

Community Online Drug Education (CODE) Content Guidelines

This document provides guidance on the review of content to be uploaded to Community Online Drug Education (CODE). Each individual item of content must follow these guidelines before upload.

Target Audience

Community Online Drug Education (CODE) is predominantly aimed at adults (25 years and older) and young adults (16 to 24 years). CODE provides information for individuals, families, and friends. Many people using CODE may not engage in alcohol and drug use themselves but may be facing drug related issues for the first time.

Content Review Criteria

Automatic Acceptance Criteria

These content items may be automatically accepted for upload to CODE without review using the other criteria, as they have already undergone other kinds of quality review.

- The content is relevant for the target audience, AND;
 - The item is from the Drug Education Network, OR
 - The item originates from a project in which DEN is an active partner.

Automatic Rejection Criteria

These content items may be automatically excluded from upload to CODE without review using the other criteria.

- The content is not relevant to the topic of alcohol and other drugs;
- The majority of links or functions (app or website) do not work;
- The information is completely inaccurate;
- The target audience is local to an area which is not Australia and is not intended to be read by an international audience;
- The primary purpose of the content is to sell a product or service;
- The content has originated from a source DEN deems untrustworthy;
- The content is not aligned with DEN's values of Professionalism, Excellence, Respect and Collaboration;
- The content poses a risk of harm to the viewer (including but not limited to discrimination, stigma, or exposure to information which may place a viewer at risk of harm)
- The content condemns alcohol and other drug use, or the content condones alcohol and other drug use

Review Criteria

Content which has not qualified for automatic acceptance or rejection must be reviewed using the criteria described below.

Criterion 1: Source Quality (Weight: 30%)

This criterion evaluates whether the content is trustworthy and accurate.

Reviewers consider the availability and quality of citations, the credentials of the author and/or publishers, and the accuracy of the information provided in the content.

Criterion 2: Relevancy (Weight: 30%)

This criterion evaluates whether the content is relevant to the purpose of CODE.

Reviewers consider whether the information is useful to one or more groups of people using CODE, whether the information is relevant to alcohol and other drugs or surrounding issues (for example, mental health) and if the information is provided in an alcohol and other drug context.

Criterion 3: Timeliness (Weight: 20%)

This criterion evaluates whether content is up to date and applicable to people using CODE right now.

Reviewers consider whether the information is outdated, if the content is current and up to date, and if content which is older is still correct and relevant. Reviewers also consider if the information presented by the content likely to become irrelevant quickly.

Criterion 4: Readability (Weight: 10%)

This criterion evaluates whether the content is readable for the majority of people using CODE.

The reviewers consider whether and how much the content uses jargon, acronyms, and plain English.

Criterion 5: Prevention Continuum Level (Weight: 10%)

This criterion evaluates where the content falls on the continuum of alcohol and other drug issue prevention. For more information about levels of prevention, see [Primary Health Tasmania's Preventive Health page](#).

Reviewers consider whether the content is Primary, Secondary or Tertiary prevention and whether the content at that prevention level is relevant for CODE.