

## Evaluation of the FASD Hub Australia

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**Introduction:** Fetal Alcohol Spectrum Disorder (FASD) is a serious, preventable condition caused by prenatal alcohol exposure (PAE). The FASD Hub Australia ('Hub') aims to be a one-stop-information-shop on FASD/PAE for clinicians, researchers, and policymakers. Professionals rely on the internet but few health websites are evaluated.

**Methods:** An online RedCap survey incorporating the validated Website Evaluation Questionnaire (WEQ): 26 items measuring 7 website dimensions (ease of use, hyperlinks, structure, relevance, comprehension, completeness, layout) on a 5-point Likert scale. Open-ended questions allowed free text responses. Participants were identified by convenience and snowball sampling. Google metrics data (1 July-30 December 2021) were analysed.

### Results:

*Survey:* 76 participants (researchers (32%), health professionals (29%), policymakers, advocates (16%) completed the survey. Most were Australian (95%), heard about the Hub from colleagues (63%) and were likely/very likely to recommend it to colleagues(92%), friends(74%) and patients(72%). The mean WEQ score was >3.45 (maximum 5) for all 7 dimensions: range 3.45 (search option) to 4.04 (relevance). Participants said content was trustworthy/authoritative (92%) but wanted more information about Indigenous people/services and for allied health professionals; more international data; better search capacity; citations to support content.

*Google metrics* identified 25,534 unique users (4255/month, 81.8% new users) with 5830 sessions/month (mean 1.39 sessions/user, 2.01 minutes duration, 2.06 pages accessed). Of users: 83% were aged 18-44 years, 72% female, 35% international, 73% identified the hub through Google.

**Discussions and Conclusions:** Although valued for its navigation, content, and layout by users, this evaluation will inform improvements to the Hub's access, evidence-base and specialised content.

**Implications for Practice or Policy:** The Hub's most viewed pages were the Australian Guide to Diagnosis, Service Directory, What can teachers do? and What is FASD? This suggests the Hub is filling knowledge gaps and contributing to accuracy of diagnosis, access to services, and understanding of FASD, including in schools.

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