

**Northern California Pain Initiative
Website Development Workgroup
January 7, 2005, 12:00 to 3:30 pm**

Meeting Summary Notes

Participants: Vicky Ferraresi, Chuck Hakkarinen, May Sung, Rhonda Nichols (by phone)
Guest: Keith Taft (Vicky's "PharmD Intern")

The group reviewed the latest version of the temporary NCPI website that Vicky and Chuck worked on over the holidays. NCPI documents have been downloaded to the temporary site, currently housed at <http://home.earthlink.net/~norcalpain/>.

The following inclusions or changes were recommended, some of which were made by Chuck as the mock website was up during the meeting:

- Based on ACS volunteer website policy, the NCPI website must include prominent link to the official ACS site. This will be accomplished by clicking on the ACS logo or the words, which will appear on each page.
- Home page - list only the names of the main pages without the links, so the user can select as appropriate and to avoid the page going on too long. Under each main page, add a secondary page which would include the links only pertinent to that page.
- Links page - add additional pain management resources, such as: Southern California Cancer Pain Initiative (SCCPI), American Chronic Pain Association (ACPA) and American Society of Addiction Medicine (ASAM).
- Members page – a user id and a password would be provided to all NCPI members for access. Group came up with “**nocanopain**”(all lower case, one word) as the user id and password.
- Disclaimer – add to home page across the top after Contact.
- Remove Newsletter page – a possible project in the future. Content that may go here might also fit under other pages, such as Home, Calendar, Links, etc. A newsletter would require a dedicated effort on an ongoing basis.
- Logo - the group agreed on using the line drawing of the California poppy as the NCPI logo, as opposed to a photo of the poppy. Chuck will replace the “doctor photo/staff of Asclepius” that is currently on the home page with the poppy line drawing.
- To expand the diverse look of the home page, include an “Asian-elder” person to the group of photos that are there now. May will check with Miles Orkin about available stock photos.

Discuss with Advisory Council:

- Whether to include the Advisory Council roster on the website? How much information to include (organization, address, phone numbers, email addresses, etc?)
- Develop a Privacy Policy link, which will require legal review and approval. The privacy policy should include information that would inform a web browser of the

following: *“NCPI does not collect personal information on visitors to this website, but the site does contain links to external sites, and it is possible that some of those external sites do use cookies and might place a cookie on a web browser’s machine...”*

- For wording of the Disclaimer, review May Day Pain Project’s disclaimer as an example.
- Develop a process to review the website, designating members to be responsible for specific pages. For example, the Membership Page, Rita Yakubik’s workgroup on Membership will need to provide input on how to structure this page to enhance membership recruitment.
- Other pages to be developed may include: Provider & Patient pages; Education Programs & Materials; Government/Regulatory; Pain Assessment.
- Explore including cartoons and artwork on the website, which may require user fees. Other enhancements to the website would be done over time.