <p>Promote takeup of community functionality</p> <p>Improve accessibility</p>	<p>Work with providers and citizens to establish standards and incentives around the issues left</p>
Stay legal	<p>Comply with legal duties</p>	<p>Include any disclaimers necessary to protect theplacetobe.net</p> <p>Monitor and implement government guidelines on accessibility, interoperability, security etc (e.g. when developing authoring tools/ search engine)</p>

Appendix One: list of local websites relating to health [as logged in research exercise, September 2003]

Name	Location	Sector	Operation	Content
Allsorts Youth Project	http://www.allsortsyouth.org.uk/	Community/voluntary	Local	Local
Ambient Health	http://www.ambient-health.co.uk/	Private	Local	National
Anarcha-Feminist Health	http://www.geocities.com/anarchofeministhealth/	Community/voluntary	Local	Local
Anchor Trust	http://www.anchor.org.uk/index.html	Community/voluntary	National	National
Andrew Cain - Hypnotherapist	http://www.andrewcain.fsnet.co.uk/index.html	Private	Local	National
Avert Young People's Section	http://www.avert.org/youngflash.htm	Community/voluntary	National	National
Being Alive Centre	16 Beaconsfield Villas, Preston Park, Brighton	Private		
bnlifestyle	http://www.bnlifestyle.co.uk/healthandfitness_list.asp	Private	Local	Local
Brighton & Hove Community and Voluntary Sector	http://www.cvsectorforum.org.uk/index.asp	Community/voluntary	Local	Local
Brighton & Hove Orthodontic Centre	http://www.brightonandhove-orthodontics.co.uk/	Private	Local	National
Brighton & Sussex University Hospitals Trust	http://www.brighton-healthcare.nhs.uk/	Public	Local	Local
Brighton and Hove District Multiple Sclerosis Society	www.bhms-soc.mistral.co.uk	Community/voluntary	Local	Local
Brighton and Hove Federation of Disabled People	http://home.fastnet.co.uk/bhfederation/	Community/voluntary	Local	Local
Brighton and Hove Practices Sub-web	http://www.brightonandhovepct.nhs.uk/practices/index.asp	Public	Local	Local
Brighton Area Branch of the Alzheimers Society	www.alzheimers.org.uk/brighton/	Community/voluntary	Local	Local

Name	Location	Sector	Operation Content	
Brighton Area Directory of Alternative and Complementary Therapists/Practitioners	http://www.alt-therapist.co.uk/	Private	Local	Local
Brighton Area UK Local Directory	http://www.brightonarea.co.uk/links.html	Private	Local	Local
Brighton Body Positive	www.bodypositive.co.uk/	Community/voluntary	Local	Local
Brighton Branch of the British Red Cross	3 Howard Terrace, Brighton, BN1 3TR	Community/voluntary		
Brighton Buddhist Centre	http://www.brightonbuddhistcentre.co.uk/	Community/voluntary	Local	Local
Brighton Dental Centre	http://www.brightondental.co.uk/	Private	Local	National
Brighton Forever	http://www.brightonforever.co.uk/communit.htm	Private	Local	Local
Brighton Lesbian and Gay Switchboard Youth Project	http://www.switchboard.org.uk/brighton/youth/faq.htm	Community/voluntary	Local	Local
Brighton Natural Health Centre	http://www.bnhc.co.uk/	Community/voluntary	Local	Local
Brighton Osteopaths	http://www.brightonosteopaths.co.uk/	Private	Local	National
Brighton Physiotherapy Clinic	http://www.brightonphysio.co.uk/index.htm	Private	Local	Local
Brighton Podiatry	http://www.footdoctor.co.uk/	Private	Local	National
Brighton Sports Injuries Clinic	http://www.mediseek.co.uk/bsic/	Private		Local
Brighton Transcendental Meditation Centre	81 St Aubyns, Hove BN3 2TL	Community/voluntary		
Brighton Women's Centre	http://www.womenscentre.org.uk/	Community/voluntary	Local	Local
Brighton Yoga.com	http://www.brightonyoga.com/	Community/voluntary	Local	Local
Brook Advisory Centre	http://www.brook.org.uk/content/	Community/voluntary	National	National
BUPA International	http://www.bupa-intl.com/schemes/company.asp	Private	National	National
Care for the Carers Ltd	http://www.southernmobility.com/care.htm	Community/voluntary	Local	Local

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Carousel Charity	http://www.carousel.org.uk/	Community/voluntary	Local	Local
Charter Medical Centre	http://www.brightonandhovepct.nhs.uk/practices/charter/index.asp	Public	Local	Local
Christopher Gull	http://www.gull.co.uk/mainpage.html	Private	Local	Local
Clare Brook - Birth/Postnatal Doula	Brighton - not available online	Individual		
COMMUNITY HEALTH UK	http://www.chuk.org/	Community/voluntary	Local	National
Cycle Training	http://www.cycletraining.co.uk/southeast/	Private	Local	Local
Dare Foundation	www.darefoundation.org	Community/voluntary	Local	National
David Lloyd Clubs - Brighton	http://www.davidlloydclubs.co.uk/	Private	National	Local
DIPEX	http://www.dipex.org	Community/voluntary	National	National
Disability Advice Centre	6 Hove Manor, hove Street, Hove	Community/voluntary		
Dolphin House Children's Clinic	http://www.thechildrensclinic.org.uk/	Community/voluntary	Local	Local
Eating Disorders Coaching	http://www.eatingdisorderscoach.com/index.html	Private	Local	National
Eaton Place Surgery	http://www.eatonplacesurgery.co.uk/default.htm	Public	Local	Local
Equinox Old Steine Day Centre	www.equinoxcare.org.uk/oldstein.htm	Private	National	Local
For Young People	http://www.foryoungpeople.co.uk/	Public	Local	Local
Forever Living Products	http://www.pure-aloe.net/Home.php	Private	Local	National
Goodwood Court Medical Centre	http://www3.mistral.co.uk/surgery/	Public	Local	Local
GY Chinese Medicine & Acupuncture Clinic	122 St James's Street, BN2 1TH	Private		
Gym User - Brighton	http://www.gymuser.co.uk/brighton/	Private	National	Local
Hangleton Manor Surgery	http://www3.mistral.co.uk/qrsurgery/index.html	Public	Local	Local
Hanovernet	http://www.hanovernet.co.uk	Private	Local	Local

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Healing Stars with Pam Carruthers	http://www.healingstars.com/	Private	Local	National
Health e sussex (NHS)	http://www.healthesussex.nhs.uk/	Public	Local	Local
Health Promotion Department for East Sussex, Brighton and Hove	http://www.promotinghealth.org/index.html	Public	Local	Local
Highcroft Villas Medical Practice	http://www.brightonandhovepct.nhs.uk/practices/highcroft/index.asp	Public	National	Local
Holistic Health Clinic	http://www.holistichealthclinic.org.uk	Private	Local	Local
Homebirth in the UK - Brighton Homebirth Support	http://www.midwiferytoday.com/articles/homebirthuk.asp	Private	National	Local
Hove Court Dental Centre	http://www.hgfree.co.uk/index.html	Private	Local	Local
Hove Medical Centre	http://www.hovemedicalcentre.co.uk/	Public	National	Local
Infinity Foods	http://www.infinityfoods.co.uk/	Private	Local	Local
Isis School of Integrated Hypnotherapy	http://www.isiscentre.co.uk/index.php?pageTypeID=1&pageType=Home	Private	Local	National
Janes Mafans Site	http://www.io.com/~cortese/marfan/index.html	Individual	National	National
John Mulinder - Hypnotherapy	http://www.jm-hypnotherapy.co.uk/	Private	National	Local
Kamsons (Pharmacy)	http://www.kamsons-mouselecoomb.chemist.net/homepage.html	Private	Local	Local
King Alfred Leisure Centre	http://www.kingalfredleisure.co.uk/site01.cfm?request=a500	Public	Local	Local
Leisure Link Project	RNIB Wavertree House, Somerhill Road, Hove, BN3 1RN	Community/voluntary		
Lemon Burst	http://www.lemonburst.net/	Private	Local	National
Life Bytes	http://www.lifebytes.gov.uk/indexmenu.html	Public	National	National
Life Pregnancy Care Service	http://www.preghelp.org.uk/	Community/voluntary	National	National
Lifesaving Club	http://lifesaving.co.uk/lifesaving/clubs/brighton-swimfit-group/?mail=1	Community/voluntary	National	Local
Light Centre	5 Piltdown Road, Brighton, BN2 5LE	Community/voluntary	Local	

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Links Road Surgery	http://www.brightonandhovepct.nhs.uk/practices/charter/index.asp	Public	Local	Local
Locks Medicare	http://www.locksmedicare.co.uk/	Private	Local	Local
Massage Brighton	http://www.andyford.net/	Private	Local	Local
Maxine Rawlings reflexology and flower remedies	http://www.reflexology-network.co.uk/	Private	Local	
Mental Health Team for Homeless People	Not available online	Public		
Mental Heathline Directory	http://web.ukonline.co.uk/mhealthbrighton/	Community/voluntary	Local	Local
Mike Flanagans Shiatsu Page	http://homepage.ntlworld.com/mikeflanagan/shiatsu/	Private	National	National
Mind Body and Soul	http://www.mindbodysoul.gov.uk/	Public	National	National
Mind in Brighton and Hove	Not available online	Community/voluntary		
Montpelier Surgery	http://www.montpeliersurgery.co.uk/	Public	Local	Local
Nathan Habersfeld - State Registered Chiropodist/Podiatrist	http://www.podiatry2000.cwc.net/	Private	Local	Local
National Osteoporosis Society, Brighton and Hove Group	Not available online	Community/voluntary		
Natural Dentistry Centre	http://www.hgfree.co.uk/	Private	Local	Local
Neighbourhood Care Scheme B&H	Not available online	Community/voluntary		
Nightline	http://www.sussexnightline.co.uk	Community/voluntary	Local	Local
Ninelives	http://www.ninelives.tv/change/r_stress.htm	Public	Local	Local
Outzone	http://www.outzone.org/	Community/voluntary		
Parkview Carehomes Ltd, Hove	http://www.parkviewhomes.co.uk/	Private	National	Local
Pathways to Health	www.pathwaystohealth.org.uk	Private	Local	Local

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Patricia Holden	www.hypnotherapy-brighton.co.uk/	Private	Local	Local
Playing Safely	http://www.playingsafely.co.uk/	Public	National	National
Preston Park Surgery	2a Florence Road, Brighton, BN1 6DJ	Public		
Psychological & Counselling Service	http://www.pcu.sussex.ac.uk/new/index.jsp	Public	Local	Local
Queens Road Surgery	http://www3.mistral.co.uk/qrsurgery/index.html	Public	Local	Local
R U Thinking	http://www.ruthinking.co.uk	Community/voluntary	National	National
Real Brighton - Health & Vanity	http://www.realbrighton.co.uk/directory.asp?cat=6	Private	Local	Local
Reiki for Relaxation	http://members.madasafish.com/~rifa/index.htm	Private	Local	Local
Rick Webbe - Registered Osteopath	http://www.brighton-osteopath.com/	Private	Local	
Royal Sussex County Hospital Diabetes Care Centre homepage	http://www.brighton-healthcare.nhs.uk/diabetes/diabetes.htm	Public	Local	Local
Scope - Hamilton House	Not available online	Community/voluntary		
SexMOT	http://www.sexmot.org.uk/index.htm	Community/voluntary	Local	Local
Ship Street Surgery	http://www.shipstreetsurgery.co.uk/	Public	National	Local
Shoreham health centre	http://www.lyons-maclintock-bentley.com/	Public	National	Local
South Downs Health NHS Trust	http://www.southdowns.nhs.uk/main.php3	Public	National	Local
Southern Mobility Centres Ltd	http://www.southernmobility.com/	Private	Local	Local
Southlands Hospitals - Shoreham	http://www.worthinghospital.org.uk/	Public	Local	Local
Speakability - Action for Dysphasic Adults	Not available online			
Specialist Herbal Suppliers	http://www.specialist-herbal.com/html/about_us.html	Private	Local	National
Spirit Genie	www.pintados.co.uk/jeannas.htm	Private	Local	Local
St Faith Clinic	http://www.first-choice-dental.org/index2.htm	Public	Local	Local

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St Peter's Medical Centre	30-36 Oxford Street, Brighton, BN1 4LA	Public		
St.John Ambulance in Hove	http://www.hove.sja.org.uk/	Community/voluntary	Local	Local
Survivors Network	Community Mental health Centre, 79 Buckingham Road, Brighton, BN1 3RJ	Community/voluntary		
Sussex Cancer Network	http://www.sussexcancer.net/	Public	Local	Local
Sussex Critical Care Network	www.sussexcritcare.nhs.uk/	Public	Local	Local
Sussex Deaf Association	www.sussexdeaf.co.uk/	Community/voluntary	Local	Local
Sussex Disability Sports Opportunity	Brighton and Hove City Sport Development Unit	Public		
Sussex Downs ADHD Information	http://mysite.freemove.com/sussex_downs_adhd/	Community/voluntary	National	Local
Sussex Lantern	http://www.bsblind.co.uk/	Community/voluntary	Local	Local
Sussex ME/CFS Society	www.measussex.org.uk/index.htm	Community/voluntary	Local	Local
Sussex Multiple Sclerosis Treatment Centre	http://www.mssussex.com/	Community/voluntary		Local
Sussex Thai Massage School	www.thaimassageuk.com	Private	Local	Local
Teenage Health Freak Website	http://www.teenagehealthfreak.org/homepage/index.asp	Private	National	National
Terrence Higgins Trust - South	http://www.tht.org.uk/regions/tht_south/index.htm	Community/voluntary	National	Local
The Albion Clinic	1 Albion Street, Brighton	Private		
The Alternative Guide to Complimentary Health and Healing in London and the South of England	http://www.altguide.com/	Private	Local	Local
The Avenue Surgery	http://www.theavenuesurgerybrighton.co.uk/	Public	Local	Local
The Brighton Acupuncture Clinic	http://www.cogs.susx.ac.uk/users/johnw/bac1.html	Private	Local	Local
The Carer's Centre	http://www.thecarerscentre.org/info/home.shtml	Community/voluntary	Local	Local

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The Cheryl E Butler School of Reflexology	http://www.reflexologyuk.info/index.html	Private	Local	Local
The College of Classical Massage Brighton	http://www.collegeofclassicalmassage.com	Private	Local	Local
The Crescent Clinic of Complementary Medicine	37 Vernon Terrace, Brighton, BN1 3JU	Private		
The Deneway Practice	Lionsdene, 11 The Deneway, Brighton, BN1 8QR	Public		
The Evolution Natural Health Clinic	www.evolutionarts.co.uk/health_clinic.html	Community/voluntary	Local	Local
The Gender Trust	http://www.gendertrust.org.uk/	Community/voluntary	Local	National
The Health Bank (The Crescent Clinic of Complementary Medicine)	http://www.thehealthbank.co.uk/homepage.htm	Private	National	National
The Journey	http://www.journeytherapist.com/index.htm	Private	Local	Local
The Martlets Hospice	http://www.themartlets.org/	Community/voluntary	Local	Local
The Mooncup	http://www.mooncup.co.uk	Private	Local	National
The Pines Nursing Home	http://www.rukba.org.uk/ThePines/aboutus.html	Private	Local	Local
The Site	http://www.thesite.org/	Community/voluntary	National	National
The Surgery - Beaconsfield Villas	http://www.brightonandhovepct.nhs.uk/practices/beaconsfield/index.asp	Public	National	Local
The Surgery - Beatty Avenue	16 Beatty Avenue, Coldean, Brighton, BN1 9ED	Public		
The Surgery - Carden Avenue	114/116 Carden Avenue, Brighton, BN1 8PD	Public		
The Surgery - Stanford Avenue	Stanford Avenue, Brighton, BN1 6FE	Public		
The Surgery - Warmdene Road	17b Warmdene Road, Brighton, BN1 8NL	Public		
The Sussex Beacon	http://www.sussexbeacon.org.uk/	Community/voluntary	Local	National
The Sussex Nuffield Hospital	http://www.nuffieldhospitals.org.uk/pages/internal/frames/fr_ourhos.htm	Private	National	National

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The Wilbury School of Natural Medicine	www.altguide.com/sample.html	Private	Local	National
This is Brighton & Hove - Health	http://www.thisisbrightonandhove.co.uk/brighton__hove/health/	Private	Local	Local
Threshold	http://www.thresholdwomen.org.uk/	Community/voluntary	Local	Local
Tisserand	www.tisserand.com	Private	Local	National
Total Orthodontists	http://www.totalorthodontics.co.uk/	Private	Local	Local
Touch Brighton	http://www.touchbrighton.com/newspub/section.cfm?SID=14	Private	Local	Local
Travellers' Guide to Health	www.gypsy-traveller.org/health/index.htm	Community/voluntary	Local	National
Unisex	http://www.unisex.org.uk/start.htm	Community/voluntary	Local	Local
Unity Natural Health Practice	Waterloo Street, Hove	Private		
University of Brighton - Faculty of Health	http://www.brighton.ac.uk/health/index.htm	Public	Local	Local
University of Brighton - Student Services - Medical	http://www.brighton.ac.uk/hubs/ss/medical.htm	Public	Local	Local
University of Brighton Student Advice Centre	http://www.brighton.ac.uk/ubsu/advice/index.htm	Community/voluntary	Local	Local
University of Sussex Health Centre	http://www.unimed.co.uk/sussexhc/	Public	Local	Local
Vegetarian & Vegan Foundation	http://www.vegetarian.org.uk/	Community/voluntary	Local	National
Vital Spirit Holistic Therapies	www.vitalspirit.co.uk	Private	Local	Local
Winfalcon's Healing Centre	http://www.winfalcon.com/home.html	Private	Local	Local
Young People's Centre	http://www.ypc-impact.org.uk/	Community/voluntary	Local	Local
Youth Advice Centre	http://www.ymca.org.uk/gallery/hove/yac.html	Community/voluntary	Local	Local