Content Processing Mechanism

The content processing workflow of the Kerala Health Portal is structured to ensure the accuracy, relevance, and timeliness of the information provided to the public. The workflow is divided into multiple stages, each handled by specialized teams, including data collection, content development, processing, and updating.

1. Data Collection Portal

The Data Collection Portal serves as the centralized repository for gathering information from various government agencies, health departments, research organizations, and key stakeholders. The portal is designed to facilitate:

- Automated and manual data collection from government health departments, district health offices, and allied agencies.
- Seamless integration with existing government databases for real-time data retrieval.
- Collaboration with stakeholders such as medical institutions, research centers, and policy units to ensure comprehensive data inclusion.
- Data verification and validation mechanisms to maintain the authenticity and credibility of sourced information.

2. Formation of the Editorial Team at CDIT

The Centre for Development of Imaging Technology (CDIT) is responsible for the editorial oversight of the Kerala Health Portal. A dedicated editorial team ensures that the collected information is accurately structured, formatted, and edited before publication.

Editorial team structure:

- Research Associate – Conducts background research and validates the accuracy of health-related content.

- Content Analyst – Reviews collected data, analyzes trends, and identifies key areas for public dissemination.
- Content Developer – Creates structured articles, infographics, and visual representations of health data in a user-friendly format.
- Designer – Develops engaging multimedia content, including infographics, images, and videos, to enhance the portal's visual appeal and accessibility.

3. Content Processing Unit

The Content Processing Unit plays a pivotal role in organizing and presenting health-related information on the Kerala Health Portal. This unit ensures that information is:

- Structured and categorized into predefined sections for seamless navigation.
- Converted into a web-friendly format to enhance user experience and readability.
- Supported with appropriate images, infographics, and videos to facilitate visual comprehension.
- Enhanced with social media links and interactive elements, where necessary, to improve user engagement.
- Accessible by adhering to Web Content Accessibility Guidelines (WCAG) to ensure inclusivity for people with disabilities.
- Continuously updated with new health policies, initiatives, and developments to maintain accuracy.
- Regularly verified through routine checks to ensure the authenticity and reliability of published content.
- Refined based on stakeholder and public feedback to improve overall content quality.
- Revised as necessary, following inputs from health authorities and subject matter experts.

4. Data Updation Team

The Data Updation Team is responsible for ensuring that the Kerala Health Portal remains current and relevant by continuously reviewing, validating, and updating the content.