**Knowledge NoW Content Criteria Guidelines**

The purpose of Knowledge NoW is to provide local guidelines, referral pathways and supporting information for primary care, community care, acute services, and the public. Knowledge NoW content should be available and accessible by all website users.

We will only directly host ICB owned documents. Documents owned by external organisations will need to be hosted by the owning organisation. We will then link to this document from our website. Web Champions may submit a request for the ICB to host on behalf of another provider under exceptional circumstances only.

Each Web Champion or specialist team are responsible for holding the master copies of documents submitted to Knowledge NoW. Knowledge NoW should only hold a copy of the latest version in the website’s document library.

Content Guidelines

Documents:

We require content provided to the website to meet the criteria set out in this document to ensure continued standards across Knowledge NoW and other inter-related systems within the local healthcare landscape. This means we continue to:

* Adhere to the [NHS Accessible Information Standard](https://www.england.nhs.uk/publication/?filter-category=ais) (AIS)
* Confirm content meets best practice guidelines
* Display content in the most suitable format for the audience
* Guarantee content is valid, accurate and up to date
* Demonstrate clear ownership, approval and review processes from authors
* Provide review dates and contact details for reviewer

**Content requiring approval:**

* Guidance / pathways etc.
* Items submitted to the Knowledge NoW team by a Clinical Network (ICB approval date required)
* Items submitted to the Knowledge NoW team by a local Provider (approval denied unless exceptional circumstance request agreed)
* Referral forms (where it impacts on pathways / guidance / referral criteria etc.) approval required from ICB / LMC

Full guidance, including AIS tools, naming convention and submission process is available via this link [Document Guide - Knowledge NoW.docx](https://nhs.sharepoint.com/:w:/r/sites/msteams_e5ee5a/Shared%20Documents/Admin%20Only/Document%20Guide%20-%20Knowledge%20NoW.docx?d=w0353a94c9cd945b583bb4596546c393f&csf=1&web=1&e=qp4pDH)

**Professional Guidance – Local and National – External**

National guidance such as NICE, NHS England, Public Health, the NHS website or Moving Medicine will be accessed via a single link to the main provider website.

**Patient information**

Patient leaflets and communications will be hosted by Knowledge NoW providing the document was created by, or in conjunction with, the N&W ICB.

Leaflets created by external, but local, service providers should be hosted by the owning organisation. We can then link to this document from our website.

Public information websites relating to a specific subject, i.e. Cancer Research UK or Diabetes UK, should be represented as a single link to the main website, or to their patient information resource page, if available. It is recommended that we only include links to NHS websites and charity registered websites. We do not allow links to providers who sell their services or products outside of the NHS at a cost to patients.

All documents submitted for publication will be reviewed by the Knowledge NoW team before approval for publication is given.