

March 2023

# National Safety and Quality Digital Mental Health Standards: Digital Accreditation Badge – Terms of Use

This guidance has been developed by the Australian Commission on Safety and Quality in Health Care (the Commission) for accrediting agencies and digital mental health service providers. It describes the terms of use for awarding and displaying the National Safety and Quality Digital Mental Health (NSQDMH) Standards digital accreditation badge (the accreditation badge).

## 1. Award of the accreditation badge

The accreditation badge is awarded following a report by an accrediting agency that assesses the digital mental health service provider as either:

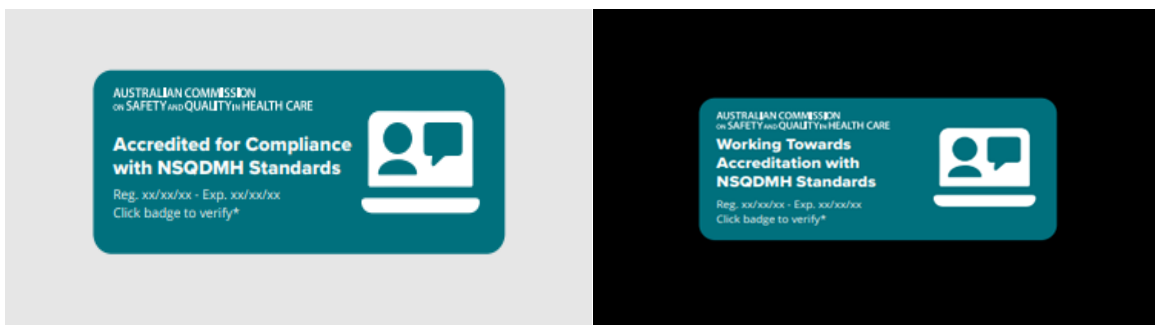
- a) *'Accredited for Compliance with the NSQDMH Standards'* – meets all applicable actions in the NSQDMH Standards
- b) *'Working Towards Accreditation with the NSQDMH Standards'* – meets at least half of the applicable actions (a provider can only be awarded this rating once and must meet all actions at the next assessment to maintain accreditation).

No accreditation badge is awarded to a service provider that meets less than half of the applicable actions in the NSQDMH Standards.

Different badges are awarded for services that are 'Accredited for Compliance with the NSQDMH Standards' and those that are awarded 'Working Towards Accreditation with the NSQDMH Standards'.

Example of 'Accredited' badge

Example of 'Working Towards Accreditation' badge



Both formats of these accreditation badges will include an embedded hyperlink that navigates to a list of accredited services providers hosted on the Commission's website (**see Section 4 – Guidance on hyperlinking to the accredited service provider list**).

A supplementary badge which includes a QR code may be utilised on a service provider's printed materials, should they request it. The QR code also links to the Commission's register of accredited service providers.

Example of accreditation badge to be used for printed materials:



## 2. Administrative process

The Commission is responsible for providing accreditation badge source files to approved accrediting agencies. The accrediting agency responsible for conducting an assessment will provide the badge to the service provider once accreditation status is confirmed. Service providers should request the badge from the agency and it must be provided within 30 days of the request. The badge will display the date accreditation was awarded and the date it expires.

The Commission will authorise a change to the colour of the accreditation badge at the end of each three-year assessment cycle. This will provide an easily recognisable guide for service users that the service provider's accreditation is current.

Once the expiry date for assessment has been reached the service provider must remove the accreditation badge from display pending the outcome of the next accreditation assessment.

## 3. Display of accreditation badge

Service providers may display the accreditation badge wherever they choose on their online service, however are encouraged to display it prominently so that service users can easily see it at the point of entry to the service.

Service providers may use the text below to explain the significance of the accreditation badge to service users, noting the different wording to be used for 'Accredited for Compliance with the NSQDMH Standards' and 'Working Towards Accreditation with the

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NSQDMH Standards'. Service providers must advise the Commission if they wish to change the explanatory text.

## Explanatory text

### i) Accredited for Compliance with the NSQDMH Standards

'The award of "Accredited for Compliance with the NSQDMH Standards" signifies that [insert name of service provider] was assessed by an independent accrediting agency on [insert accreditation award date corresponding to date on badge] as meeting all applicable actions in the National Safety and Quality Digital Mental Health (NSQDMH) Standards. The NSQDMH Standards were developed by the Australian Commission on Safety and Quality in Health Care to assure service users of the safety and quality of a digital mental health service. You can learn more about the NSQDMH Standards by visiting the Commission's [website](#).'

### ii) Working Towards Accreditation with the NSQDMH Standards

'The award of "Working Towards Accreditation with the NSQDMH Standards" signifies that [insert name of service provider] was assessed by an independent accrediting agency on [insert accreditation award date corresponding to date on badge] as meeting at least half of the applicable actions in the National Safety and Quality Digital Mental Health (NSQDMH) Standards. The NSQDMH Standards were developed by the Australian Commission on Safety and Quality in Health Care to assure service users of the safety and quality of a digital mental health service. You can learn more about the NSQDMH Standards by visiting the Commission's [website](#).'

Service providers must ensure the name of the service provider inserted is the exact name of the service that has been assessed and not, for example, the name of a parent organisation that has developed the service.

## Design specifications

Service providers must follow the guidance in the NSQDMH Standards Accreditation Badge Style Guide (Appendix 1) regarding display of the accreditation badge. In particular, service providers should note the following:

- a) The minimum size for display of the badge is 60mm width or 60mm height.
- b) The display size must always be readable and functional.
- c) Two design options are provided, a primary and secondary option (see Appendix 1). The primary option is the Commission's preferred badge. The secondary option should only be used when the primary option cannot be used due to width restrictions.
- d) The badge must not be displayed tilted or at an angle but either fully vertical or fully horizontal.
- e) The badge should be displayed as per the proportions and style provided and should not be 'stretched' or displayed with effects such as drop shadows, or gradients of colours.

## Right to withdraw use of accreditation badge

The service provider must meet the following requirements:

- a) The badge must not be modified in any way, and the explanatory text should not be changed, once issued.
- b) The badge must not be provided to another service within the parent organisation once issued.
- c) The badge must not be provided or sold to another entity.
- d) The service provider agrees that the badge does not indicate that the service provider is an agency or a representative of the NSQDMH Standards, and any questions it receives regarding the NSQDMH Standards must be referred to the Commission.

The Commission has the right to require a service provider to cease display of the accreditation badge if any of the terms in this document are not met.

## 4. Guidance on hyperlinking to the accredited service provider list

Service providers who receive accreditation to the NSQDMH Standards may choose to embed a hyperlink behind their accreditation badge which links to the Commission's list of accredited digital mental health service providers.

To embed a hyperlink within the accreditation badge on a website or digital platform, you can use HTML. Please use the following steps:

1. Choose the accreditation badge image file and host it on a web server or use a direct URL to the image
2. In your HTML code, use the <a> tag to create the link and wrap it around the <img> tag for the image
3. Copy the following code:

```
<a href="http://www.example.com">  
    
</a>  
  
Replace "http://www.example.com" with the URL linking to the  
Commission's accredited service provider list:  
https://www.safetyandquality.gov.au/standards/national-safety-and-quality-digital-mental-health-standards/accreditation-national-safety-and-quality-digital-mental-health-standards
```

4. Save and upload your HTML file to a web server and view the page in a web browser to see the linked image
5. You may also add optional attributes to the <a> and <img> tags, such as alternative text and titles. This can help to improve accessibility and provide additional information about the image to service users with specific accessibility requirements.

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For badge administration or technical support, please contact:  
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