

SESLHD FRAMEWORK COVER SHEET

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SUMMARY	<p>The document provides a Framework to maintain consistency across the SESLHD website and intranet, ensuring all website content is relevant and meets the needs of SESLHD staff and the public.</p> <p>The Framework outlines the purpose of SESLHD website pages and the principles underpinning the development and approval of content on the SESLHD website and intranet site and pages.</p> <p>It outlines roles and responsibilities, editorial guidelines and standards, processes, reporting mechanisms and the requirement for records management.</p>

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SESLHD Web Content Management System (CMS) Framework

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Section 1 – Background

The vision for the South Eastern Sydney Local Health District (SESLHD) website is to provide current, relevant and accurate information about SESLHD facilities and services, in an easily accessible format that is easy to understand. SESLHD maintains both a public website and an intranet for staff.

In 2015, SESLHD committed to the development of a new Content Management System (CMS)-based website. A CMS is a system designed to manage the content of a website or other electronic resource that is used collaboratively by a number of people (*Source: Oxford Dictionaries online*).

The CMS decentralised the ability to create and publish website content, so departments and teams self-publish, rather than having to rely on a single source (SESLHD Digital Health) for updates and additions.

SESLHD chose the Drupal CMS software and web application from the various technologies available as it is economical, customisable, can be rapidly deployed, is compatible with other applications and programs, is also compatible with many search engines and is mobile-friendly.

SESLHD contracted a marketing company to assist with the redesign of its websites. Within SESLHD, the development and implementation of the CMS was managed by a multidisciplinary CMS Steering Committee. The CMS applies to the website pages and does not apply to the intranet.

The SESLHD website was designed and implemented with extensive consultation to ensure the District could continue to conform to accepted standards, such as the [NSW Ministry of Health – Communication Strategy Guidelines](#), [NSW Ministry of Health Guidelines GL2005_074 - Communication Strategy Guidelines](#) and the [World Wide Web Consortium's \(W3C\) Web Content Accessibility Guidelines \(WCAG\) 2.2](#).

The incorporation of health literacy for public facing material is an essential component in reaching the vision for the SESLHD website.

This Framework is intended to provide staff with an instructional manual, reference guide and governance tool. It incorporates, as appendices or references, all documents which will facilitate the efficient and effective use of the SESLHD website. The result should be a superior user experience – for the public and SESLHD staff.

Section 2 – Purpose

This Framework aims to:

- Outline a structure to maintain consistency across the SESLHD website
- Maintain a website that meets the needs of the public and SESLHD staff
- Ensure all website content is relevant and appropriate
- Clearly explain the roles and responsibilities of all parties involved in online content management
- Outline processes for online content review, maintenance and development of SESLHD's website
- Ensure best practice in content management and usability principles are established and adopted by SESLHD.

EXCLUSIONS

Policy Documents: To publish policy documents on the SESLHD website, finalised documents (with supporting documentation where required) are to be submitted to SESLHD-Policy@health.com.au and registered in CMS.

Section 3 – Definitions

- **Accessibility** – The degree to which websites are available to as many people as possible
- **Administrator** – Web services staff who manage the administrative functions of the CMS and template modifications and design
- **CMS** – Content Management System. This is a system designed to manage the content of a website that is used collaboratively by a number of people
- **Content** – Information, data, documents, images, multimedia, downloadable files, etc.
- **Content Approver** – Staff authorised to approve the publishing of new/updated website content. Has overall responsibility for website pages under their control
- **Content Author** – Staff authorised to gather and create webpages, or modify content in the Drupal CMS
- **Digital Health Web Support** – The staff within Digital Health who maintain the list of Content Authors, Administrators and Approvers. This team provides technical support to the above-mentioned roles when required
- **Information Architecture** – The structure of a website, including the organisation and labelling of content to support usability
- **Internet** – The global computer network providing a variety of information and communication facilities, consisting of interconnected networks using standardised communication protocols
- **Intranet** – A local or restricted communications network, especially a private network created using World Wide Web software. In SESLHD, the intranet is restricted to staff, some contractors, students and volunteers
- **Metadata** – Information about content, pages and files, used to describe and categorise content
- **Public** – Patients, clients, their families and carers, volunteers, community members and organisations that represent or serve them, potential staff, visitors and vendors
- **Special Content Approver** – The SESLHD Chief Executive, a Tier 2 Director, or their delegate, or the Manager, Media and Communication; who are authorised to approve content that may be considered sensitive, or needs to be published urgently
- **Reviewer** – The staff member designated to review proposed new and or updated website information to ensure its accuracy, relevance and appropriateness
- **URL** – Uniform Resource Locator. This is the unique address that identifies a page on the website, also known as ‘the web address’
- **User** – Descriptive term for a Content Author, Content Approver or Special Content Approver
- **Usability** – The extent to which individuals can use, navigate and interact with the site to achieve their goals
- **Workflow** – The sequence of industrial, administrative, or other processes through which a piece of work passes from initiation to completion. (*Source: Oxford Dictionaries online*). In the CMS, the workflow outlines the steps required to publish content to the website.

Section 4 – Responsibilities

The CMS contains four roles for the creation, updating, approval and administration of the District's website. These include; Content Author, Content Approver, Special Content Approver and Administrator.

Content Authors are responsible for:

- Completing appropriate training prior to being granted access to the CMS
- Instigating the appropriate workflow process
- Activating the approvals process for new website pages
- Coordinating the development of content, including seeking content from colleagues
- Creating and maintaining content relevant to their work areas in a timely, professional manner
- Seeking assistance from the web team when assistance is needed
- Ensuring content complies with all relevant policies and guides as outlined in this document
- Ensuring content that is externally facing is in line with health literacy and consumer engagement standards of SESLHD
- Ensuring that each webpage includes the minimum content required
- Maintaining the accuracy and currency of website content under their control
- Archiving outdated content.

Content Approvers are responsible for:

- Completing appropriate training prior to accessing the CMS
- Ensuring that content provided by Authors is accurate, up-to-date and appropriate. Any clinical information needs to have been checked to ensure accuracy and safety and quality
- Advising Authors of any changes required to content before it is suitable for publication
- Approving the publication of content in a timely and professional manner
- Authorising the creation of new website or pages for their facility, service, department, unit or team
- Ensuring that content does not breach any SESLHD or NSW Ministry of Health policies or State and Federal legislation
- Tier 2 Directors and General Managers are the Content Approvers for their respective website area home pages.

Special Content Approvers are responsible for:

- Reviewing, approving and publishing content on the website home pages under their control
- Reviewing, approving and publishing content that has been identified by the Author or Approver as being 'special' content, including content that needs to be published urgently (e.g. during a natural disaster).

Administrators are responsible for:

- Assisting with changes to the District website home page and landing page for hospital and other service's areas on the website, due to the complexity of templates
- Ensuring that appropriate systems are implemented to support webpage content management
- Ensuring relevant staff are trained to create and manage website content
- Providing technical support to Content Authors and Approvers

-
- Developing new templates and making structural changes at the request of the Manager, Media and Communications
 - Maintaining a master list of Content Authors, Content Approvers and Special Content Approvers
 - Creating permissions.

Manager, Media and Communications:

- Has Executive Sponsorship of the SESLHD website home page content
- Will ensure visual consistency is applied throughout the sites
- Has the authority to remove inappropriate material on any area of the SESLHD website
- Has authority to add or edit content in urgent situations (e.g. during a natural disaster)
- Has the authority to archive webpages that are not reviewed within an appropriate timeframe.

Manager, Office of the Chief Executive:

- Has sponsorship of the About Us page
- Has sponsorship of the 'Contact Us' details
- Is responsible for management of the District's generic email inbox
- Ensures response is provided to email correspondence received through the 'Contact Us' link.

Tier 2 Directors:

- Maintaining oversight of their areas of the website and intranet within their area of responsibility
- Ensuring appropriate corporate governance and corporate record processes are in place
- Providing the required staff and other resources necessary to manage the content of website and intranet pages under their control, including notification to the web team of nominated Content Authors, Content Approvers and Special Content Approver
- Ensuring appropriate resources are allocated to manage content on the website to ensure it remains up-to-date
- Ensuring web users attend training and have the skills necessary to create and update website pages
- Approving content on their respective intranet and extranet home pages.

Section 5 – Editorial Guidelines and Standards

Compliance

Compliance with tenets of this Framework is the responsibility of all staff using the CMS and is a mandatory requirement.

Operationally, assurance of compliance is localised to the relevant facility / service / department / team.

Overarching compliance for the CMS as a key communication and marketing system for SESLHD rests with the Manager Media and Communications.

The CMS is a key communication and marketing system for SESLHD. This ensures that the overarching compliance for SESLHD websites rests with Manager, Media and Communications team.

Minimum Content Criteria – Website and website areas and pages

- The SESLHD website is hosted under the domain (web address/URL) www.seslhd.health.nsw.gov.au – all areas and pages pertaining to hospitals or services sit under this over-arching domain.
- All branding is to be in line with the [SESLHD Branding & Style Guide](#). Branding must be consistent across all SESLHD website pages and include the Waratah logo and ‘South Eastern Sydney Local Health District’ text so that site visitors can easily identify that they are visiting a facility or service of SESLHD.
- Staff who are CMS users have a range of pre-determined templates to choose from when creating content. Templates cannot be modified by Content Authors. Requests for any other elements such as custom designs or new templates, must be directed to SESLHD web team by calling the State-Wide Service Desk on 1300 28 55 33.
- Templates have been designed to incorporate the District Corporate Branding Guide and logo to ensure consistency across all SESLHD website pages. Requests for changes to a template or development of a new template must be directed to SESLHD Web Services, via the State-Wide Service Desk (refer to Special Requests)
- Content should deliver a key message and/or provide information of general public interest and/or provide an identified benefit to the audience.
- Health service organisations need to communicate with patients in a way that supports effective partnerships and is responsive to the diversity of SESLHD community members. Content for the general public should incorporate health literacy and further the goals of the [SESLHD Exceptional Care, Healthier Lives Strategy](#).
- Be concise, user friendly, easy to understand (plain English, free from health jargon). Wherever possible staff should work in partnership with consumers when developing health information and education resources for public use.
- Content is to support the NSW Ministry of Health Core Values of Collaboration, Openness, Respect and Empowerment.
- All content published on the SESLHD website must be available to all visitors to the site. No password protection or restricted documents are permitted.
- News articles should only be included if they are timely, relevant and provide some benefit to the reader.
- Website content must allow members of the public to contact SESLHD (and/or the relevant service) and must provide information in line with relevant NSW Ministry of Health policy

documents and *NSW Government Information (Public Access) Act 2009* (GIPA Act) and Regulations.

- Metadata must be correctly and appropriately assigned to all content pages, including a title and description at the least.
- PDF documents should not have inbuilt security applied to prevent content copying unless there is a strong and valid business need (applying such security reduces the efficacy of the search facility). It is responsibility of the author to make sure that PDF documents meet accessibility guidelines. Tagged or accessible PDFs are easier to read for people who use adaptive technologies. Scanned PDFs should not be allowed on websites unless an alternative is provided.
- For more information refer to: **Appendix C** (SESLHD Website Writing Style Guide).

Special Requests

Staff who have access to the CMS can create and edit content and add pages to existing sections of the website. Requests for changes to homepages and landing pages and any other elements (e.g. custom designs) must be directed to Digital Health by calling the State-Wide Service Desk on 1300 28 55 33.

Digital Health will gather information about the request and forward this to the Media and Communications Unit for consideration. If the request is approved, Digital Health will work directly with the relevant service / department to negotiate a solution.

Images

Images for the website can be sourced from the relevant hospital / service photo library or from a photo subscription service. If budget allows, facilities / services / departments / teams may choose to have photos taken specifically to suit the project.

Images are only to be published on the website if they:

- Are optimised for the web
- Are relevant, compelling and add value
- Comply with accessibility standards
- Do not impinge on copyright, privacy or consent laws
- Are of the correct specification (Refer to **Appendix E**). The web team can assist with resizing images (from larger to smaller).

Appropriate written consent must be obtained from any photographic subjects. Photograph release consent forms and media consent forms are available on the SESLHD intranet.

Translated Materials

If translated materials are required for the website, consultation should be undertaken with the SESLHD Multicultural Health Service. Google Translate, and other online translation services should not be used.

Linking to External Websites

It is best practice to provide **links to external websites** (rather than publishing external documents on SESLHD pages) to avoid duplication of information, and to provide access to the most accurate and up-to-date source of information.

Links to external websites should only be used when:

- Valuable content is being offered
- The information provided is relevant, credible and accurate
- The information provided does not conflict with information or advice published on the SESLHD website.

Generally, links to the following are acceptable:

- Educational institutions (.edu / edu.au)
- Government organisations and institutions (.gov.au)
- Non-profit / community managed organisations, e.g. external SESLHD partners in health provision (.org/org.au)
- NSW and Commonwealth legislation
- Examples of best practice
- Research publications, discussion papers, etc.

Some external websites (e.g. those containing research papers) may require a paid subscription to allow material to be viewed, so these should be avoided.

Links to commercial websites may be considered in rare circumstances if they are a credible and valuable source of information. Consult the Media and Communications Unit for advice.

Reciprocal linking arrangements are not supported by SESLHD.

Intellectual Property

All content prepared by SESLHD staff, or people engaged by SESLHD, for publication on the website or intranet remains the intellectual property of SESLHD.

In the event that the content includes information derived from third parties (known as 'third party information'), the intellectual property of the third party information shall remain with the third party unless it has been specifically assigned to SESLHD. It should be made clear that third party information does not necessarily reflect any policies, procedures, standards or guidelines of SESLHD.

The term 'content' is used synonymously with the term 'information' in the SESLHD website disclaimer. Therefore, content is defined as "information, data, documents, policies, procedures, guidelines, images and general health promotion material pages prepared by the South Eastern Sydney Local Health District".

Section 6 – Processes / Workflow

The Drupal CMS provides an automated process for content to be added, updated, reviewed and published. It does not incorporate other content approval processes, such as department manager sign off prior to the content being submitted to the Content Author. An example of an internal process for the governance of web content is included in **Appendix F**.

CMS Workflow

The workflow to create and update content is detailed in **Appendix A**. The workflow includes provision for fast-tracked processes when content needs to be published urgently.

Regular content

A two-step workflow is applied for the publishing of regular content. This requires approval and publishing from the Content Approver only.

Special Content

For sensitive or urgent content, a three-step workflow is applied to the publishing and requires senior management approval. This involves approval by the Content Approver and then review and publishing by the Special Content Approver.

Create, Update and Archive Content

- Only staff who have designated CMS roles and have undertaken appropriate training can participate in the publishing process (see Section 4 – Responsibilities).
- The CMS creates an audit trail of content creation, updates and edits (see *Section 10 – Records Management, Documentation and References, Revision and Approval History*).
- Authors should not use an Approver or Special Content Approver's login details to approve content they have developed. The Approver or Special Content Approver should not share their login details. The governance process is in place to prevent errors in website content.
- While staff with designated roles may archive internet content, only staff in the Digital Health (with approval from the Manager, Media and Communications) can delete content if it is in draft form (unpublished), a test page, or an error (see *Section 10 – Records Management, Documentation and References, Revision and Approval History*).

Content Review and Maintenance

- Content Authors and Approvers must regularly review content published on the website, and annually at minimum.
- Where content has not been reviewed or edited for 12 months the CMS will send a reminder to the Content Author. If no action is taken, the matter will be escalated to the Media and Communication Unit and may lead to website content being removed.

Section 7 – Technical Matters

Adding Authors, Approvers and Special Content Approver

Staff can be added to the CMS workflow or have their access altered if required.

- **New Access:** Staff who require new access to the CMS as an Author, Approver or Special Content Approver need to complete the Internet Content Management System [\(CMS\) Access Form](#) **(Note this is a link to Digital Health Sharepoint. Click on CMS form in the left-hand navigation)**
- A username and password will be emailed to the user when the application is approved.
- **Change Access:** Staff who have access to the system and need to change their access (e.g. from Administrator to Approver) need to complete the [CMS Access Change Form](#). (<http://sesinet/sites/Forms/Lists/CMS/Newform.aspx>) **(Note this is a link to Digital Health Sharepoint. Click on CMS form in the left-hand navigation)**
- Content Authors, Approvers and Special Content Approvers who discover technical issues (e.g. incorrect or no access, broken links, pages not loading / loading too slowly, incorrectly formatted content) should contact Digital Health by calling the State-Wide Service Desk on 1300 28 55 33 and arrange for the problem to be corrected.

Section 8 – Reporting Inappropriate Content

All SESLHD staff have an obligation to immediately report content to their manager that they believe is incorrect, misleading or inappropriate or that does not meet SESLHD branding standards. It is the manager's responsibility to contacting the page owner (if known), or to Digital Health. If the information is not updated or corrected by the page owner in a timely fashion, staff of the Media and Communications Unit are authorised to delete the content without further consultation.

The SESLHD website's purpose is to provide current, relevant and accurate information about SESLHD facilities and services, in an easily accessible format. The tone, language and organisation of content should always be appropriate for the audience members, including patients, visitors, carers, the general public, other agencies, staff, or potential staff.

Website content should be appropriate for dissemination, permissible under copyright laws and should uphold privacy legislation and principles. Content includes written information, video and images / graphics (e.g. photographs, charts, logos etc).
For **technical feedback or queries**, please see Section 7.

Section 9 – References, Revision and Approval History

Records Management

The *NSW State Records Act 1998* requires each public office to make and keep full and accurate records of its activities. This refers not only to paper records but all records, including “equipment / technology dependent records”.

Website records can generally be defined as records generated, captured or received using web technologies. They generally fall into three categories:

1. Web content records, including introductory or descriptive information about the organisation, its activities or particular areas it manages; plus publications that it makes available on the internet.
2. Inputs / outputs of transactions performed via the internet, e.g. data submitted via online forms.
3. Website administration records, such as statistics, diagnostics etc, which provide evidence of website operations and management.

Web records are usually created in web authoring software, either on a user's computer or on a webpage (e.g. Wikis and blogs). Like other digital records, if they provide evidence of official business they must be kept as records.

Evidence laws mean that web records may be tendered as evidence in court, subpoenaed or legally required for other reasons. It should also be noted that a record may need to be kept beyond the lifespan of a webpage.

Material that has been superseded should be archived. Archived website content must be maintained for the required period, in an appropriate Electronic Document Records Management System (eDRMS) in line with the *NSW State Records Act*.

It is the responsibility of content creators to ensure that records are maintained appropriately. Capture and retrieval of web records needs to be considered, therefore information that is published on the website must also be stored in a centralised, official SESLHD eDRMS such as HPE Content Manager. For information, contact the [Records Management Team](#).

References

- [NSW Government Branding](#)
- [SESLHD Branding & Style Guide](#)
- [NSW Ministry of Health Guideline – Communication Strategy](#)
- [NSW Ministry of Health Policy - PD2015_049 NSW Health Code of Conduct](#)
- [Health Literacy National Statement](#)
- [Web Content Accessibility Guidelines \(WCAG\) 2.2 \(2023\)](#)
- [NSW Government Circular Website Management Consolidation DCS-2020-01 \(2019\)](#)
- [Prince of Wales Hospital Consumer Health Information and Education Resource \(CHIER2\) DPPHE Portal](#)
- [National Safety and Quality Health Service Standards](#)
- [NSW State Records Act 1998](#)
- [NSW Electronic Transactions Act 2000](#)
- [Intellectual Property Australia](#)
- [Commonwealth Copyright Act 1968](#)

- [NSW Government Information \(Public Access\) Act 2009 \(GIPA Act\)](#)

Revision and Approval History

Date	Revision no:	Author and approval
July 2016	0v1	Victoria Civils-Wood, MHS Policy and Document Development Officer. First draft of work flow completed with input by members of CMS Work Flow Working Party (Freda Pierce – Manager SESLHD Executive Services; Julieanne Hilbers – Diversity Health Coordinator, POWH and CHS; Anuradha Jayanti – Web Team Leader, SESLHD Digital Health; Rod Isaacs – Programmer, SESLHD Digital Health.
Dec 2016	0v2	Draft prepared by Freda Pierce, SESLHD Manager Executive Services, and Victoria Civils-Wood, SESLHD Mental Health Service Policy and Document Development Officer
April 2017	0v3	Draft updated by Freda Pierce following extensive consultation and feedback from CMS Committee
September 2017	0v4	Draft updated to include Workflow Process provided by Project Manager
December 2017	0v4	Approved by SESLHD District Executive Team (DET) for publishing.
January 2019	0v4	Significant changes following go live of CMS. Updated by Executive Services to reflect current processes.
February 2019	1	Approved by CMS Governance Committee
March 2019	1	Links updated by MES. Published.
April 2022	1	Executive Sponsors updated.
27 February 2024	1.1	Updated Health ICT to Digital Health, removed references to Intranet, updated the Appendix and updated links.

Appendix A: Workflow Process

BACKGROUND

The workflow is a description of processes to ensure appropriate approval for creating or updating content to the website, as part of a broader governance framework for the Content Management System (CMS).

It is not a guideline on how to write for an online audience, nor does it provide advice on suitable content for the SESLHD website.

This workflow is to be followed whenever new or updated content is required on the SESLHD web.

Facilities or services have processes for the approval of content to be sent to the Content Author for adding to the CMS. An example of an internal process for the governance of website content is included in **Appendix F**.

The key roles are Content Author, Content Approver and Special Content Approver. An individual cannot be both an Author and an Approver. Where possible, at least two staff from each team that has a page on the website should be registered in the CMS workflow system, for each of these roles, to avoid delays or disruptions when a staff member is unavailable.

A two-step workflow is applied for the publishing of regular content. This requires approval by the Content Approver only.

A three step workflow is applied to the publishing of certain types of content which may need to be published urgently or be sensitive in nature and requires senior management approval. This involves approval by the Content Approver and then review and publishing by the Special Content Approver.

PROCESS

1. Staff involved in content development and publishing for the SESLHD website must first be registered in the CMS workflow system. Register by completing the Website Content Management System [CMS Access Form](http://sesinet/sites/Forms/Lists/CMS/Newform.aspx): (<http://sesinet/sites/Forms/Lists/CMS/Newform.aspx>) (Note this is a link to Digital Health Sharepoint. Click on CMS form in the left hand navigation)
2. To add new content or update a webpage, the Author needs to login to the CMS. Instructions are outlined in the SESLHD CMS User Manual.
3. Regular Content - The Author can save drafts at any time and return to the task later. When the task is complete and the 'Save and Request Review' option is selected, a request to approve and publish the content will be automatically emailed to the Approver.

The Approver has three business days to:

- Endorse the content and publish live to the website.

- Make changes to the content and publish live to the website
 - Return the content to the Author for edits and resubmission. The reason for returning the page should be provided to the Author.
4. Special Content (urgent or sensitive content) – The Author creates the content. If the Author or Approver consider that the content meets the definition of special content a ‘final Approver’ process must be undertaken. The Author or Approver should select process ‘Save and Request Director Review’. This will request review by the Special Content Approver.

Special Content defined:

- Needs to be published urgently
- Is potentially contentious, significant or a matter of public (external) interest, i.e. likely to be of concern to the community or a considerable number of staff
- Poses, or may pose a risk (legal, safety and/or reputational)
- Represents a significant change in practice or process
- Involves a major change to the audience, intent or purpose of the content.

If the Author or Approver is unsure if the proposed content is ‘special content’, they should seek advice from the relevant Tier 2 Director or delegate.

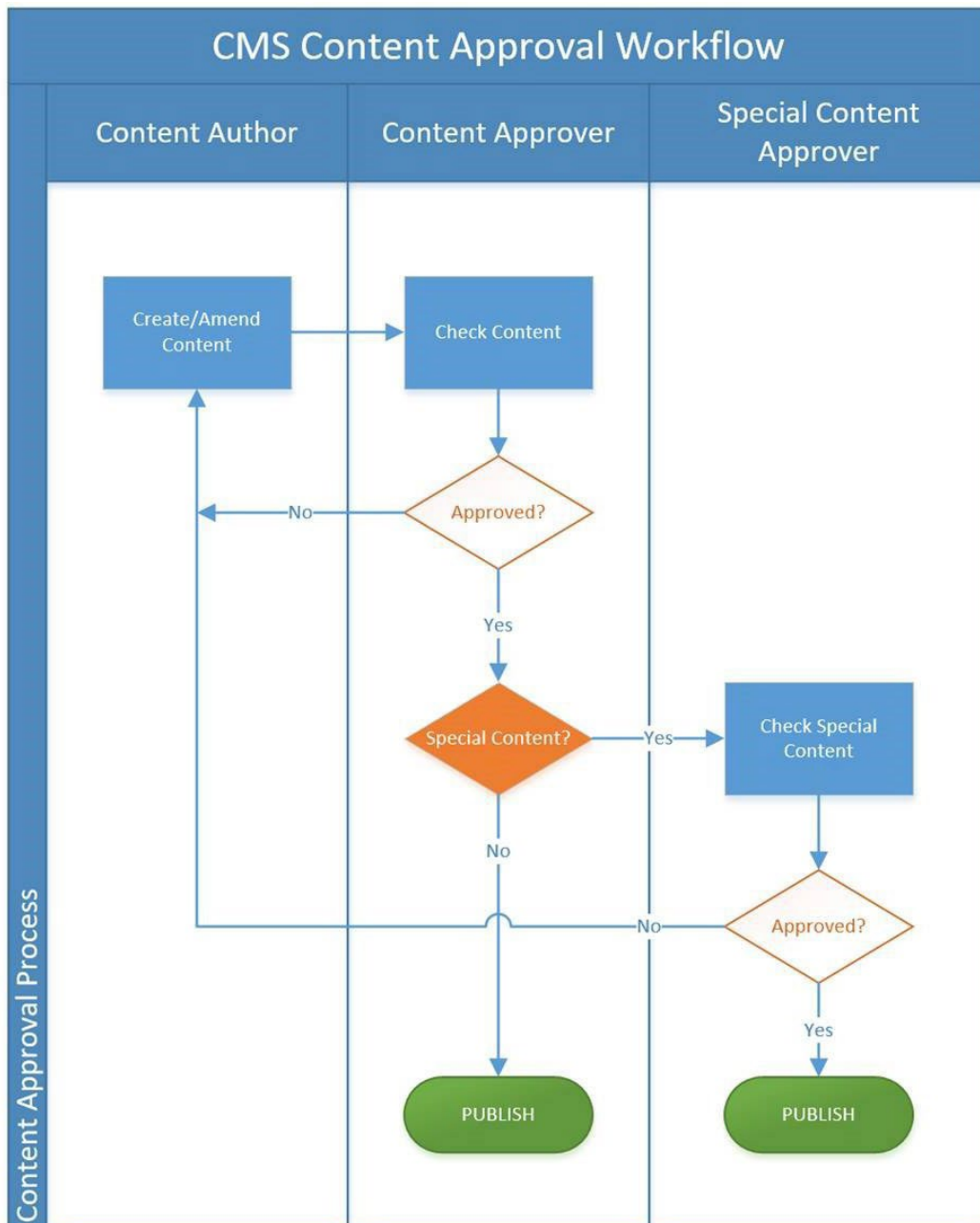
The Special Content Approver will be the relevant Tier 2 Director or the Media and Communications Manager. It is highly recommended that either the Author or the Approver consults with the Tier 2 Director or Media and Communications Manager prior to the start of the workflow process to ensure the prompt approval of the content.

If the special content requires urgent publication, it is recommended that the Author consult with the Approver prior to the start of the workflow process to ensure prompt approval. Urgent publishing is only to be used in the event that any delays in the workflow process pose either a risk to patient health or safety, a reputational risk to the organisation or publishing of the content is a legal requirement.

The Special Content Approver reviews the content. If approved, they select the ‘Save and Publish’ button for the content to go live. If rejected, they select ‘Save and Request review’ to return the content to the Author. The reason for returning the page should be provided to the Author.

Further details and ‘how to’ guidance is provided in [CMS User Guide](#).

Appendix B: Workflow Flowchart



Appendix C: SESLHD Writing for the Website

Pre-writing

- Who is your target audience?
- What is the purpose of this content?
- What are the primary messages you want to communicate?
- What is the key thing you want the user to understand?
- What keywords and phrases should you include for search (what will people be searching for)?

Structure

- Title should be clear and include primary keyword/phrase if possible.
- First paragraph should capture your key message in the first couple of sentences.
- Back up the main message with supporting information.
- Use sub-headings to structure content.
- Sub-headings summarise the main point discussed in the paragraph/s that follow. Include keyword/phrase if possible.
- Use lists to highlight steps, features or additional points.
- Close with clear direction – what should the user do/where should they go next?
- Add an image or video for context or interest if available.

Checklist

- Is this content relevant to your target audience?
- Is the title clear?
- Have you stated your main point in the first few sentences?
- Have you used short sentences and paragraphs and broken up paragraphs with sub-headings?
- Does it direct the audience to the next step (call-to-action)?
- Did you avoid jargon or symbols? Use familiar language and whole words instead.
- Are you relying on colour to convey information?
- Do images have appropriate alt text or complete text alternatives?
- Does any video have captions and a transcript?
- Is the content free of typos and grammatical errors?

Public Health Unit Aboriginal Support Team - SESLHD

Acknowledgement of Country

SESLHD Public Health Unit acknowledges Aboriginal and Torres Strait Islander people as the traditional custodians of Country throughout Australia. We acknowledge the lands we work and provide care for as Dharawal, Gadigal, Wangal, Gweagal and Bidjigal. We pay our respects to Elders of the past, present and future generations and extend that respect to all Aboriginal and Torres Strait Islander people. Our team are committed to improving Aboriginal and Torres Strait Islander health with shared knowledge, care and providing culturally appropriate services.

COVID-19 & Influenza Vaccinations

COVID-19 booster vaccination – if you are 75 years or older and haven't had a COVID vaccine in the past 6 months you should get your booster NOW. For those aged 18 - 74 years, you are eligible for a COVID booster – please consider especially if you have other health problems. COVID vaccines are free, and available from GPs and local chemists. COVID-19 booster vaccination doses help maintain your COVID-19 immunity, to continue protecting you from COVID-19 and any new strains of this virus.

Influenza vaccination – recommended and FREE for ALL Aboriginal people 6 months and over EVERY year – get yours now from your GP (Doctor) or local chemist. Make sure your health service knows you identify as Aboriginal to qualify for free vaccine (please check first if they charge a service fee; children under 5 need to go to a GP).



Visit your doctor, AMS or chemist to receive your *Flu* and *COVID-19* booster vaccination!

- ✓ Flu vaccine FREE for Aboriginal people 6 months+
- ✓ COVID-19 booster FREE and recommended for people

Public Health

Aboriginal Support Team for our Community during COVID-19

About Us

Contact Us

Environmental Health

Health Data and Research

Hot Topics & Alerts

Immunisation

Infectious Diseases

Information for Aged Care Facilities

Information for Childcare Centres

Medical Referees

Public Health Forms

The Cruise Ship Program

Contact us from 9am to 5pm - Monday to Friday.

Phone: 0439 413 094

Email

SESLHD-PublicHealthUnitCOVID19AboriginalSupport@health.nsw.gov.au

Appendix D: Health Literacy

The incorporation of health literacy, co-production with consumers and community, and equity are essential components in reaching the vision for the SESLHD website.

Co-Production

The principles and actions articulated in the [SESLHD Exceptional Care, Healthier Lives Strategy](#) assists in ensuring the SESLHD website vision is achieved. We need to look towards the future of healthcare and how we can best meet local communities' current and emerging needs. Known as co-production, the responsibility for this rests not only with managers, leaders or committees, but across the whole organisation. Co-production is relevant from the very top of governance and planning, through community-based strategies and programs, and across every single individual clinical interaction.

The SESLHD website is integral to achieving the Strategic Priorities set out in the SESLHD Exceptional Care, Healthier Lives Strategy. In particular:

1. Partnering for Healthier Communities
2. Providing person-centred care
3. Supporting teams to thrive
4. Shaping the future

Health Literacy

Health literacy is a significant issue as health information and systems have become increasingly complex and harder to understand. In Australia, 33% found it always easy to discuss health concerns and actively engage with their healthcare providers; 56% found this usually easy; while 12% found it difficult. (Australian Bureau of Statistics, 2018).

The health literacy of the individual and the demands or complexity of the healthcare environment impact on the way a person accesses, understands, appraises and applies information. The more complex the health care environment, the higher an individual patient's health literacy needs to be.

Health literacy is important because it shapes people's health and the safety and quality of health care. Low levels of individual health literacy contribute to a higher rate of hospitalisation and use of emergency services. People with low health literacy have poorer health outcomes and are more likely to have chronic conditions, difficulty managing those conditions, and are at increased risk of an adverse event and higher healthcare costs.

The [Health Literacy National Statement](#) is the national approach to addressing health literacy. This statement outlines the need for health services to:

- Embed health literacy into systems
- Ensure effective communication
- Integrate health literacy into education.

Health service organisations should communicate with patients in a way that supports effective partnerships and is responsive to the diversity of consumers. It is essential to work in partnership with consumers to develop the health information resources that they will use in a way that they can understand.

Appendix E: CMS Image Specifications

Template	Image Position	Width	Height	Resolution	Max File Size
Standard Page	Content Highlights Image	640	480		40 MB
Main SESLHD Page	Main Carousel Image	800	470	96	300kb
Main SESLHD Page	Featured 3 Services	702	389	96	200kb
Main SESLHD Page	News Image	397	264	96	100kb
About Us Page	Main Right Image	641	413	96	200kb
About Us Page	Board Photos	196	274	96	100kb
Careers Page	Main Right Image	641	413	96	200kb
Get Involved	Main Right Image	641	413	96	200kb
Get Involved	Bottom Right Image	641	413	96	200kb
Health Professionals	Main Right Image	641	413	96	200kb
Health Professionals	Right Block Content Image	805	310	96	200kb
Services Landing	Services Images	520	245	96	100kb