

Enhancing Agency Website to Improve Communication



Public Health
Prevent. Promote. Protect.

Norwalk Health Department

Norwalk Health Department Website Quality Improvement Team

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Plan

Identify an Opportunity

After the Health Department website was transferred to a new City of Norwalk website, the organization of the website was confusing to the general public. Many residents and community partners reported difficulty in finding information on the website. The Board of Health and senior management staff identified the need for website improvements during strategic planning sessions.

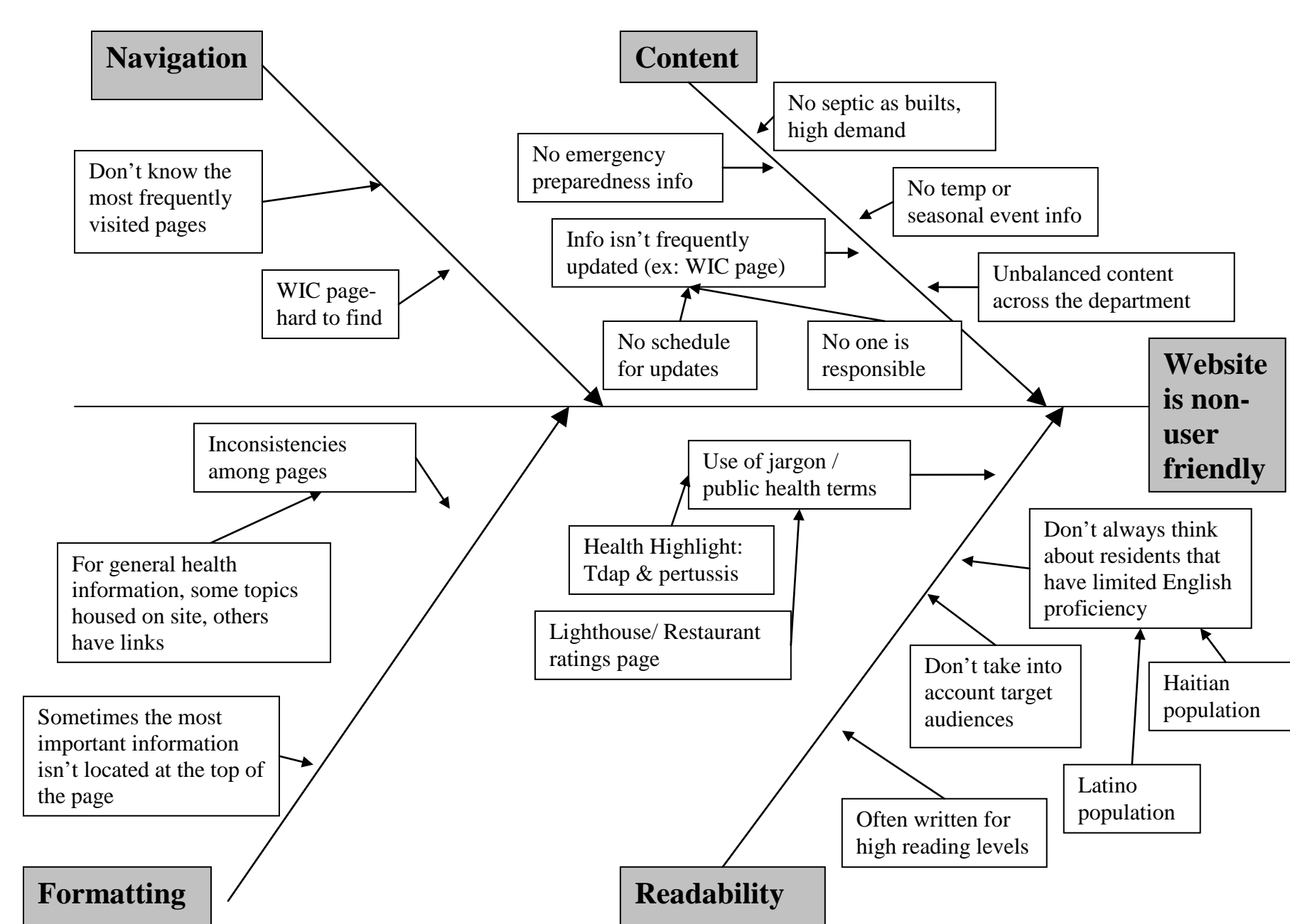
Assemble the Team

Administrative and Health Education staff from the Norwalk Health Department participated on the team. The E-Government Coordinator from the IT Department, who manages online communications for the entire City of Norwalk, also participated.

Develop AIM Statement

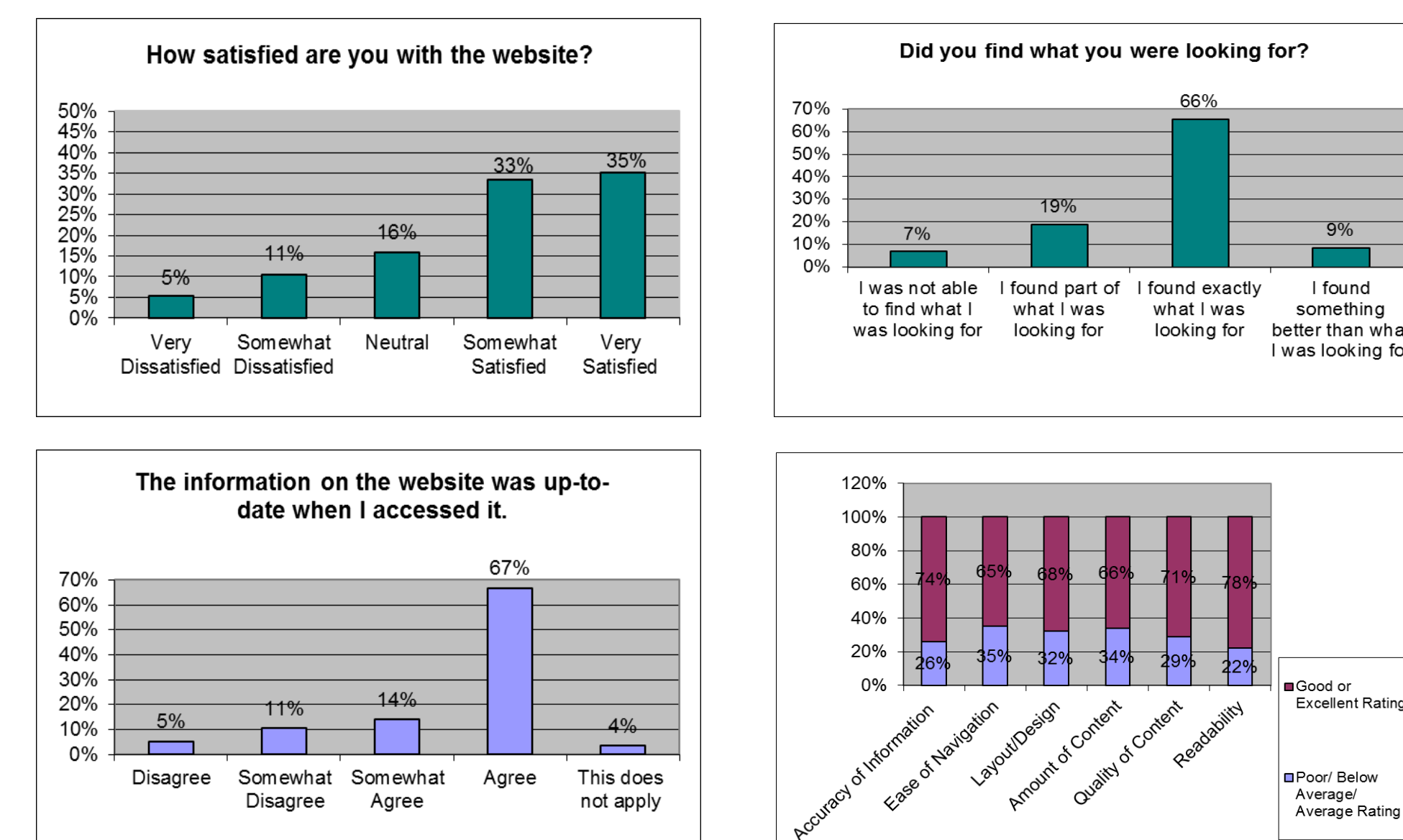
By September 15, 2012 revise the Norwalk Health Department website to improve communication with the public, as evidenced by: 10% increase of clients and staff who are overall satisfied with the website.

Examine the Current Status



Collect Data on Current Status

- Launched website satisfaction survey to staff, partners, and the general public. 58 completed survey.



Identify Possible Causes of Dissatisfaction & Identify Potential Solutions

- Developed list of specific suggestions from staff, partners, and the general public.
- Utilized cross-tabulation to compare results by satisfaction rating.
- Analysis found that negative ratings for layout/design, the amount of content, and the quality of content drove the most dissatisfaction.
- These areas were the biggest opportunities for improvement.

Attribute	Percentages			Differential
	All	Overall Satisfied	Overall Not Satisfied	
Accuracy of Information	75%	87%	50%	37%
Ease of Navigation	68%	79%	39%	40%
Layout/Design	70%	87%	33%	54%
Amount of Content	67%	82%	33%	49%
Quality of Content	71%	87%	39%	48%
Readability	79%	92%	50%	42%

Variable	Percentages			Differential
	All	Overall Satisfied	Overall Not Satisfied	
Found what I was looking for	75%	87%	50%	37%
Information was up to date	68%	79%	44%	35%

Develop an Improvement Theory

By applying a standard layout and format for website pages, ensuring all divisions, programs, and services are represented on the website, locating website pages so they can be found easily, and deleting unnecessary pages and content, we can increase the percentage of those who are satisfied with the website.

Do

Test the Improvement Theory

- Targeted most important pages first- Programs & Services pages
- Reviewed site map and made changes to existing titles and locations and added new pages.
- Developed standard format/layout for pages.
- Revised existing content and wrote new content.
- Edited content revisions and additions.
- Updated the website pages.
- Added Google Translator feature.
- Work was completed in seven weeks (August – September 2012)

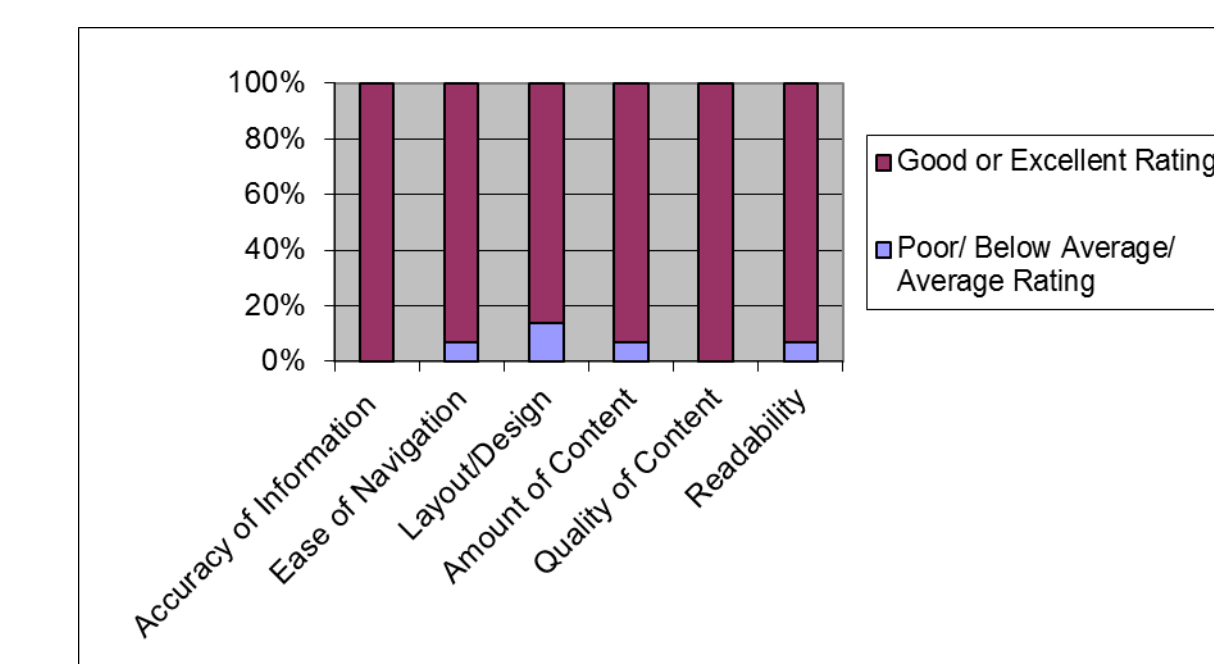


Study

Use Data to Study Results of the Test

- Re-launched the satisfaction survey to staff and asked them to evaluate targeted areas of the website.
- Before improvement efforts were completed, 55% of staff were overall satisfied with the website (20% very satisfied and 35% somewhat satisfied).
- After improvement efforts were completed, 100% of the staff were overall satisfied with the website (70% very satisfied and 30% somewhat satisfied). This is a 81% increase in overall satisfaction ratings.

- Improvements were found in the attribute ratings for the layout/design, the amount of content, and the quality of content.
- 86% of staff gave the layout/design and 93% gave the amount of content positive ratings, as compared with 55% and 60% previously. 100% gave the quality of content a positive rating, as compared to 65% previously.
- There were also improvements in attribute ratings for readability, navigation, and accuracy.



- 100% of staff found what they were looking for and 80% found the information up-to-date. These are also areas of improvement when compared to 80% finding what they were looking for and 60% reporting up-to-date information previously.

Act

Standardize the Improvement

We will continue to use the standard format for any new website pages. We will also need to ensure that information is up-to-date by periodically checking links and updating information when there are changes within the department.

Establish Future Plans

- Revise other website pages.
- Determine responsibility for maintaining and updating website content.
- Market the website with an emphasis on its capacity and uses.