

Website Credibility

- Does content match stated goals, audience and mission?
- Is it clear who owns the site on every page?
- Is there a way to contact the site owner? Do they respond in a timely manner?
- What are the site owner's qualifications?
- Are potential conflicts of interest disclosed, including sponsorship and source of funding?
- Does the site show board member affiliations?
- Does the site describe content/editorial policies?
- Does the site sell ad space? If so, does it state how money raised is used?
- Are products being sold separate from educational/scientific content?
- Does the site endorse the products being sold?
- If site is interactive, is it clear who is monitoring comments or providing advice?
- Is there a privacy or confidentiality statement? How is user data protected?
- Does the site inform users about cookies?
- Does the site link to other sites that also meet these criteria?
- Can you tell when a link is taking you off the site?

BASED ON CRITERIA DEVELOPED BY THE WORLD HEALTH ORGANIZATION FOR THE VACCINE SAFETY NET PROGRAM. CARD PROVIDED COMPLIMENTS OF THE VACCINE MAKERS PROJECT OF THE VACCINE EDUCATION CENTER AT CHILDREN'S HOSPITAL OF PHILADELPHIA.

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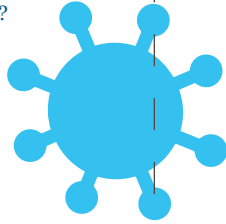
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Website Content

- Does the site provide references for scientific information?
- Is a date of last review posted on every page and is it updated regularly?
- Is information presented with proper grammar, spelling and composition?
- Is it easy to read and understand?
- Do links go to credible sources?

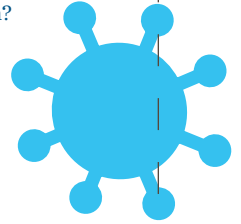


Website Accessibility and Design

- Is website consistently available?
- Is it adaptable to mobile devices?
- Are video and audio files embedded?
- Is design professional (consistent use of colors, fonts, logos, icons)?
- Do PDFs include instructions for downloading and link to software if needed?
- Is file size of PDFs displayed?
- Are print-friendly & “share” buttons available?
- Can users easily access the home page?
- Do links and back button work?
- Is navigation logical?
- Is most material on site available for free?

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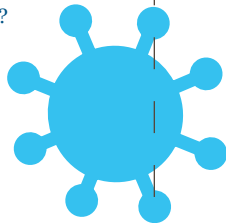


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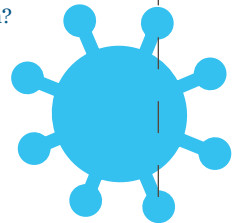


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