



CBAS Website Evaluation Survey Results: Executive Summary

Important information, difficult to find in a comprehensive and non-commercial form elsewhere.

There were certain female barrier methods that I was not aware of, and I now have a wide variety of methods to offer my patients.

- Comments from CBAS survey respondents

The Cervical Barrier Advancement Society (CBAS) website was established in June 2004. Ibis undertook an evaluation of the CBAS website to understand more about site users and their perceptions of the site as well as to update the site based on users' comments. The web-based survey was conducted from September 1, 2005 through January 31, 2006. The survey was advertised in the CBAS newsletter, a pop-up announcement was linked to the website home page and reminders were sent via email to all CBAS newsletter subscribers.

In total, forty-four people responded to the survey, nearly three quarters of whom were female. The majority of respondents (73%) were between 20 and 49 years of age. Almost 90% were from North America or Europe (the vast majority from the US), while 10% were from India or Africa.

The majority of respondents (59%) were interested in cervical barriers as researchers or health care providers, which supports other research findings showing that providers are increasingly using the Internet as a source of health information. One-third of respondents learned about the CBAS site through links from other websites, which indicates that posting links is an effective awareness raising strategy. Respondents also learned about CBAS from professional colleagues.

Ninety-three percent of respondents rated the site's content as "excellent" or "good", while 80% rated the site's layout as "excellent" or "good." Sixty-eight percent of respondents said that none of the pages were difficult to use. The Cervical Barrier Methods page was considered the most useful by respondents, followed by the Clinical Trials and Research page.

The most frequent comments regarding the layout were to enlarge the font and to increase the spacing for easier reading. As for content, requests were made for clarification and updating of information on various topics, e.g., the current availability of cervical barriers. One person commented that the information on cervical barriers' potential role in preventing HIV/STIs goes too far in trying not to misinform the reader and thus ends up being too vague. Another interesting comment was that the site should focus more on collaborative work on cervical barriers being conducted in Africa and Asia, and that the steering committee should include a member from India.

The demographic profile of the survey respondents highlights the importance of presenting the site in a manner that appeals to researchers and providers in particular. Further, given that professional networking attracted CBAS website visitors, hosting outreach activities at professional conferences may have increased awareness of CBAS. Ibis will continue efforts to expand the CBAS network through establishing links on the websites of appropriate organizations, increasing the number of newsletter subscribers and identifying opportunities for raising the profile of CBAS at appropriate events and in relevant publications.

Using the information gathered from survey respondents, Ibis will update the CBAS website accordingly. First steps will include: adjusting the layout for ease of use; clarifying and updating information on various topics; clarifying cervical barriers' potential role in preventing HIV/STIs while ensuring that the information clearly describes that research is still ongoing; and increasing the amount information that might attract users from outside North America.