

DEPARTMENT OF THE ARMY U.S. ARMY CENTER FOR HEALTH PROMOTION AND PREVENTIVE MEDICINE 5158 BLACKHAWK ROAD ABERDEEN PROVING GROUND, MARYLAND 21010-5422

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2 June 1999

MEMORANDUM FOR SEE DISTRIBUTION

SUBJECT: USACHPPM World Wide Web Policy

1. REFERENCES.

- a. Department of Defense (DOD) Web Site Administration Policies & Procedures, 25 November 1998. http://www.defenselink.mil/admin/dod_web_policy_12071998.html
 - b. Appendix B, AR 380-19, Information Systems Security, February 1998.
- c. Guidance for Management of Publicly Accessible U.S. Army Web sites, 30 November 1998. http://www2.army.mil/DA_web_guidance.htm
- d. Army Web Operations Security (OPSEC) Review Checklist. http://www2.army.mil/webmasters/checklist.htm

2. PURPOSE.

- a. This directive delineates the policy and assigns responsibility related to establishing, operating, and maintaining the U.S. Army Center for Health Promotion and Preventive Medicine (USACHPPM) World Wide Web (www) site. It is an open-ended information system designated specifically with ease of use for documentation and informational interchange in mind. Standards in place on the www allow information to be transferred properly.
- b. The www is built on existing protocols and intended to provide common interface to other protocols. The USACHPPM www site will improve support to our customers and reduce the cost of publishing valuable information. It will offer quick access to information and data and allow interaction and feedback from users.
- 3. APPLICABILITY. This directive is applicable to USACHPPM and its subordinate commands.

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4. POLICY.

- a. The www provides a means to process and disseminate releasable information. USACHPPM will provide www access to all employees and encourage its use as a business and communication tool to benefit our mission accomplishment.
- b. All personnel (soldiers, DA civilians, and professional associates) are responsible for ensuring the safe, effective, efficient, and legal use of all Government resources. All personnel must:
- (1) Exercise the highest standards of professional conduct and responsible behavior with the information they obtain from or make available to the www.
- (2) Defend the security of our nation and promote taxpayer's interests by exercising caution and protect information that unscrupulous contractors, foreign governments, or others might use to the disadvantage of the DOD or the U.S. Government.
- (3) Examples of what must be protected include propriety, contractual, operationally sensitive, and classified information. Anyone in the world can access the www; therefore, all necessary steps must be taken to preclude unauthorized disclosure of information.
- (4) Information placed on the www is subject to the same legal and regulatory requirements as non-electronic information. Requirements include compliance with the Privacy Act, the Freedom of Information Act, copyright protection, and other laws.

5. RESPONSIBILITIES.

- a. Deputy Chief of Staff for Information Management (DCSIM).
 - (1) Exercise control over format and security of the USACHPPM's web site.
- (2) Define the purpose of the web site in terms of how it supports the mission of the organization.
- (3) Define the core functions, products, and information that will be made available through the web site.
- (4) Ensure compliance with all applicable policies and periodically reevaluate each web site to ensure performance of responsibilities mentioned above.

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b. Webmaster.

- (1) Operates the web site and ensures compliance with all applicable regulations and policies.
- (2) Ensure appropriate security and access controls are in place, commensurate with the perceived threats, and ensure that the following types of information are not made available to unauthorized individuals or organizations: classified, unclassified but sensitive, information that cannot be disclosed under the Privacy Act, For Official Use Only (FOUO); Freedom of Information Act (FOIA)-exempt information; and copyrighted information for which releases from the copyright owner have not been provided.
- (3) Prohibit the use of: commercial advertising and sponsorship (corporate or product logos and trademarks are considered commercial advertisements); money, services, products, or in-kind payment for exchange for a link to a non-Army web resource; and product endorsements.
- (4) Provide the highest practicable level of assurance that information made available to or received from the public does not contain malicious software codes (i.e. viruses, trojan horses), or if it does, to sufficiently notify the user before the download of such information begins.
- (5) Respond to e-mail, direct queries to the appropriate source of information, or otherwise fulfill or redirect requests for information to the Public Affairs Officer.
 - (6) Ensure that the web site provides point of contact information for the webmaster.
- (7) Chair a working group of all content managers which will meet periodically to discuss the web site and is responsible to keep subordinate commands informed of any or all changes.
 - c. Content Manager. (Appointed on official orders by Commander)
- (1) Each subordinate command/directorate will be represented by a content manager who will ensure that the designated web site is technically correct, up-to-date, and maintains the look and feel established by the USACHPPM World Wide Web Guide. An alternate will also be appointed.
- (2) Re-evaluate the web site for accuracy every 6 months and submit certification in writing to the webmaster.

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- (3) Ensure that information published on the web site is accurate, timely, represents the official Army position, and is properly cleared for public dissemination. The following will not be displayed:
- (a) Plans or lessons learned which would reveal sensitive military operations, exercises, or vulnerabilities.
- (b) References to any information that would reveal sensitive movements of military assets or the location of units, installations, or personnel where uncertainty regarding location is an element of the security of a military plan or program.
- (c) Personal information about U.S. citizens, DOD employees, and military personnel/family member information, including social security account numbers, dates of birth, home addresses, and telephone numbers other than numbers of duty offices which are appropriately made available to the general public.
- (4) Copyright material will not be displayed without a release from the copyright owner in writing and cleared by the Chief Counsel. Trade names (trademarks) must be identified. A disclaimer statement pertaining to copyright material and/or trade names will be placed strategically as specified in the USACHPPM World Wide Web Guide.
 - (5) Submit all information to the webmaster for transfer to the www.
 - (6) Participate in a working group chaired by the webmaster.
 - (7) Additional responsibilities designated by the webmaster.

d. Public Affairs Officer.

- (1) Ensure up-to-date data are posted on the homepage pertaining to organization missions and functions and organizational structure. Organizational charts containing individual names and other personal information will not be made available to the public unless privacy and security concerns have been addressed.
 - (2) Respond to queries forwarded by the webmaster.

6. WEB SITE ADMINISTRATION.

a. Web documents will reside on the USACHPPM Internet web server and be maintained by the webmaster.

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- b. Posting to the web server can only be accomplished by authorized persons.
- c. Each web site will be assigned a Content Manager/alternate who will be responsible for ensuring that the data are technically correct and up-to-date.
- d. The webmaster and/or his representative will serve as the technical consultant and provide assistance, as required.
- e. All web pages will be established in accordance with the USACHPPM World Wide Web Guide.
 - f. Specific guidance is shown in the enclosed USACHPPM World Wide Web Guide.
 - g. The proponent for this directive is the Chief of Staff.
- 7. IMPLEMENTATION. This directive is effective immediately.

Encl

USACHPPM World Wide Web Guide

BETTYE H. SIMMONS

Lettre & Simpons

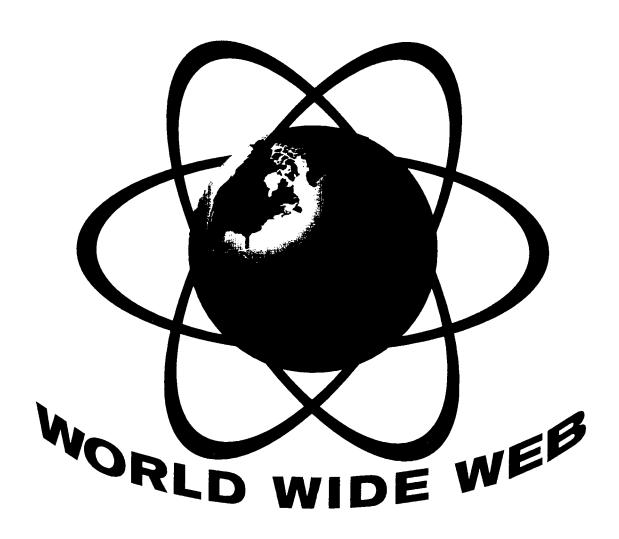
Brigadier General, USA

Commanding

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USACHPPM World Wide Web Guide



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U.S. Army Center for Health Promotion and Preventive Medicine

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1. **INTRODUCTION.** This World Wide Web Guide delineates the processes and procedures related to establishing, operating, and maintaining the USACHPPM web site.

2. WEB ENVIRONMENT ASSUMPTIONS AND COMPLIANCE.

- a. It is assumed that Web applications will be accessed with both fast and slow network connections and from multiple platforms with a range of viewing configurations, including display screens varying in size and color capability.
 - b. The Web site shall comply with HTML standards prescribed by the webmaster.

3. CONTENT DEVELOPMENT.

- a. Web Capabilities and Limitations. Content developers should remember that unlike traditional word processing software and other software applications, browsers are limited in the following ways:
- (1) Because the links available in browsers provide nonlinear paths for users to follow, it is difficult to structure task flow, there is no repeatable path through the information, and users can get lost easily.
- (2) The visual appearance of information is adjustable by the browser, which provides control over both the structure and appearance of the information it displays. This means HTML programmers must design for a variety of possible display preferences.
- (3) Content developed in word processing that is to be exported to the web should be designed with formatting limitations in mind.

b. Content Depth.

- (1) New information should not to be marked as new, but should simply be listed under the What's New page that is located off USACHPPM's main web page. All new web sites and any overhauls of existing sites, and/or other large changes to information on a site will be covered by an automated system that notifies the general public through the "What's New" web page. This web page is located on the USACHPPM main web page. The "What's New" web page will be dynamically generated, so that it has the most up-to-date information. The additions and changes to web pages will be posted for 30 days, after which time they will be removed from the "What's New" web page.
- (2) In order to handle the numerous additions and changes to web pages, an automated "last modified" date will be put on every new page that will contain the date and time the web page was last changed.

- (3) The depth of an information structure refers to the number of levels users must traverse in order to view the information they seek. An information structure can be shallow or deep, depending on the amount of branching within the menu hierarchy and the granularity of the information presented on individual content pages. The information depth should be no more than six levels from the top level in order to reach content information.
- (4) Generally pages should contain five screens or less of information for a monitor set at a resolution of 800x600 pixels. It is understood that some pages may be longer, such as references to official documents; however, normally page content is encouraged to be minimized, otherwise the ability of users to understand the information is reduced. (Note that extremely short pages can actually increase reading time since it takes users longer to retrieve several short screens of information than it does to read one page comprised of a few screen lengths.)
- (5) In order to reduce download times, based on an access speed of 33.6 bps, pages should be designed so that the total file size (text and graphics) is less than 75kb. Of course, there are instances where this cannot be followed, but it should not be the norm. Users should be warned before accessing a page with large download times. The use of graphics significantly increases download times, whereas text presents much less of a downloading burden.
- c. Text and Graphic Preparation for Web Usage. When providing information to the web development team for publishing on the web, text-based files should be submitted in USACHPPM-standard word processing software. Submit the original graphics, otherwise the graphic quality on the web will often be poor and development times will increase.

PAGE DESIGN.

- a. Navigation Links.
- (1) Navigation links are to be integrated within the existing framework of header buttons and the sidebar Explorer View.
- (2) Navigation links should be necessary so that users can navigate back the way they came. This may not be possible in some cases, such as when linking to external sites.
- (3) There is no limit to the number of links contained on a page, given that page length guidelines above are followed.
 - (4) Links to external sites should be explicitly defined.
- (5) Any e-mail addresses listed on a page should be hyperlinked and always listed in lowercase (john.doe@apg.amedd.army.mil). Where possible, if a portion of text in a content area is linked to an e-mail address, then the e-mail address should also be spelled out in the content, so that users can see the address without having to look into the HTML source code. This helps users who cannot mail from the web browser.

- (6) References to URLs in the content should be hyperlinked.
- (7) Links to downloadable documents should provide the file type, size (if over 3 MB) and any other pertinent information, such as special plug-ins required. Links with unexpected consequences (e.g., unusual file formats) are also identified so users can decide in advance whether to follow them.
- (8) The name of the link should match the name of the page it refers to as closely as possible. Similarly, the same link is not referenced with different names.
- (9) When pages have a large amount of content, consider including a hyperlinked table of contents at the top.
- (10) Avoid the use of linking too many portions of text in a document since the abundance of choices confuses the reader.
 - b. Page Layout Properties.
- (1) Content pages should contain a title and relevant key words in the page properties so that the search function can find the page. The title should not exceed 40 characters in length.
- (2) Browser safe colors should be used whenever possible to avoid color shifts on different computer platforms. (See Section 5.0 Graphics)
- (3) Hex colors for links down to the level of the program overview page are as follows:

burgundy, LINK = #660033

red, ALINK = #CC0033

dark grey, VLINK = #666666

black text = #000000

- c. Text and Font Formatting
- (1) Titles of pages that are linked directly from the header buttons at the top of the page are all caps. Typeface is Arial/Helvetica.
- (2) The titles of all other pages are exactly the same except they are initial caps. All acronyms must be spelled out the first time used.
- (3) For text emphasis use italics. Do not use bolding or all caps for emphasis of the text.
 - (4) Hyperlinks will be underlined.

- (5) Bolding is reserved for section titles only.
- (6) Use indention wherever possible in order to increase clarity. For example, indent addresses or quotations.
 - (7) Eliminate unnecessary scrolling by using the
 command instead of .

d. List Formatting

- (1) If a menu page contains long lists of items, they are sorted and grouped to make browsing easier. Nested lists are used to group related items and show the structure and relationship among items. Each group contains a heading that explains what is presented in the list so that users know why the items are presented together; horizontal separators can be used to delimit groups of items. Menu items are organized hierarchically, examples are alphabetically, by date, or by frequency of use (with items used most frequently placed at or near the top of the page).
 - (2) Consider reducing font sizes for large bulleted lists.
 - (3) Lists are always single-spaced vertically, not double-spaced.
- (4) Sub-bullets should be indented no more than two levels (i.e., there should never be more than 3 levels total, including the top level).
 - e. Copyrights and Trade Names (Trademarks)
- (1) The use of copyright material will not be displayed without a release from the copyright owner in writing and must be cleared by the Chief Counsel.
- (2) When trade names are used, the manufacturer must be identified. Example: Dowco 214® is a registered trademark of Dow Chemical Company, Midland, Michigan.
- (3) The following disclaimer statement will be displayed at the bottom of each page which references copyright material and/or trade names:

The mention of a commercial product or service does not constitute official U.S. Army endorsement of such product or service and should not be interpreted or deemed, in any way, to be an official U.S. Army endorsement of same.

(4) The internet link from a web page to that of a private entity (via clicking on a private company's icon/name/logo located on a web page) is strictly prohibited. It is permissible to provide the internet address (URL) of a private entity to assist a web visitor in locating pertinent mission essential information. If such a private URL is provided on a web page, the inclusion of the above disclaimer is also required.

5. GRAPHICS. To optimize graphic quality, graphics will be staffed by the Content Manager, with Visual Information.

- a. The use of animated graphics is discouraged unless they significantly contribute to content and are included tastefully in the background. Animated graphics should be avoided since they significantly increase download times.
- b. Alt tags are required for all images. This accommodates individuals who set their browsers not to download images on web pages and disabled individuals who cannot see images.
 - c. Graphics should be left justified unless they are central to the page content.
- d. If graphics are photo-realistic, they should generally be converted to the JPEG format. Sufficient compression should be used to limit file size, while maintaining acceptable quality. If the graphics consist of flat areas of color or require transparency, then the GIF format should be used with the lowest possible bit depth.
 - e. A graphic file should not exceed 10kb.
- f. If graphics are integral to the page, they should not be set to be interlaced or progressive. These settings are recommended in the case of secondary graphics.
- g. The HTML image tag properties of height and width should be used to speed up download time.
- h. Image maps should not be generated with software that uses proprietary HTML tags because they often cannot be edited by other software packages.
- i. When graphics with large file sizes are necessary, use thumbnails (a small version of a larger image) to link to the larger file.
- j. When background and text colors are specified they should be in hexadecimal values and chosen from the 216 browser safe palette to avoid color shifts on a variety of operating systems. A search of the web will produce numerous hits for this palette. Colors should appropriately contrast in value (light and dark), so that they do not blend into one another when viewed under varying monitor conditions.

6. ANIMATION, VIDEO, SOUND.

- a. Flashing or blinking lights and text marguees are not to be used.
- b. Avoid audio sounds.
- c. Pages that have links requiring helper applications and plug-ins should have a link to the site where the application/plug-in can be obtained, along with relevant information for setup.

- d. Videos should have the following parameters: 160x120 pixels, 6 frames per second, Cinepak compression, data rate of 35k per second, with audio at 16-bit at 11khz and using IMA 4:1 compression.
 - e. The video should not exceed 2 minutes in length at run time.

7. FILE NAMING.

- a. When naming files, it is required that all files conform to the original 8.3 naming standard and all characters should be in lowercase. The allowed characters are alphanumeric and the underbars ["_"]. This standard gives the greatest compatibility with most operating systems (e.g., MacOS, WFW 3.11, Windows NT, Windows 95 and Windows 98). This is extremely important to sites that may be published to CD-ROM for use in an isolated environment, like military personnel in the field. It also saves all parties involved from the laborious process of converting paths that do not conform to the 8.3 standard.
- b. When creating a home page for a directory, use the file name default.htm. Avoid all other file names like home.htm, index.htm or main.htm.

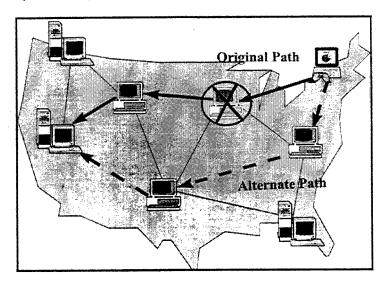
8. STANDARDIZATION.

- a. Pages should be checked to ensure that when the browser window is narrowed on the user's desktop, then the page layout remains reasonably intact.
- b. Pages should be checked to ensure they work for all pixel resolutions, particularly 640x480, though they can be optimized for or greater than 640x480. Pages should be checked to ensure they work for the resolution of 256 colors and higher. Pages should be tested for Netscape 3, Netscape 4, IE 3, IE 4, and for bright and dark monitors, e.g., PC and Macintosh. Bright and dark monitors should be tested since stray graphical elements are sometimes introduced and go unnoticed at certain brightness.
- c. All web pages should be tested in Netscape 3, Netscape 4, IE 3, and IE 4 to ensure that no errors occur. If errors are encountered in some of the older versions, scripts should be added to provide an alternative page for these browsers. These pages should contain the same content, but in a compatible format.
 - d. ActiveX controls are not permitted.

9. DEFINITIONS.

- a. Directorate Level Page This page will be a directorate overview of all programs and subordinate commands at USACHPPM.
- b. Program Overview Page This page will give the program overview below the directorate page and will provide first level of information for the viewer.

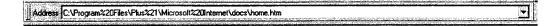
c. The **INTERNET** is a system of many—several thousand, actually—networks joined in such a way that they facilitate sharing information.



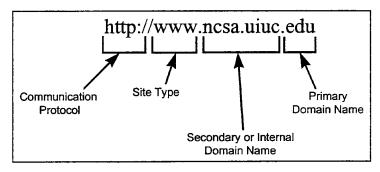
The idea was to create a network where computers are connected by more than one path. That way, if one computer goes down—as in the Xd out example above—the whole network does not go down. The lines of communications are just routed through a different path.

- d. World Wide Web—commonly abbreviated www—makes the Internet easy to use. It is a global system of Internet pages connected by something called hyperlinks. Hyperlinks make it possible to simply click on some specific portion of a page and quickly access another page of information. The second page may not be on the same computer as the first one . . . it may not even be in the same country!
- e. **Web**—browser software—program that makes it easier for users to display documents available on the World Wide Web. It makes it possible for users to access the Web and to take advantage of other Internet features (such as File Transfer Protocol (FTP), search engines, Telnet and USENET news, e-mail, remote login, information services, etc.). It provides a range of controls for navigating the web and managing the information you find there.
- f. An **Intranet** is a segment of the Internet that is separated by a firewall from the rest of the computer user population. A **firewall** filters incoming and outgoing communications to prevent viruses and unauthorized access.
- g. A **Uniform Resource Locator (URL)** is an address which is similar to a path used to locate a file. The URL directs a connection to a specific resource on the Internet. A URL can be used to access a resource whose URL you know but for which you do not have a link established.

In Internet Explorer the URL field—where the URL is typed—is simply labeled **Address.**



There are three primary parts to the URL: the method of access (service type), the location of the computer where the desired files or services are available, and the path to those files.



h. **Communication Protocol.** The part of the URL to the left of the colon and the double-slashes (://) refers to the method of access or protocol necessary to view or retrieve the resource.

Http:// World Wide Web server file (Hypertext Transfer Protocol).

Ftp:// Remote file transfers (File Transfer Protocol).

Telnet:// Remote terminal program.

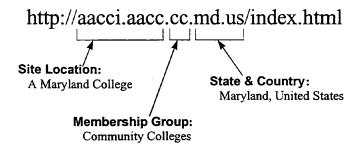
News:// USENET Newsgroups. You usually use a newsreader application to access newsgroups.

- i. **Site Type.** The site type comes right after the double slashes. www designates the World Wide Web.
- j. **Secondary or Internal Domain Name**. The name of the computer site where the service or file is located is stated after the Site Type but before the final period. The secondary Domain may contain additional slashes and/or periods. It may consist of one or many sections.
- k. **Primary Domain Name.** The Primary Domain Name comes last, after the last period. Like a zip code used by the Post Office to initially group mail, the Primary Domain Name is the first part of the address that is read and is routed accordingly.

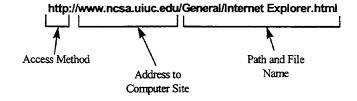
I. The **computer address** follows certain Internet standards that also provide insight into the location you are accessing. The beginning characters—before the first period (dot)—help identify the site by type. For example, **www.** preceding a name lets you know it is a World Wide Web site. The last characters in the site name—whatever comes after the last dot—are known as the **domain name**. They let you know the type of site (if in the U.S.) and/or location (if international). For example, a domain name of **.com** indicates that the address belongs to a commercial site. In the United States, there are six possible domain codes. Some were mentioned previously:

| Education |
|---------------|
| Military |
| Government |
| Commercial |
| Network |
| Organizations |
| |

A two-character ending appears for **international addresses**; for example, **.be** for Belgium or **.au** for Australia. Some U.S. site names may include a two-character abbreviation for the state at which the server is located.



If you have a specific name and location of the file being sought, that information follows the first single slash, if any. This information can be anything from the name of a file directory to the full path to the file itself. Sometimes the file and path are not provided; the computer site branches you to specific files.



Although the Internet is a global network of systems, the World Wide Web is a global network of **hypertext** sites. A computer site using hypertext allows users to browse through multiple pages or sites by clicking on objects on the linked pages.

When you move the cursor over hypertext, the cursor changes. For example, it may change to a hand or a thick arrow. Clicking the object jumps you to the linked page or site

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USACHPPM TG 246-USACHPPM WORLD WIDE WEB GUIDE

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