

**Northern California Pain Initiative
Website Development Workgroup Meeting
December 16, 2004, 12 Noon – 4 pm
Summary Notes**

Participants: Vicky Ferraresi, Chuck Hakkarinen, Rhonda Nichols, Thurman Hunt, Tony Daquipa, May Sung

- Group reviewed websites of different pain management organizations for ideas of features that we would like to have for the NCPI website. The AACPI website was especially helpful to see all of the links to existing Pain Initiatives' websites.
- Determined that the NCPI website would serve providers, patients/caregivers, community and NCPI members (internal).
- The "Internal Communications" section would be for NCPI Advisory Council and other members that would require a password to access. This portion would include items such as: strategic plan, summaries of conference calls/meetings, calendar of conference calls/call-in information, Advisory Council roster, workgroup information, etc.
- The "External" portion would include links to other organizations' websites and documents; clearinghouse for professional education resources; members' interest to be part of a clinical network; questions from patients; pain scales in different languages, etc.
- Group discussed logo ideas that would represent California. The following ideas came from the brainstorm: International "No Pain" symbol, Golden Gate Bridge, California Poppy, Sequoia redwood trees, California Grizzly Bear, Quail.
- Group was able to review background colors for the website when Chuck found a color wheel from the Internet. The group was thinking of something along pale blue tones. The workgroup will share both logo and color ideas with Advisory Council to get feedback before making final decisions.
- Group determined that the following features would be desirable:
 - Email address link to Webmaster
 - Tabs for pages down the side (vertical) versus across the top of the homepage
 - List three audiences on the Homepage: Providers, Patients, Community (like the Wisconsin PI website)

- Always keep all text on the page (even as one moves page to the right)
- Hit counter (to track number of hits to the website)
- Short explanations of website links
- Large font format
- NCPI Members log-in (like ACPA website)
- May will provide documents to Chuck to load onto website.
- Workgroup to meet again on Thursday, January 6, 12 Noon – 4 pm, at the ACS Division Office.