

# www.shalomvillage.on.ca



## The Shalom Village Web Site

### CPRS 2007 Pinnacle Awards Entry Submission

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# CPRS 2007 Pinnacle Awards Entry Submission

**Entrant name: Bob Deans**

**Organization name: Shalom Village**

**Category: Public Relations Tactics: Web Site**

**Title or description of entry: [www.shalomvillage.on.ca](http://www.shalomvillage.on.ca)**

**Time period of project / program: January to December 2006**

**50-word description/summary of entry:**

[www.shalomvillage.on.ca](http://www.shalomvillage.on.ca) tells the story of Shalom Village, a community of services for older adults in Hamilton. Shalom Village's services include long term care, assisted living apartments, a day program for adults and a fitness centre for people over the age of 70, delivered within the context of Jewish values and Kashruth.

## **Need**

As an innovative not for profit organization, Shalom Village relies on many community partners to help us to deliver the services that are important to our residents and participants. We need to effectively communicate our vision and values as well as inform our target audience about news, events and activities. There is also a need to share information and resources with team members to help them do their jobs.

## **Goals and Objectives**

The goals of the Shalom Village web site are mostly related to effective communication:

- Proclaim our mission, vision and values, demonstrating that every day at Shalom Village is a day well lived.
- Provide useful information about Shalom Village and related activities and events.
- Develop and build relationships with our partners that encourage them to feel connected to Shalom Village and our mission. This connectivity leads to a willingness to invest in Shalom Village – not just money but time, advocacy and many other types of support that we rely on to help us deliver our mission.
- Provide information and resources such as documents, forms, policies and educational tools to help team members do their jobs more effectively.

Additionally, because Shalom Village is a not for profit organization with limited resources, it is important to keep costs as low as possible.

## **Our Target Audience Includes:**

- Shalom Village residents, potential residents, Goldie's Place members, Club members and their families
- Donors and potential donors
- The Ministry of Health and other funding bodies
- Shalom Village team members – management and staff
- Students and other potential team members
- Volunteers and potential volunteers
- Board members
- Media and the wider community
- Educational and professional partners (McMaster University, Mohawk College, OLTC, GNA, LTCRC, HESN etc.)
- Legislative bodies – federal, provincial and municipal
- Vendors, suppliers and contractors

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### Budget:

Because this project was completed in-house, only incremental costs were included in the budget. It would not be unreasonable to factor in an amount for overhead, but for our purposes only costs that would not have occurred without this project were considered relevant.

#### 2006 Shalom Village Web Site Budget

	Total Cost	Amortization Period (years)	Annual Cost
Hosting service	300.00	1	300.00
Software	750.00	3	250.00
Domain registration	500.00	10	50.00
Search engine optimization	40.00	1	40.00
Total Annual Costs			640.00

### Execution

The domain **www.shalomvillage.on.ca** was registered with the Canadian Internet Registration Authority (CIRA). This domain quickly identifies our location as being Ontario, Canada.

A format was established based on guidelines published by the National Institute on Aging and the National Library of Medicine in their booklet entitled *Making Your Web Site Senior Friendly*. (See Appendix I)

A colour scheme was established built around the Shalom Village logo, which is rendered in PMS 3435 green. The primary font chosen was Arial, a relatively plain and easy to read sans serif font. Other fonts are occasionally used, but keeping in mind the advanced age and vision concerns of many of our readers, readability is always a primary factor. Type size is always 12 point or larger and serif, novelty, and display typefaces are avoided.

All pages are designed for easy navigation with links to pages within the site listed on the left side of each page.

### Content - Pages on the Site

The **Home** page is updated regularly and includes news about recent or upcoming events as well as our postal address, phone and fax numbers and a general information e-mail address. A map and detailed driving directions are provided on the **Map and Directions** page. The **About Shalom page** is a general overview of Shalom Village and the services offered in a narrative format with text links to other pages on the site.

The following pages include information specific to the various programs and activities offered: **Long Term Care; Apartments; Convalescent Care; Goldie's Place; Ruth Sherman; The Club; Hannukah Hustle; levysolutions; Samuel's Bistro.**

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The key to Shalom Village's philosophy is our unique "AT HOME" approach to care, described on the **AT HOME** page. Key team members are listed on the **Our Team** page with photos, job titles and individual e-mail links. Members of our volunteer **Board of Directors** are listed on a separate page.

The **Grapevine** page provides links to pdf versions of *The Shalom Village Grapevine* going back to April 2004. This is our award winning newsletter, distributed to more than 700 readers by e-mail and hard copy. The **Calendar** page provides an on-line calendar (courtesy Google Calendars) listing Shalom Village events that can be updated by team members with access to the username and password. The **Virtual Tour** page is a photo album.

Shalom Village is an organization founded on Jewish values and the **Spirituality**, **Jewish Holidays** and **Keeping Kosher** pages contain a wealth of information about Jewish life at Shalom Village. This information is especially valuable to non-Jewish staff and residents to help them gain a better understanding of Jewish values and customs. Much of it was written by our own Chaplaincy Nurse and Rabbi and is specific to practices and observances at Shalom Village.

Shalom Village is accredited by the Canadian Council on Health Services Accreditation. The **Accreditation** page describes the process and links to the council's full 85 page report on the results of our last survey. This is important to those seeking an independent review of our organization.

The **Funding** page explains how Shalom Village Funds the AT HOME Approach to Care. **Tribute Cards** are an important fundraising tool for us and this page describes the service and provides a link to order cards. The **Invest in Shalom** page is geared toward donors and potential donors, as is the **Gift Registry** page which contains a wish list of items that are available for sponsorship.

The **Hamilton LTC Project** page describes a project involving a dynamic geriatric team including nurse practitioners, geriatricians and other professionals skilled in the care of frail seniors. This project is housed at Shalom Village but provides specialized healthcare to all long term care homes in Hamilton. There are also forms and educational resources which are accessed by numerous organizations.

The **Careers** page provides information to those interested in working at Shalom Village and specific job openings are advertised here as required. The **Volunteers** page describes our volunteer program and provides information on specific volunteer opportunities and contact information.

The **Subscribe** page includes a link to subscribe to our electronic newsletter and the **Links** page includes links to the web sites of some of our community partners.

The **Privacy** page details Shalom Village's privacy policy.

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### **Intranet - Shalom Village Internal Web Site**

The **Members Login** link takes you to the Shalom Village Internal Web Site. A username and password are required to access this area. To access the Shalom Village Internal Web Site please use the following login information:

**Username:** shalom **Password:** athome

The Shalom Village Intranet provides resources and links for team members. There are links to web-based e-mail access so they can read, send and receive Shalom Village e-mail from anywhere they have internet access. They can also administer their e-mail account, including setting vacation messages. There are complete instructions available via additional links.

There is a link to the Community Care Access Centre secure web portal where documentation can be exchanged regarding new residents and supportive housing reporting. There is a link to administer our main network printer, including downloading scanned images and documents. The Calendar link allows team members to update the Shalom Village calendar which is available to the public on our website in a read-only format.

There is an extensive library of documents and forms organized by category in pdf format. This ensures that these resources are easy to find and that everyone is using the most up to date versions. There are also a number of graphic files such as logos available.

### **Results**

Consultation with staff, residents and community partners during our accreditation process indicated a high level of satisfaction with our web site. Comments indicated an increased awareness of Shalom Village and our activities and people found it to be logically laid out and easy to navigate.

Hit counts, or page requests, are tracked by our web host and have increased steadily since the web site was first launched in 2004. As might be expected, there was huge growth in 2005 when compared to 2004 (over 300%). Page requests have continued to grow, with totals for 2006 coming in 5.2% higher than in 2005 (See Appendix III).

Because this project was completed in-house we were able to keep costs down, resulting in very effective use of limited resources.

### **Looking Ahead**

Further consultations with stakeholders are planned through surveys and focus groups in the coming months that are expected to lead to continued improvements. We are also working to develop secure on-line processing of tribute card orders and donations by credit card.

## **Shalom Village Web Site – Resources Used**

### **Software Used to Create this Site**

- Microsoft Front Page 2002
- Macromedia Dreamweaver 4
- Adobe Photoshop 7.0
- Adobe Acrobat 6.0
- Macromedia Flash MX

### **Hosting Service**

WW Works Inc  
3060 Mainway Drive, Unit 104  
Burlington, ON L7M 1A3  
Phone: (905) 332-5844 Fax: (905) 332-5535  
<http://www.wwworks-inc.com>

### **Search Engine Optimization**

Microsoft Small Business Solutions  
Submit It!  
<http://www.microsoft.com/smallbusiness/online/search-engine-optimization/submit-it/faq.msp>

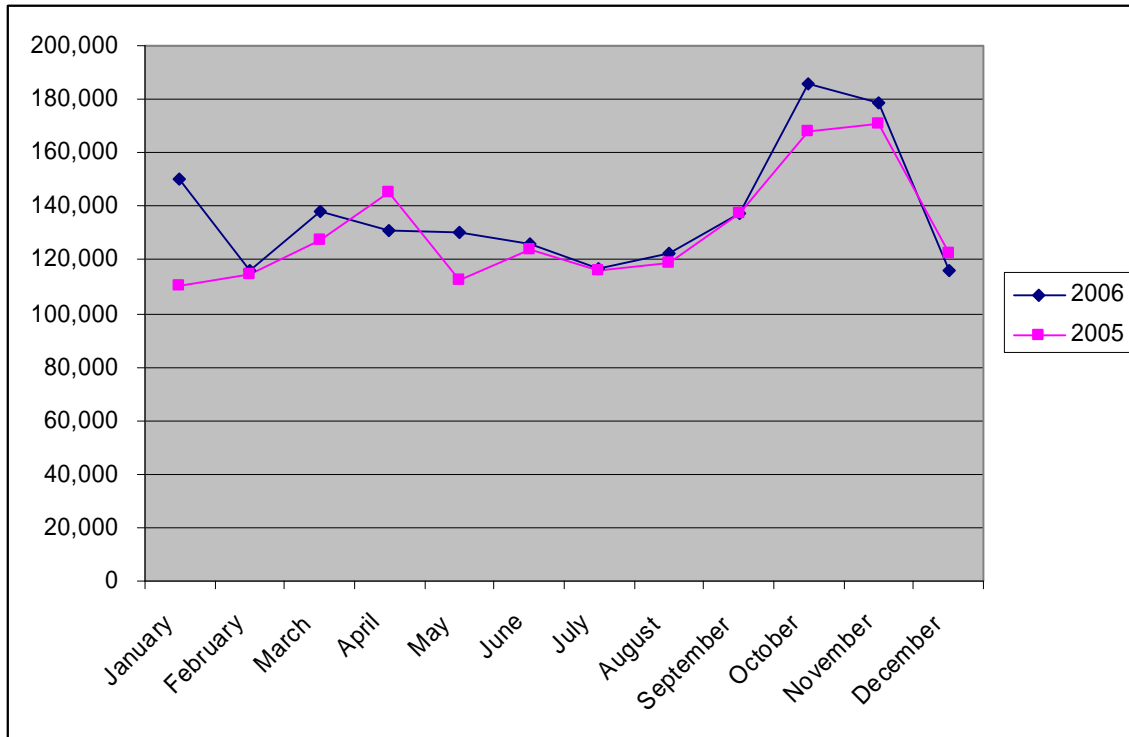
### **Domain Registration**

Canadian Internet Registration Authority (CIRA)  
350 Sparks Street, Suite 1110  
Ottawa, Ontario, K1R 7S8  
Administration: (613) 237-5335  
<http://www.cira.ca/en/home.html>

### **On-line Calendar**

Courtesy Google Calendars

### Shalom Village Web Site Traffic by Month 2006 vs. 2005



	<b>2006</b>	<b>2005</b>	<b>Change</b>	<b>% Change</b>
January	150,470	110,580	39,890	36.1%
February	116,354	114,906	1,448	1.3%
March	138,236	127,381	10,855	8.5%
April	131,300	145,251	(13,951)	-9.6%
May	130,038	112,186	17,852	15.9%
June	125,682	123,838	1,844	1.5%
July	116,668	116,054	614	0.5%
August	122,110	118,904	3,206	2.7%
September	137,422	137,568	(146)	-0.1%
October	185,542	167,880	17,662	10.5%
November	178,854	170,540	8,314	4.9%
December	116,258	122,642	(6,384)	-5.2%
<b>Totals</b>	<b>1,650,940</b>	<b>1,569,735</b>	<b>81,204</b>	<b>5.2%</b>

# Making Your Web Site Senior Friendly



## A Checklist

Published by the National Institute on Aging  
and the National Library of Medicine



National Institute  
on Aging

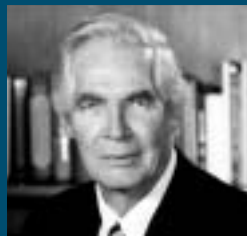




By implementing  
this Checklist, web  
designers can help open  
the Internet  
to great numbers  
of people over 60 who want to know  
more about their health  
and aging.

Richard J. Hodes, M.D.  
Director  
National Institute on Aging

"Good information  
is the best medi-  
cine for older  
adults. Web site  
designers can help  
seniors find answers to their med-  
ical questions from the  
comfort of their own home thanks  
to this Checklist and  
the Internet."



Donald A.B. Lindberg, M.D.  
Director  
National Library of Medicine

**P**eople age 60 and older now constitute the fastest growing group of computer users and informa-

tion seekers on the World Wide Web.<sup>1</sup> They go on line principally to find health information, to plan personal travel and for e-mail.<sup>2</sup> While advanced age is not a hindrance to computer or Internet use, there are normal, gradual age-associated declines in vision and certain cognitive abilities that may limit the use of electronic technology. In the last two decades, the National Institute on Aging has funded a number of basic and applied cognitive aging studies, focus groups and usability tests, and survey research on how age-associated changes affect computer use.<sup>3</sup>

The goal of this Checklist is to provide research-based guidelines for web site design that, when implemented, will make web sites more accessible to all adults.

<sup>1</sup> U.S. Department of Commerce, 1999

<sup>2</sup> Morrell, Mayhorn & Bennett, 2000

<sup>3</sup> Research conducted by Elizabeth A. Bosman, Neil Charness, Sara J. Czaja, Katherine V. Echt, Arthur D. Fisk, Catherine L. Kelley, Sherry E. Mead, Roger W. Morrell, Denise C. Park, Wendy A. Rogers, and Joseph Sharit

# Designing Readable Text for Older Adults

Changes in vision that occur with age can make it more difficult to read a computer screen. These include reductions in the amount of light that reaches the retina, loss of contrast sensitivity, and loss of the ability to detect fine details.<sup>1</sup>

Following the guidelines will improve readability of online text.<sup>2</sup>

## Typeface

Use a sans serif typeface, such as Helvetica, that is not condensed. Avoid the use of serif, novelty, and display typefaces.

Sans Serif: **Helvetica**  
**Arial**  
**Univers**  
**News Gothic**

Serif: ~~**Times New Roman**~~

Novelty: ~~**Old English Text**~~

Display: ~~**Bodoni Poster**~~

## Type Size

Use 12 point or 14 point type size for body text.

12 point:      The quick brown fox  
                     jumped over the lazy dog.

14 point:      The quick brown fox  
                     jumped over the lazy  
                     dog.

<sup>1</sup> Echt, 2002

<sup>2</sup> Hartley, 1999

## Type Weight

Use medium or bold face type.

Helvetica Medium

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Helvetica Bold

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

## Capital and Lowercase Letters

Present body text in upper and lowercase letters. Use all capital letters and italics in headlines only. Reserve underlining for links.

## Physical Spacing

Double space all body text.

## Justification

There are three ways to justify type: left, full, or center justified. Left justified text is optimal for older adults.

This is an example of left justification. Left justification allows an even left margin and an uneven right margin. This is an example of left justification. Left justification allows an even left margin and an uneven right margin. This is an example of left justification.

This is an example of full justification. Full justification refers to text lines that are spaced so that the margins on either side are equal. This is an example of full justification. Full justification refers to text lines that are spaced so that the margins on either side are equal. This is an example of full justification.

This is an example of center justification. Center justification balances text around a central axis. This is an example of center justification. Center justification balances text around a central axis. This is an example of center justification.

### Color

Avoid yellow and blue and green in close proximity. These colors and juxtapositions are difficult for some older adults to discriminate. Ensure that text and graphics are understandable when viewed on a black and white monitor.

### Backgrounds

Use dark type or graphics against a light background, or white lettering on a black or dark-colored background. Avoid patterned backgrounds.

# Presenting Information to Older Adults

Research shows that the ability to perform some mental operations decreases with age. These operations include the ability to simultaneously remember and process new information, to perform complex cognitive tasks, and to comprehend text.<sup>1</sup> Although these changes are not usually dramatic, their presence can interfere with the performance of some daily tasks such as using a computer.<sup>2</sup>

Older adults also process information more slowly than younger adults. There are effective ways to present text to mediate these age-related changes.<sup>2</sup>

## Writing the Text

### Style

Present information in a clear and familiar way to reduce the number of inferences that must be made. Use positive statements.

### Phrasing

Use the active voice.

### Simplicity

Write the text in simple language. Provide an online glossary of technical terms.

### Organization

Organize the content in a standard format. Break lengthy documents into short sections.

<sup>1</sup> Craik & Salthouse, 2000

<sup>2</sup> Czaja & Sharit, 1998; Morrell, 1997

# Incorporating Other Media

## Illustrations and Photographs

Use text-relevant images only.

## Animation, Video and Audio

Use short segments to reduce download time on older computers.

## Text Alternatives

Provide text alternatives such as open-captioning or access to a static version of the text for all animation, video, and audio.

# Increasing the Ease of Navigation

Also consider these navigational features when designing a web site for older adults.<sup>1</sup>

## Navigation

The organization of the web site should be simple and straightforward. Use explicit step-by-step navigation procedures whenever possible to ensure that people understand what follows next. Carefully label links.

## The Mouse

Use single mouse clicks to access information.

## Consistent Layout

Use a standard page design and the same symbols and icons throughout. Use the same set of navigation buttons in the same place on each page to move from one web page or section of the web site to another. Label each page in the same location with the name of the web site.

## Style and Size of Icons and Buttons

Incorporate text with the icon if possible, and use large buttons that do not require precise mouse movements for activation.

## Menus

Use pull down menus sparingly.

<sup>1</sup> Charness, Kelley, Bosman & Mottram, 2001; Rogers & Fisk, 2000; Mead, Batsakes, Fisk, & Mykityshyn, 1999

## Increasing the Ease of Navigation

### Scrolling

Avoid automatically scrolling text. If manual scrolling is required, incorporate specific scrolling icons on each page.

### Backward / Forward Navigation

Incorporate buttons such as [Previous Page](#) and [Next Page](#) to allow the reader to review or move forward.

### Site Maps

Provide a site map to show how the site is organized.

### Hyperlinks

Use icons with text as hyperlinks.

### Help and Information

Offer a telephone number for those who would prefer to talk to a person or provide an e-mail address for questions or comments.

# A Final Check of the Web Site

Solicit unbiased comments from older adults through focus groups, usability testing or other means, to evaluate the accessibility and friendliness of the web site.

NIH Senior Health.gov

For an example of a senior friendly web site that was developed in accordance with these guidelines, log on to [www.nihseniorhealth.gov](http://www.nihseniorhealth.gov). This web site was jointly developed by the National Institute on Aging and the National Library of Medicine.

# References and Further Reading

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**National Institute on Aging**

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[www.nia.nih.gov](http://www.nia.nih.gov)

**National Library of Medicine**

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[www.nlm.nih.gov](http://www.nlm.nih.gov)

**National Institutes of Health**

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[www.nih.gov](http://www.nih.gov)