Republic of the Philippines
Department of Health
OFFICE OF THE SECRETARY

December 3, 2020

DEPARTMENT MEMORANDUM
No. 2020 - __0545__

TO   :   **ALL DIRECTORS OF CENTERS FOR HEALTH DEVELOPMENT
AND REGIONAL MALARIA CONTROL AND ELIMINATION
PROGRAM COORDINATORS**

SUBJECT :   **National Malaria Control and Elimination Program (NMCEP)
Website**

With the view to raise people's health literacy and awareness on malaria, the National Malaria Control and Elimination Program (NMCEP), with support from Pilipinas Shell Foundation Inc. (PSFI) and the World Health Organization Philippines (WHO-PH), has developed the NMCEP website. Its purpose is to serve as a tool to increase the availability of evidence-based, understandable, easy-to-find sources of malaria health information. It also targets to provide virtual assistance about malaria diagnosis and treatment and other program related concerns for the online community.

Relative thereto, all are enjoined to support the utilization of the NMCEP website. This is accessible at nmcep.doh.gov.ph and/or nmcep.net.

Regional Malaria Control and Elimination Program Coordinators are also encouraged to submit stories on malaria activities conducted at the regional and provincial level that can be featured in the website.

In addition, attached are the guidelines for the website implementation.

For your compliance and guidance.

By Authority of the Secretary of Health:

MYRNA C. CABOTAJE, MD, MPH, CESO III
Undersecretary of Health
Public Health Services Team

National Malaria Control and Elimination Program (NMCEP) Website Guidelines

Version 1
November 2020

Pilipinas Shell
Foundation, Inc.

A. Rationale

The digital era calls for creation of quality health-related websites because it has the potential to improve the health literacy - and the health - of the population. Governments and health departments placed increasing access to quality online information as a priority. In the Philippines for example, E-governance envisions "a digitally empowered and integrated government that provides responsive and transparent online citizen-centered services for a globally competitive Filipino nation"[1]. In addition, the World Health Organization has called for greater transparency, privacy and security, codes of conduct, and individual choice and control of health-related websites.[2]

In view thereof, the National Malaria Control and Elimination Program (NMCEP) with support from Pilipinas Shell Foundation Inc. (PSFI) and World Health Organization – Philippines (WHO-PH) developed the malaria website. Its purpose is to serve as a tool to increase the availability of evidence-based, understandable, easy-to-find sources of malaria health information. It also targets to provide virtual assistance about malaria diagnosis and treatment and other program related concerns for the online community.

Since this website is envisioned to be a conveyor of malaria health information that is broadly accessible and available in the World Wide Web, it is crucial to have guidelines in its implementation, maintenance and monitoring.

B. Objective

To provide guidelines and direction in the implementation, maintenance and monitoring of the NMCEP website

C. Scope

This applies to the Department of Health – Disease Prevention and Control Bureau – NMCEP, Malaria Program Coordinators at the region, province and city level, and Non-Government Organization (NGO) partners.

D. Limitations

With possible changes in government related policies pertaining to website development and maintenance; as well as with foreseen diverse needs of the Malaria Program in the near future, these guidelines are not static and may need to undergo re-evaluation and revision.

E. Specific Guidelines

1. Operational Guidelines

    a. The website is owned by DOH-DPCB-NMCEP, thus, this is the official website of the National Malaria Control and Elimination Program.

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[1] Department of Information and Communications Technology (DICT). 2019. E-Government Masterplan 2020 (Abridged Version. https://dict.gov.ph/ictstatistics/wp-content/uploads/2019/07/EGMP_Book_Abridged.pdf

[2] World Health Organization (WHO). 2014. [2016-04-21]. The health Internet: governing principles for a .health top-level domain http://www.who.int/ehealth/programmes/governance/en/index3.html

b. NMCEP website development and future enhancement shall be done in consultation and with coordination of the NMCEP.

c. The design, navigation and content of the NMCEP website should be made according to the Government Website Design Template (GWDT) guidelines issued by the Department of Science and Technology (DOST) through the iGovPhil Program.

2. Principles for website content:

    a. The web content should only include information pertaining to malaria program such as advisories, activities/events, directory, Information Education Campaign (IEC) materials, downloadable publications and policies.
    b. All website content should be reviewed by NMCEP staff for quality prior posting. This includes grammar, spelling, composition, image optimization and language complexity. This covers story /feature articles provided by content writers from central/regional/provincial levels and partner agencies.
    c. Gender fair use of language should be observed in all web contents
    d. Copyright ownership of specific contents should be clearly indicated on the site.
    e. The dates the content has been posted should be specified.
    f. Navigation of content should feature help function such as frequently-asked-questions page, a feedback mechanism or contact us page.
    g. Malaria program resources which includes policies, publications, manuals, IEC materials can all be downloaded in the site free of charge. Viewers are informed of the file size prior download.
    h. The web will not publish advertisements related to selling of any products and services.

3. Principles for privacy and confidentiality
    a. The site does not display and collect names, email addresses or other personal information unless voluntary provided. Consent for posting was given for the contact information that appears in the directory page; and for the details that might appear in the featured stories/articles.
    b. Personal information including email, specific to visitor's access and navigation, and information volunteered by site visitors like in the contact us form, may be used by site owner to provide feedback but should not be shared or released to third party organizations without the site visitor's express permission.

F. Roles and Responsibilities

1. The **DPCB**, as the owner and overall lead office in managing the implementation of the website, shall:
    a. Handle the website's Content Management System (CMS)
    b. Manage website updating, maintenance and monitoring
    c. Create or upload web-ready optimized contents for the website
    d. Analyze, research, and recommend improvements in reference to present website design and infrastructure
    e. Coordinate with Program Coordinators at the regional and provincial level to ensure up-to-date directory details

      f. Liaise with program coordinators at the regional and provincial level to request for write-ups on localized malaria activities and initiatives

      g. Link with DOH-Knowledge Management Information Technology Services (KMITS) in maintaining the government URL

2. The **CHD, PHO, CHO of highly urbanized cities** and **other Program implementation partners (eg. NGOs)** shall:

      a. Advocate the NMCEP Website utilization

      b. Provide NMCEP with write-ups on local malaria activities and initiatives that can be featured in the website

      c. Notify NMCEP in case changes in staffing occurs so as to update the website directory

3. The **Pilipinas Shell Foundation Inc. (PSFI)** (grant period 2021-2023) shall:

      a. Support DOH-NMCEP in website implementation as server and database manager

      b. Facilitate future website enhancement base on NMCEP and user suggestions

      c. Make sure that all the data are protected and backed-up

      d. At the end of the project, turn-over to DOH-NMCEP the website codes and other needed documents/files to ensure sustainability of the implementation