K4Health Toolkits

Pre-launch Quality Control Checklist

Home page

❑ Does the text on the home page orient users to the Toolkit and the topic on which it is focused? Some key information to include in the text of the home page and/or the About page is:
- o Purpose of the Toolkit
- o Intended audience of the Toolkit
- o Scope of the Toolkit
- o Brief overview of the topic which the Toolkit addresses
- o Who developed the Toolkit (this enhances credibility)
- o How to navigate through the Toolkit
- o Invitation to use the Feedback Form

Note: The home page text should be informative but concise. Typically, users are directed to the About page for further information about the Toolkit (see next item).

❑ Does the banner photo reflect the Toolkit topic? Has it been sized to fit the designated space?

❑ If you plan to include logos, have all logos of collaborating organizations been added to the Toolkit? If not, please contact the Toolkits Team for assistance with this.

❑ If you have included a sidebar on your home page, do the links work? Is the content complete?

About page

❑ Consider including the following information on the About page. (See the Implants Toolkit or Community-Based Family Planning Toolkit for 'templates' for the About page. Most Toolkit builders use the same basic format and then personalize the information to reflect their particular Toolkit.)
- o What are K4Health Toolkits?
- o What is the purpose of this Toolkit?
- o Who developed this toolkit? (If a working group collaborated on the Toolkit, each organization involved in the working group should be acknowledged here.)
- o What types of resources are included?
- o Who are the intended audiences?
- o How do I get started using this toolkit?
- o How can I suggest a resource to include in this toolkit?
- o How can I make a comment or give feedback?

Main Toolkit sections (Home & main topic pages)

Titles

❑ Make sure there are no misspellings in the main topic pages or subpage titles.

❑ Look at the length of the page titles. Can the titles be shortened or simplified?

Landing page content

❑ Does each Toolkit page contain introductory text that grabs the reader's attention and interest? Does the text orient users to the Toolkit overall and also provide a brief introduction to the

particular topic and resources covered in each section? From our experience, Toolkits that set the context on the landing page, in addition to providing links to relevant resources, help users find the information they need and do better in terms of web stats. For examples of well-structured and written toolkits, see the [Family Planning Advocacy Toolkit](#) or the [Family Planning & Immunization Integration Toolkit](#).

❑ For search engine optimization, the name of the Toolkit itself should be mentioned in the introductory text on each Toolkit page. This also orients users to the site since many Toolkit users arrive at the Toolkit through a search and not directly through the home page.

❑ Be sure to either avoid jargon and acronyms or adequately spell them out or define them for Toolkit users who might be new to the Toolkit topic.

❑ Check the introductory text on each main topic page and subpage for misspellings and strange formatting.

❑ Make sure all hyperlinks in introductory text on each Toolkit page are working. If a particular section of the Toolkit contains subpages, you might wish to hyperlink to these subpages, and provide a brief description of what can be found on each, in the landing page text. This helps ensure the Toolkit users find the content they are seeking.

Photos & graphics

❑ Do most or all Toolkit pages contain a photo or graphic? This makes the text more digestible and helps engage the user. Photoshare (www.photoshare.org) has a wealth of global health photos available for use, free of charge. The K4Health Toolkits team is happy to assist you with selection of appropriate photos if needed.

❑ Make sure that the size of each image is not too big or too small and that it matches up in height with the amount of introductory text. For example, if there are only a few sentences of introductory text, the image should not be large and leave a lot of white space before the resources.

Resource records

❑ All the fields that show up on the short record should be filled out correctly (title, publishing organization, year of publication, number of pages, brief summary).

❑ The resource summary should be 1-3 sentences and provide a helpful overview of the resource describing what the publication is about and why it might be useful to your audience. How can they use the publication to improve their programs and services?

❑ Organization name is filled out appropriately and consistently across records. (For example, avoid writing 'World Health Organization' in some records, 'WHO' in others, and 'World Health Organization (WHO)' in still others.)

❑ Pages field has a pp after the number (or a p if there is only one page). This gives Toolkit users an idea of the size of a file before they attempt to open, download, or print it.

❑ Link label is clear and helpful. Rather than simply displaying a long file name or URL, add a simple label, or description, of the document.
   o Many Toolkit managers choose to label their resources with the language(s) in which they are available. If the document is only available in English, just type "English" in the link label field (called "Description" for Uploaded Resources and "Link Display Label" for resources to which you are linking out). If you are providing the document in multiple languages, title each one "English," "French," "Spanish," and so on, or you can then provide the title in the native language, followed by the name of the language in parentheses. For example:

- Implants (English)
- Les Implants (French)
- Implantes (Spanish)
- o If you do not wish to label links by language, you can use labels such as "Full text," "Summary," or simply the title of the publication.
- ❑ Include foreign-language versions of your resources when they are available. Please tag the resource record with each applicable language so users are able to filter resources by language if they wish.
- ❑ Whenever possible, upload or link to documents that are of small file sizes to facilitate downloading in settings with limited Internet access. While it is difficult to define a "small" file size universally— and some documents will necessarily have to be larger than others—consider that it takes about 2 ½ minutes to download a 1 MB file with a dial-up Internet connection versus about 8 seconds with a broadband connection (cable/DSL). Adobe software has a feature that lets you 'optimize' PDF files for web viewing. K4Health can help you with this process if you are interested.
- ❑ Add thumbnail images of resources with nice covers so that they are visible in the resource record.

Publishing the Toolkit

- ❑ Email the K4Health Toolkits team when you are ready to make the Toolkit public. Allow three days for the Toolkits Team to review the Toolkit, provide any relevant feedback, and for your team to make any necessary final adjustments before the Toolkit is published.
- ❑ The K4Health Toolkits team is happy to work with you to develop a plan for both the initial launch and ongoing promotion and dissemination of the Toolkit. For more information, please contact us or visit the following resources:
  - o *Promoting and Disseminating the K4Health Toolkit:* *http://www.k4health.org/sites/default/files/promoting-and-disseminating.pdf*
  - o *K4Health Toolkits Dissemination Kit: http://www.k4health.org/k4health-toolkits-dissemination-kit*

Ongoing quality control

Congratulations on the launch of your K4Health Toolkit! The Toolkits are organic, living sites that can and should be updated regularly— whether quarterly, annually, or on an as-needed basis—to reflect new programmatic knowledge and the ever-growing evidence base.

K4Health has integrated Google Analytics into the Toolkits so that you can access web usage statistics for your Toolkit at any time. (For more detailed analytics than those provided in the integrated report, please contact the K4Health Toolkits team.) These web stats can inform future updates to the Toolkit and can also guide your ongoing promotion and dissemination efforts. For more information, please contact us or visit the following resources:

- o *Updating the K4Health Toolkit (http://www.k4health.org/sites/default/files/updating-the-toolkit.pdf)*

- o *Monitoring and Evaluating the K4Health Toolkit (http://www.k4health.org/sites/default/files/monitoring-evaluating.pdf)*