Affiliated with the Prostate Cancer Foundation of Australia

Role of the group

When a man has indications of prostate cancer it usually comes as a nasty shock to him, his family and friends. Making decisions about diagnostic procedures, treatment options and post-treatment care can benefit from discussion with people who have undergone those processes. While members of the group do not provide medical advice they can
GROUP'S OBJECTIVES / MISSION

• Promote awareness, testing and early detection of PCa

• Provide information and information sources for:
  ✴ risk factors
  ✴ detection, testing, diagnosis
  ✴ treatment options
  ✴ post-treatment
GROUP'S OBJECTIVES / MISSION - 2

• Support to men diagnosed with PCa and their partners

• Advocacy to Government for more resources

• Financial support for training of prostate cancer nurses

• Raise funds for PCFA and assist through its consultative processes
HOW ARE OBJECTIVES ACHIEVED? - 1

• Presentations to work groups & social groups

• Awareness raising stalls at events

• One-on-one counselling (if requested)

• Monthly meetings:
  ★ group discussions
  ★ presentations from experts
HOW ARE OBJECTIVES ACHIEVED? - 2

- Library
- Newsletter - 'The Walnut'
- Representations to Government & PCFAA
- Funding training of PCa nurses
- Web site - complements the above
WEB SITE TARGET AUDIENCE

• Target audience:
  ✴ men + partners/friends
  ✴ mature age - down to 40
  ✴ diagnosed with PCa or have been treated for PCa
  ✴ people seeking support
  ✴ people seeking information

• Tone:
  ✴ encouraging early detection
  ✴ not all "bad news" - there IS good news as well
WEB SITE CONTENT

• Details about the Group and its activities
• Information about PCa in general, plus
• Links to other sources of detailed information
• Early detection message
• The good news
• Not medical details
WEB SITE STYLE - RETRO - 1

• Logical content structure
• Plain English
• Personable
• Not glitzy
• Minimal visual elements
Site map

- Home page
- Site map
- How we can help you
- How you can help us
- The good news
- Some statistics
- Predicting the future
- Monthly meetings
- Past and planned events
- Reading & audiovisual
- Organisations & services
- Picture gallery
- Some personal stories
- Contact us
- Technical matters

- Organisations & services
  - Organisations
  - Medical services
  - For carers
  - Home help
  - Financial assistance
  - Friendly groups

- Picture gallery
  - Monthly meetings
  - Experts' talks
  - Helping other groups
  - Awareness raising
  - PM's Cricket 11
  - Minister's BBQ
  - Presentations
  - Attending forums
  - Web site launch

- Some personal stories
  - David Anderson
  - Dennis Armstrong
  - Kerry Bell
  - Jim Clough
  - Chris Hansen

- Contact us
  - Our organisers
  - Email group's Secretary
  - Email group's President
  - Email web site manager

- Technical matters
  - Restricted access stuff
  - Design of this site
  - Downloading PDF files
WEB SITE STYLE - RETRO - 2

- One (1.1) vertical nested menu
- Easy finds
- Intuitive navigation
- Legible text: ✴ veradana ✴ 14 pt ✴ black on white
Role of the group

When a man has indications of prostate cancer it usually comes as a nasty shock to him, his family and friends. Making decisions about diagnostic procedures, treatment options and post-treatment care can benefit from discussion with people who have undergone those processes. While members of the group do not provide medical advice they can help the newly diagnosed man, his partner and those concerned for his welfare to understand the options available, and how these options can be accessed. They can also provide views on what may lie ahead after treatment has been undertaken.

Views and information from our members can be obtained through attendance at one of our monthly meetings or by contacting individual members. If you have immediate concerns about prostate problems and would like to discuss them now, you don't need to wait for a monthly meeting - simply contact one of our members by phone or email.
Reading and audiovisual materials

There are many print and audiovisual materials that you can read or view to improve your understanding about prostate health and diseases of the prostate, or to help you to make decisions about treatment.

- Particularly informative documents (including books, book chapters, articles, etc.) available in print or electronic form
- Audiovisual materials (e.g. DVDs)

Our support group also makes available:

- Our newsletter named ‘The Walnut’
- Our other materials - publications and submissions
- Our library of selected print and audiovisual materials which may be of interest

Research, reports, news and related sources:

- Some topical research and reports of particular interest
- News sites for news and research about prostate cancer.
- Recent press releases
Documents

These books, booklets, information sheets and articles are ones that the group feel are being particularly informative:

<table>
<thead>
<tr>
<th>COVERAGE</th>
<th>DOCUMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>GENERAL</td>
<td>Understanding prostate cancer - A guide for cancer, their families and friends, (2009). Published by Cancer Council NSW. Very readable 65-page booklet with comprehensive coverage but not as detailed as some booklets. Not as comprehensive as that of Prem Rashid (see below). Order this free this web site page or download as a 1.1 MB PDF file from Andrology Australia. Alternatively, much of its content can be browsed online.</td>
</tr>
</tbody>
</table>

Localised prostate cancer: a guide for men and their families (2010) (4th edition). Produced by the Andrology Cancer Network. The contents of this very readable guide provide more information that its title suggests. The first section provides an explanation of what prostate cancer is, the methods used to diagnose prostate cancer, later chapters provide an explanation of what prostate cancer is and their pros and cons. Its purpose is to help men make decisions about these treatments.' Available for download as a 2.3 MB PDF file from Andrology Australia. Order resources page or from here, 132 pages.
"The computer says I need to upgrade my brain to be compatible with its new software."
SOFTWARE REQUIREMENTS - 1

• Local single-user development (CMS not required)

• Quick and easy development and maintenance:
  ✴ "template" for basics, but configurable
  ✴ addons to do the hard work (e.g. site map, picture gallery)

• Implements style requirements
SOFTWARE REQUIREMENTS - 2

• Minimal code writing - 98% WYSIWYG

• Creates standard HTML, CSS and web pages - works in all major browsers

• Easy to learn

• Inexpensive
• Rapidweaver (for Mac only) - not CMS (Content Management System)

• Closest Windows equivalents:
  ✴ Wordpress
  ✴ Joomla!
  ✴ Others - see http://opensourcecms.com/ and http://www.cmsmatrix.org/
  ✴ Google Apps ??
Could use a very basic WYSIWYG - Kompozer (for Mac or Windows)

RW page types used: Styled Text, Photo Album, Contact Form

Addon page types: Stacks, Link Inspector, Site Map

Transmit - to send site's files to host site
RAPIDWEAVER DEMO
DEVELOPMENT HARDWARE
DEVELOPMENT HARDWARE

- Apple - iMac - nothing special
- Could do on a MacBook
- Runs OK on MacBook
- ADSL2 internet (mine is slow)
DOMAINT NAMES

• Bought three domain names:
  ✴ prostate-cancer-support-act.org did not work with Grapevine
  ✴ prostate-cancer-support-act.com (for testing)
  ✴ prostate-cancer-support-act.net (the production site)

• Domain names acquired through NetRegistry
  ✴ $20 for one year
HOSTING SITE - 1

• Tried two hosting sites but unsatisfactory

“How shall I torture you today?
Put you on the rack? Boil you in oil?
Make you call a technical support line?”

Glasbergen
HOSTING SITE - 2

• Using VentraIP:
  ✴ $73 per year (normally, $150)
  ✴ 10 GB storage space
  ✴ unlimited data transfer
  ✴ fast interaction with browsers
  ✴ cPanel
  ✴ servers in Sydney and Melbourne
  ✴ nil effective down time so far
  ✴ good support - Aussie accents

• Google Apps ??
LINKAGES

• Links to our site are on:
  ✴ PCFA
  ✴ ACT Health (partially)
  ✴ Cancer Council ACT
  ✴ ACT Seniors
  ✴ Sheds
  ✴ Others

• Links to other sites:
TRAFFIC MONITORING

- Monitor through Google Analytics
- Since 15 July 2010:

- 910 people visited this site
  - 2,105 Visits
  - 910 Absolute Unique Visitors
  - 12,533 Pageviews
  - 5.95 Average Pageviews
  - 00:03:56 Time on Site

Visitor Segmentation

- Visitors Profile: languages, network locations, user defined
- Browser Profile: browsers, operating systems, browser and operating systems, screen colors, screen resolutions, java support, Flash
IF YOU WANT A SITE...1

- Work out how it is to fit in with your objectives & other activities

- Define target audience: characteristics, skills, needs

- Determine content and its structure -- site map

- Decide on single-user or CMS (Content management System)

- Define style (KISS !!)
IF YOU WANT A SITE...2

• Find a friendly, compliant geek who has:
  ✴ web site development skills
  ✴ time on his/her hands
  ✴ is willing to implement it the way that you want

• Agree on development application and hardware that is good for rapid development, easy maintenance, heritability

• Budget for software, hardware, domain and hosting
IF YOU WANT A SITE...3

- Small steering group
- Seek for and respond to suggestions after launching
- Get linkages on other sites
- Monitor traffic
- Revise structure and pages as required
CONCLUSIONS - 1

• Web site very useful in achieving some of the Group's objectives
• Style appears to work
• Reactions from target people positive
• Technical implementation (development software, hosting) effective
• Maintenance easy
• All in all a good result, well worth the effort
THOSE INVOLVED

• Original advocate: Dennis Armstrong
• Designer & lead author: Mike Boesen, with creative and wise assistance from Jim Clough
• Input and quality assurance:
  ✴ Peter Daley
  ✴ Chris Hansen
  ✴ John Hayhoe
  ✴ Steve Sweet
  ✴ U.N. Bhati
  ✴ Malcolm Whyte