# Glossary of website channels & sections

The channels are the main divisions of content in the entire website. They are the same across all PHSA agency websites and cannot be changed. The sections are the categories within each channel. The sections are also the same across all PHSA agency websites but there is some flexibility around which ones to use and what to name them:

* If your agency does not have content for category, the web team will hide the category so that it is not visible to users. You can order the way that categories appear on the channel landing pages (the default order is alphabetical).
* If you need to change the title of a category or add a category that is not listed here, please speak Martina Scarfe in PHSA Communications. The IA (and the channels and sections) were developed after the team examined PHSA agencies’ website content, consulted with content owners and conducted user testing.

## Our Services

This channel is for a general audience. Pages for clinics, services and programs that provide a service to patients and their families. “Service” is defined as an actual, clinical, patient service such as diagnosis, treatment, surgery or another procedure, aftercare, and so on.

Clinics & Services

Individual clinics, services or programs. Describe the specific service you provide, how the patient accesses the service, including whether a referral is needed, and precise location and contact information. Use the clinic template.

### Your Visit

What a patient needs to know to plan a visit or a hospital stay.

### Directions & Parking

How to get to the agency, where to park, parking costs.

## Health Info

This channel is for a general audience. Health topics in the agency’s field.

Prevention & Public Health

Current public health concerns, issues and topics.

### Illnesses & Conditions

Illnesses, diseases and conditions.

### Coping & Support Info

Non-clinical information, such as how to cope after a miscarriage or how to stay healthy after cancer.

### Disease & System Statistics

General information, data or policy on diseases or the health-care system that the public might be looking for. Decide where to put content based on the audience and the nature of the content: the content might fit best here or in Data & Reports or in Knowledge Exchange (both in Health Professionals channel).

## Our Research

This channel for a general audience, for information on the areas of research performed at the agency.

Research Focus

Description of the research work the agency is doing, links to the agency’s external research centres, institutes and labs, and research success stories. Links should be named as the type of research going on (not just the name of the centre or research institute, because often these are not descriptive). Information specific to a centre or institution should go on that centre or institution’s website.

### Ethics & Oversight

Information about the research ethics board of the agency and how the agency manages and administers research activity.

### Participate

Guidance on how to be considered for a clinical trial or research activity, what is involved and frequently asked questions. Can include links to relevant pages on a specific centre or institution’s website.

**Research Administration & Support**

Resources for researchers, including the topics Ethics & Approvals, Resources & Support, Education & Development, Technology Development, News & Updates. (Note: PHSA website only.)

## About

This channel is for a specific audience, people who are looking for information about the agency’s structure, leadership, finances, news.

### Who We Are

Description of agency’s role, mission and values.

### History

General information about how the agency came to be; might not be needed for most agencies.

### Accountability

Agency-specific mandate, strategic plan, annual reports, governance standards, guidelines. Could include a link to Accountability on the PHSA website.

### Leadership

Bios of board of directors and senior executives. Bios and contact information for individuals attached to specific services or departments should go on the relevant clinic, service or research page.

### News & Stories

News items, news archives, newsletters, stories relevant to whole agency. Sign-up instructions for following the agency on social media or subscribing to news feeds. News and stories relevant to a specific area in the agency should go on the relevant page for that area. An archive in this category (or an Publications category) should include material only from the current year plus the two previous years.

### Events

Events that are of interest to the public (for example, fundraisers).

### Special Projects

Information about projects that are not part of regular operations or activities, for example, the BC Children’s Hospital and BC Women’s Hospital + Health Centre redevelopment project.

## Health Professionals

This channel is for a specific audience—physicians, nurse practitioners, researchers, administrators. clinical staff—anyone looking for information to use during their professional activities. Agency can add a Medical Staff section, if there is discrete content for this. Agencies can add an Events category for information of interest to health professionals only (not the public), for example, symposia, grand rounds, speakers, lectures, or these can go into Education & Development.

### Referrals

Description, instructions and forms for the agency’s general referral process or for the referral process for specific clinics, services and programs. Should be linked to from the relevant clinic page, and should include a link back to the clinic page.

### Patient Handouts

Resources on specific health topics to give to patients. Document library and search only. [Note: This section is called **Search for a document**.]

### Professional Resources

Resources that help professionals in the administration of their practice, such as Laboratory Services, Clinical Ethics, Translation Services, Webcasting Services. Not discipline specific.

### Clinical Resources

Resources that help professionals be better clinicians in their discipline (ie, better cancer-care nurses, better oncologists). Specific to the discipline, such as Chemotherapy Protocols, Stroke Care, Respiratory Therapy.

### Data & Reports

Agency-specific data, reports and policy for health professionals. Could includes reports on initiatives that have now passed, such as orca (Oral Cancer Prevention Program). Could include links to Disease & System Statistics.

### Education & Development

Information and links to education and professional development activities, such as workshops, tutorials, courses, programs, for health professionals (not students). Can include a link to Train with Us.

### Medical Staff Support

Resources for medical stuff, including the topics Appointments, Professional Development, Compensation, Practice Enhancement. (Note: PHSA website only.)

### Knowledge Exchange

Agency-specific information for health professionals. Could include links to Data & Reports and Disease & System Statistics. [Note: This section has not been used yet.]

## Careers

This channel is for a specific audience—people looking for a job, students looking for training and others looking for volunteer opportunities.

### Work with Us

Information on how to apply for a job with the agency, as well as links to the agency’s job-seeker website, if there is one; include link to PHSA Careers.

### Train with Us

Agency-specific information such as practicum opportunities, for students (not health professionals). Can include a link to Education & Development.

### Volunteer with Us

Information on how to volunteer as well as volunteer office contact information. Can include a link to Donate page, if relevant volunteer information is on that page. (Note: If an agency doesn’t take donations, this section can be hidden.)

## Donate

This channel is for a specific audience—people want to find out how to donate or participate in fundraising. (Can be a single page linking to the agency’s foundation page.)

## Contact

This channel is for the main contact information for the agency. Contact information specific to an section in a channel (such as a clinic, a research department, the foundation, and so on), should go on the relevant page.