

Parallell Session 16: Are Internet expectations being accomplished?

OBSERVATORY OF WOMAN AND HEALTH

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Abstract

Observatory of Woman & Health started out as an innovative Internet health project in Spain with the purpose of serving an audience interested in receiving quality information and gaining access to reliable information resources, creating a virtual community that uses the site as an information and knowledge platform. The site is an interactive tool. **OBSYM** came about as a response to the growing need for quality health information requested by citizens and especially women for the different health needs of this community as well as for being the main family health "managers" in our society.

Keywords: woman's health research, associations, quality health information.

Text

OBSYM is a project that was developed by Josep Laporte Library Foundation (JLLF) under an independent sponsorship of Merck Sharp & Dohme (MSD) to collect, produce, edit, disseminate, and publish information regarding health and women, creating in turn a platform for information exchange and the promotion of activities of national and international women and patient associations in the health field.

OBSYM came about as a response to the growing need for quality health information requested by women, for being the main family health "managers" in our society. Also, it pretends to modify gender asymmetries in the provision and development of health care studies (1).

OBSYM has the specific objectives (3):

- To provide and offer the necessary information and training to promote a process of rational and high quality decision-making in health providers and health users based on knowledge.

- To promote the creation, collection, selection, synthesis, integration, transfer and publishing of information and knowledge in the field of woman and health. That includes the implementation of a website, a traditional physical library, training activities, research, and an electronic journal.
- To respond and attend current and future information and knowledge needs of health providers, teachers, students and consumers by way of specific documentation strategies that incorporate information and communication technologies in the field of woman and health.

Contents

OBSYM has been configured in six major content sections (See Figure 1), so in a near future the project will grow without site structure modifications (2):

Society (adding information about social perspective), health (including information related to specific health topics), and social community (promoting the relation between Spanish women associations)

Services

- Health and Social Updated news.
- Documents Database.
- Electronic Journal of Woman and Health
- Traditional Library: journals titles in woman and health
- Health and Woman Research
- OBSYM Meetings in woman and health topics
- Health Offline training activities.

Certified Quality

To obtain maximum rigour in the search and inclusion of content, OBSYM has benefited from the participation of a multidisciplinary Scientific Committee, integrated with relevant personalities in Spain health scope, hospitals, research institutes and health organisms addressed to patients, which has implied the acquisition of some inclusion criteria for the website content.

In turn, the OBSYM has received the certifying seals of Health on the Net and the Certified Medical Web Site Seal of the Medical Association of Barcelona for following the quality principles of both certifications.

Finally the Project Website has a resource selection policy, to improve the quality of documents and e-resources adds to the database.

Results

1) Web

OBSYM has actually a huge success with 4 millions of hits in 18 months. With the visit of 66.000 users and 108.000 visitor sessions. Users has been downloaded 60.000 files. Finally the number of subscriptions to EJWH has been 3.235.

2) Research

OBSYM has the aim to promote the creation, collection, selection, synthesis, integration, transfer and publishing of health and life science knowledge with (3) with a specific research in health scope. Actually the Observatory has finished studies in topics like: information needs of woman in Spain, priorities in public health, woman associations in Spain, mass media and gender, scientific evidence in the clinical management of fibromyalgia, analysis of scientific production in women's health, inequalities in gender and health care in Spain, osteoporosis, stroke, gender perspective in national Health Survey, health of physicians woman.

3) Electronic Journal of Woman and Health

EJWH (See Figure 2) includes the last information about the Portal and interested news to the user. It has an attractive appearance and design. All contents specific to a main topic in each issue (1). Actually, EJWH has eleven issues edited in Spanish and three in English.

Conclusion

OBSYM might turn, not only in an interactive tool that offers quality contents, but also into a platform that allows virtual communication between its users and associations and develop a structure which promote research in woman and health. The implementation of learning and research activities increase the quality and originality of the project.

Public and private partnerships are needed to implement this kind of projects under social responsibility corporate policies.

References

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Figures and tables

The screenshot shows the homepage of OBSYM (Observatorio de Salud y Mujer). The layout is organized into several sections:

- Header:** Logo "OBSERVATORIO DE SALUD y MUJER" and a navigation menu with links like "¿Qué es OBSYM? (English)", "Manual Merck", "Investigaciones OBSYM", "Biblioteca presencial", "Jornadas OBSYM", "Actividades y Cursos OBSYM", "América Latina", "Asociaciones salud y mujer", "Violencia de género y salud", and "Sitios web de interés".
- Search Section:** A "BUSCADOR temático" (thematic search) area with a "Palabra clave" (keyword) input field, a "Contenidos Temáticos" dropdown menu, and search icons.
- ¿qué es? (What is it?):** A list of health topics including Alzheimer - Parkinson, Artritis, Asma, Cáncer, Colesterol, Diabetes, Infarto y Angina de pecho, Ictus e hipertensión, SIDA - VIH, Migraña, Osteoporosis, Sexualidad, and Visión.
- resym:** A section for the "Revista electrónica de salud y mujer" (electronic journal of health and women) with a subscription form including fields for "E-mail", "Edad" (age), "País" (country), and "Código Postal" (postal code), and buttons for "[SUSCRIBETE]" and "[VER RESYM]".
- NOVEDADES (New):** A section featuring a "Manual Merck de información médica en el hogar" (Merck manual of medical information for the home) and a "Manual Merck de información médica en el hogar" (Merck manual of medical information for the home) with the tagline "Todo lo que te interesa sobre tu salud y la de tu familia" (Everything you are interested in about your health and that of your family).
- Accreditation:** Logos for "MSD Grupo Latino", "Biblioteca Josep Laporte", "HONORARY CODE", and "WEB médica acreditada".
- Footer:** A banner for "Osteoporosis Que no te rompa la vida" (Osteoporosis That doesn't break your life).

Figure 1.- Homepage of OBSYM



OBSERVATORIO DE SALUD y MUJER
Revista Electrónica de Salud y Mujer

ARTÍCULOS
MARZO 2003



Requins 01 - Febrero

- ⊞ "Migraña, un problema incomprendido"**
La genética trata de identificar los causas de este problema, más invalidante que enfermedades crónicas como la diabetes
[ver más] [descargar pdf]
- ⊞ Congreso "Dones i homes. Salut, ciència i tecnologia"**
Los pasados días 20 y 21 de febrero tuvo lugar en Barcelona el Congreso "Dones i homes. Salut, ciència i tecnologia" organizado por la Concejalía de Ciudad del Conocimiento del Ayuntamiento de Barcelona y patrocinado por MSD.
[ver más] [descargar pdf]
- ⊞ El síndrome del cuidador.**
Junto a un enfermo de Alzheimer casi siempre hay alguien que está renunciado a buena parte de su vida por él. Ocurre también con otros pacientes con patologías incapacitantes y con pérdida de autonomía, pero es con la enfermedad de Alzheimer donde más se ha acuñado el término "síndrome del cuidador".
[ver más] [descargar pdf]
- ⊞ El tratamiento hormonal sustitutivo: el estado de la evidencia científica**
El tratamiento hormonal sustitutivo (THS) se ha postulado en los últimos años en las mujeres postmenopáusicas con dos indicaciones terapéuticas diferentes
[ver más] [descargar pdf]
- ⊞ Prevenir las Enfermedades de Transmisión Sexual (ETS)**
Uno de los riesgos asociados a la sexualidad lo constituye las enfermedades de transmisión sexual (ETS). Las ETS están causadas por virus y parásitos
[ver más] [descargar pdf]
- ⊞ Ier Congreso Internacional Mujer y Discapacidad**
Las mujeres con discapacidad pueden sufrir una doble discriminación: por su discapacidad y por su condición de mujeres, constatable en áreas tan importantes para el desarrollo humano como la educación y la integración laboral
[ver más] [descargar pdf]
- ⊞ Recursos on la web**
Recursos en la web: www.inedulelacabeza.com
[ver más] [descargar pdf]

NOVEDADES



- ⊞ Osteoporosis: que no te rompa la vida**
La campaña de "Osteoporosis: que no te rompa la vida" ha tenido una acogida muy positiva. Desde el lanzamiento de ésta sus páginas han tenido 37.124 hits y 5510 sesiones de usuarios.
[ver más] [descargar pdf]
- ⊞ Women and Migraine**
En esta página web del American Council for Headache Education se ofrece información sobre la incidencia de la migraña entre las mujeres, cómo controlar la

Figure 2.- Homepage of EJWH

