



To: All Web Editors for NHS Choices at Strategic Health Authorities in England
All Web Editors for NHS Choices at Special Health Authorities in England
All Web Editors for NHS Choices at NHS Trusts in England
All Web Editors for NHS Choices at NHS Foundation Trusts in England
All Web Editors for NHS Choices at Primary Care Trusts in England

All Chief Executives of Local Authorities in England

Copy for information:

All Heads of Communications for Strategic Health Authorities in England
All Heads of Communications for Special Health Authorities in England
All Heads of Communications for NHS Trusts in England
All Heads of Communications for NHS Foundation Trusts in England
All Heads of Communications for Primary Care Trusts in England

Monitor - Independent Regulator of NHS Foundation Trusts in England
All Principal Contacts for NHS Choices at Primary Care Trusts in England

Gateway Reference Number: 12037

17th June 2009

Swine Flu information for NHS Organisations and Local Authorities in England

Dear Colleague,

As you are aware, the World Health Organisation (WHO) has raised the global level of Swine flu alert from the current phase five to phase six, pandemic. This reflects the global spread of the virus rather than the level of severity, which the WHO is characterising as moderate.

While the global status has now been officially changed to a pandemic, this does not mark a significant change in our current approach to containing the flu here in the UK.

I am therefore writing to you to request that clear hyper-links are placed on all local and national websites to the official health information on swine flu held by www.nhs.uk.

Background

www.nhs.uk is the designated government website for public-facing information for health related information on swine flu.

By placing such links on your sites, webmasters will greatly increase the efficiency of the wider government public information on swine flu.

This document gives you the URL's of the relevant www.nhs.uk pages to link to and suggested anchor text to use when promoting those links.

Links

The following anchor text and hyper-links should be used to direct users to www.nhs.uk swine flu pages.

- NHS swine flu advice
www.nhs.uk
- NHS swine flu Health A-Z
www.nhs.uk/conditions/pandemic-flu
- NHS swine flu symptoms
www.nhs.uk/Conditions/Pandemic-flu/pages/Symptoms.aspx
- NHS swine flu Q&A
www.nhs.uk/Conditions/Pandemic-flu/Pages/QA.aspx
- NHS Swine flu news
www.nhs.uk/news/2009/04April/Pages/Swineflulatest.aspx
- NHS swine flu – other languages
www.nhs.uk/Conditions/Pandemic-flu/Pages/Otherlanguages.aspx

Links should also be added to the two government supersites as follows:

- For cross-government information on swine flu go to Directgov
www.directgov.gov.uk

- For business information on swine flu go to Business Link
www.businesslink.gov.uk

Best practice

URLs should be embedded beneath the quoted anchor text and do not themselves need to be visible.

If your site offers dedicated swine flu pages of its own, it is on these pages that the above links would be best placed.

Reciprocal links

Many local and national websites will have swine flu pages of their own to which www.nhs.uk could link and promote.

If you have such pages and you believe such links would be appropriate, please let us have the relevant anchor text and URLs so we can place them on the www.nhs.uk site.

This information should be sent to: Caroline.Finucane@dh.gsi.gov.uk

Thank you.

Yours sincerely



Gary Ashby
Programme Director
NHS Choices