

Web Content Policy

1. Effective Date

This policy takes effect on May 1, 2014.

2. Purpose

This policy establishes a basis and sets forth expectations regarding Hamilton Best Start's ("Best Start") authorized users of electronic communications and information published on the HamiltonBestStart.ca web site. Consistent, applicable and approved practises are essential to maintain the integrity and security of Best Start's information, and to protect Best Start, its brand and members.

Best Start expects authorized users to utilize its computing resources for the conduct and communication of Best Start-related business. This policy is intended to establish and articulate consistent and acceptable best practises on the effective and acceptable use of electronic notifications and web publishing.

3. Context

3.1 Explaining Best Start

Hamilton's children deserve the best start in life and the chance to achieve their very best in school. Best Start will support families by offering a broad range of services for children 0-12 years of age that will ensure their children receive the best possible opportunities early in their lives. Neuroscience and human development studies show that experience-based brain development in the early years of life affects learning, behaviour and health throughout a person's life (The Early Years Study, 1999). Best Start is the initiative that recognizes this research and puts theory into practise. It empowers communities to offer comprehensive, flexible, integrated and seamless services for all children and parents at familiar neighbourhood locations. The long-term nature of Best Start means that we will move beyond preparing children for early learning successes to preparing the next generation of adults to be full participants in their own communities.

3.2 Best Start Vision

Best Start is about Children

Each child is an active learner, full of curiosity and potential, eager and capable of achieving success in school and beyond.

Best Start is about providing the supports to bring out the best in young children.

Best Start is about Families

Parents are the first, most important and most lasting teachers in a child's life.

Best Start is about supporting parents and families, and collaborating with them to enable them to provide children with the best possible opportunities early in their lives.

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Best Start is about Community and Connections

Community partners view themselves as part of an integrated system of supports for early child development and parenting.

Best Start is about strengthening partnerships and enhancing the integration of all community supports for children and their families.

Best Start is about our Future

A continuous learning environment, a commitment to early child development and parenting are key priorities for our community.

Best Start is about doing what is best for our children and our future.

3.3 About HamiltonBestStart.ca

HamiltonBestStart.ca is a community web site that connects families and professionals in Hamilton to events, services, information for children – prenatal to age 12. The main objective of this web site is to raise the level of understanding within our community to help make informed decisions, gain and share knowledge in a meaningful way and enhance the exchange of dialogue for: parents/caregivers, professionals and community.

4. Accountability and Compliance

4.1 Accountability Framework

Best Start's Pathways to Learning Working Group develops this policy for Best Start Network approval.

4.2 Compliance

The Best Start web manager will monitor and ensure compliance.

5. Guidance

5.1 Managing Web Content

To effectively manage web content, the following considerations should be addressed:

1. Criteria for Adding New Information

- a. Any request to add new information to the web site must follow one or all of the following conditions:
 - i. Increase the level of understanding on early childhood development for parents
 - ii. Increase the level of understanding on early childhood development for professionals
 - iii. Increase the level of understanding on early childhood development for community.
- b. Best Start's web site is for information purposes and for the promotion of Hamilton Best Start. No advertising or advertising content is permitted on any Best Start's site.

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- c. The Best Start Network has the authority to determine whether web content is official. Official content should not be replicated from its original location.
 - d. Links on Best Start's web and pages must serve the vision for the initiative. Linking to outside organizations is at the approval of the Best Start Network. Links posted on the web site are limited to: a municipal, provincial or federal government endorsed/sponsored site; local, provincial, or national associations which have current, relevant educational information; an approved academic institution. The Best Start web site will not provide links to private businesses.
 - e. Final approval must be given by Best Start's Pathways to Learning Working Group before content can appear on the web site.
2. Criteria for Reviewing Information
 - a. Relevance – The content must align with the goals set out in the Best Start vision.
 - b. Quality – The content must be written in plain language, free of errors in spelling and grammar. The content must not duplicate information found elsewhere on the site.
 - c. Functionality – All links go to the expected page and visitors can successfully navigate their task from start to finish.
 3. Schedule for Reviewing Information
 - a. All content will be reviewed at least once per year, at a minimum, by the Best Start Pathways to Learning Working Group.
 - b. All new requests will be reviewed by web manager within two weeks of submission to Hamilton Best Start. Any materials that are deemed contentious by the web manager will be brought forward to Best Start's Pathways to Learning Working Group for final approval.

6. Privacy Policy

Best Start recognizes that privacy of personal information is important. Best Start never sells your personal information to third parties. The privacy practises of Best Start are in accordance with all federal and provincial laws and regulations. Best Start is compliant with the Personal Information Protection and Electronic Documents Act (PIPEDA). Personal information collected by Hamilton Best Start may include such information as your name, e-mail address, municipality, province, and country. This information is collected when you register.

7. Log Files

As with most other web sites, we collect and use the data contained in log files. The information in the log files include your IP (internet protocol) address, your ISP (internet service provider, such as Rogers or Shaw Cable), the browser you used to visit our site (such as Internet Explorer or Firefox), the time you visited our site and which pages you visited throughout our site.