



CDC 2.0: *Using Social Media to Increase the Impact of CDC's Science*

Janice R. Nall

National Center for Health Marketing

December 6, 2007



Centers for Disease Control and Prevention
Coordinating Center for Health Information and Service
National Center for Health Marketing



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“If MySpace were a country, it would be 10th biggest in the world, just behind Mexico”
- The Guardian, November 4 2006



Flickr CC <http://www.flickr.com/photos/wifi/264084730/>

Why does CDC care about Web 2.0?

- CDC should be (must be) where people are
- Increases the dissemination and potential impact of CDC's science
- Leverages unique characteristics of emerging channels
- Reaches diverse audiences
- Facilitates interactive communication and community

Our goal: To make CDC content, tools, and services available when, where, and how users want them – to improve the health and safety of people around the world



A Year of Health

Illustrated calendar and tips for a healthy 2007... **GO>>**

[A Year of Health](#)

[West Nile](#)

[World AIDS Day](#)

[Children's Health](#)

[Research at CDC](#)

Health and Safety Topics



Diseases and Conditions

ADHD, Birth Defects, Cancer, Diabetes, Fetal Alcohol Syndrome, Flu, Hepatitis, HIV/AIDS, STDs ...



Life Stages

Pregnancy, Infant & Child, Women, Men, Seniors, Minorities ...



Environmental Health

Air Pollution, Carbon Monoxide, Lead, Mold, Water Quality ...



Emergencies and Disasters

Bioterrorism, Chemical & Radiation Emergencies, Mass Casualties, Severe Weather, Outbreaks ...



Healthy Living

Exercise, Bone Health, Genetics, Immunizations, Nutrition, Sexual Health, Smoking Prevention ...



Injury, Violence, and Safety

Car Crashes, Falls, Fires, Food Safety, Poisoning, Suicide ...



Travelers' Health

Destinations, Travel Vaccinations, Outbreaks, Yellow Book ...



Workplace Safety and Health

Chemical Safety, Construction, Mining, Office Environments, Respirators ...

DATA AND STATISTICS >>



Public Water Supply (PWS) populations receiving fluoridated water

[» All Data and Statistics](#)

Publications >>

[Emerging Infectious Diseases](#)

[Morbidity and Mortality Weekly Report](#)

[Preventing Chronic Disease e-Journal](#)

[» More Publications](#)

Tools & Resources >>



Listen

[» MMWR: Podcast Episodes](#)

[Podcasts/RSS Feeds](#)

[Public Health Image Library \(PHIL\)](#)

[BMI \(Body Mass Index\) Calculator](#)

[» More Tools and Resources](#)

Find It Fast

SEARCH

A-Z Index

A	B	C	D	E	F	G	H	I
J	K	L	M	N	O	P	Q	R
S	T	U	V	W	X	Y	Z	#

Top 20 at CDC.gov

- Immunizations
- BMI (Body Mass Index)
- STDs (Sexually Transmitted Diseases)
- Quitting Smoking
- Avian Flu (Bird Flu)
- HPV (Human Papillomavirus)

News and Events >>



Federal Offices are closed on January 2nd to remember President Ford

- [What happens to my FOIA request?](#)

[» All CDC News](#)

Press Room

Conference and Events

[RSS](#)

[Podcasts](#)

[CDC Tag Cloud](#)

[Get Email Updates](#)

About CDC

- [Contact Information](#)
- [Funding / Grants](#)
- [Employment](#)

[» More About CDC](#)

CDC HEALTH PROTECTION GOALS

- Healthy People In Every Stage of Life
- Healthy People In Healthy Places
- People Prepared for Emerging Health Threats
- Healthy People In a Healthy World



CDC For You



- [Public Health Professionals](#)
- [Researchers](#)
- [Media](#)
- [Students and Educators](#)
- [Healthcare Providers](#)
- [Partners](#)
- [Policy Makers](#)
- [Businesses](#)

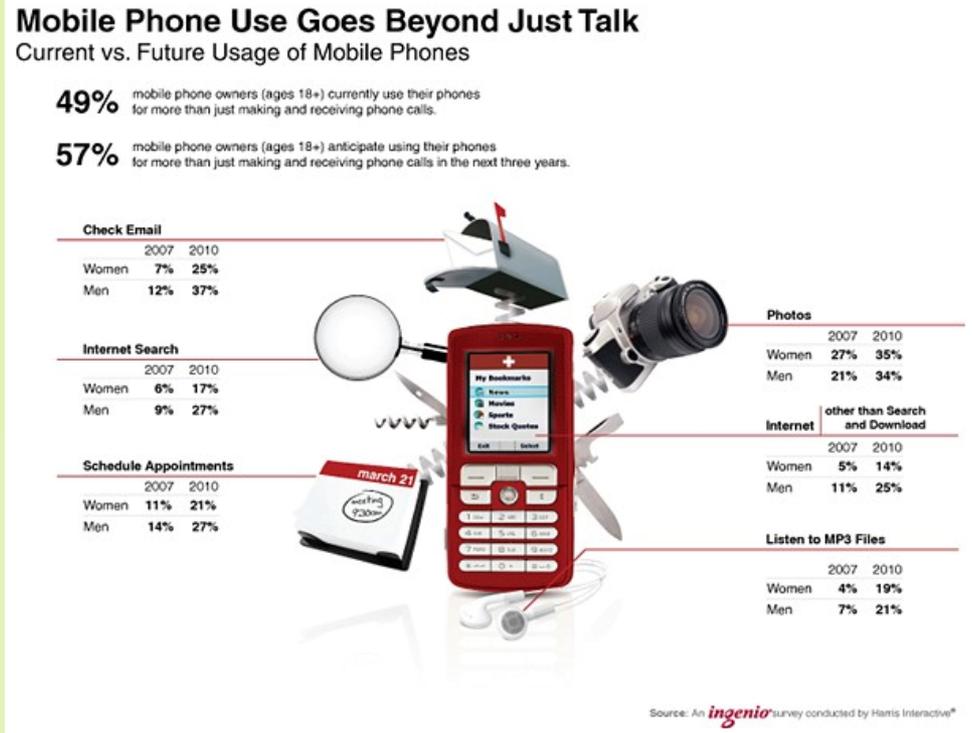


CDC 2.0 eHealth Efforts

- Email updates
- Podcasts/RSS
- eCards
- Mobile applications
- Social networks
- User-generated content
- Social bookmarking
(digg, other tagging, etc.)
- Blogs/bloginars
- Wikis
- eGames
- Viral videos
- Virtual worlds
- Widgets
- GIS applications
- Other open-sourced tools

Web 2.0 - Research

- User Data Briefs
 - Internet use
 - Social Networks
 - Mobile Phones
 - eGames
 - Online Video
 - Texting
 - Tagging
 - User Generated Content
 - eCards



- Demographics Database
- Crisis Communication Plan for Social Media

CDC 2.0 in action: Email Updates

[Outbreaks >](#)
Avian Influenza: Current Situation

On this page:

- [Assessment of Current Situation](#)
- [Human H5N1 Cases](#)
- [Animal H5N1 Cases](#)
- [Bird Import Ban](#)
- [Travel](#)
- [CDC Response](#)
- [Background on the Current Outbreaks](#)

[Email this page](#)
 [Get email updates](#) **New!**
 [PDF formatted for print](#)
(195 KB/3 pages)

Avian Flu Outbreaks

- > [Current Situation](#)
- > [Past Outbreaks](#)
- > [Embargo of Birds](#)
- > [Quarantine Executive](#)

1 Click on [Get email updates](#) link on Avian Flu Page

 Department of Health and Human Services
Centers for Disease Control and Prevention

Free E-mail Updates

Subscribe or change your preferences here.

E-mail Address

We will use your e-mail address to deliver the requested information or to access your subscribe have a strict [privacy policy](#).

[Help](#) - [Privacy Policy](#)

2 Enter e-mail address (password optional)

Success

You have successfully subscribed to Current Situation (Avian Flu).

3

Signed up to info. of interest

4

Shown other options

Quick Subscribe for cdcvisitor@govdelivery.com

Centers for Disease Control and Prevention (CDC) offers updates on the topics below. Subscribe by checking the boxes; unsubscribe by unchecking the boxes.

Access your [subscriber preferences](#) to update your subscriptions or modify your password or e-mail address with adding subscriptions.

- CDC Office of The Director**
 - CDC News
 - CDC Press Releases
 - CDC Transcripts
 - MMWR Press Summaries
- Emergency Preparedness and Response**
 - Bioterrorism Training and Education (Emergency Preparedness & Response)
 - Injury Fact Sheets (Emergency Preparedness & Response)
 - Mass Casualty News & Highlights (Emergency Preparedness & Response)
 - News (Emergency Preparedness & Response)
 - Preparation & Planning (Emergency Preparedness & Response)
 - Public Service Announcements for Hurricanes (Emergency Preparedness & Response)
 - Recent Outbreaks and Incidents (Emergency Preparedness & Response)
 - Training and Education (Emergency Preparedness & Response)
 - Training for Chemical Emergencies (Emergency Preparedness & Response)

Podcast Use

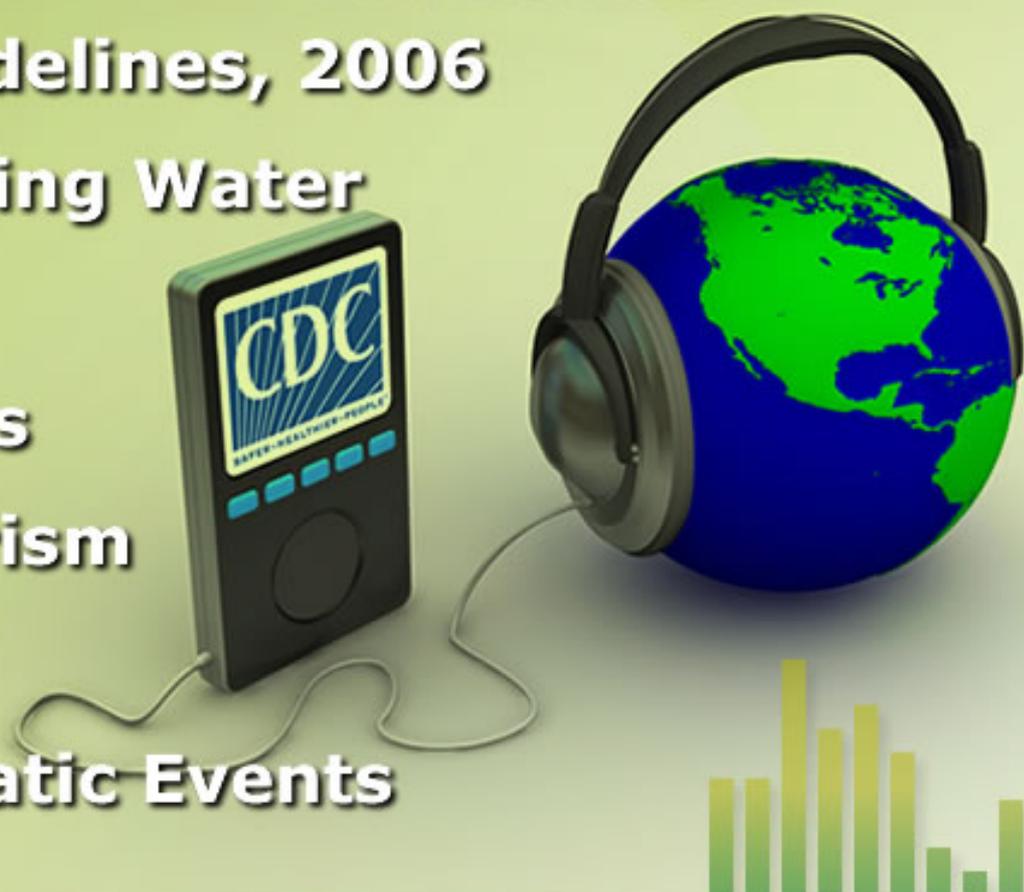
- In August of 2006, some 12% of adult internet users in the U.S. said they previously downloaded a podcast so they can listen to it or view it at a later time.
- This is up from 7%, just a few months earlier.
- As of September 9, 2007, users downloaded or viewed about 450,000 CDC podcasts.
- CDC averages about 1000 - 1500 downloads per day.

The Audience for Podcast Downloads		
Demographic groups (as groups of internet users)	Percentage who have downloaded a podcast	
	February-April 2006	August 2006
Total internet users	7%	12%
Men	9%	15%
Women	5%	8%
Age 18-29	10%	14%
Age 30-49	8%	12%
Age 50-64	5%	12%
Age 65+	4%	4%
High school graduate	6%	9%
Some college	6%	13%
College graduate or more	9%	13%
Live in households earning less than \$30,000	8%	12%
\$30,000-\$49,999	8%	14%
\$50,000-\$74,999	7%	12%
\$75,000 or more	7%	13%
3 years or less of online experience	5%	6%
4-5 years of online experience	7%	7%
6+ years of online experience	8%	13%
Dial-up connection at home	6%	10%
Broadband connection at home	9%	14%

Source: Pew Internet & American Life Project February-April survey of 4,001 adults (2,822 were internet users); August 2006 survey of 2,928 adults (1,990 were internet users and 972 were asked the podcast downloading question). Margin of error is $\pm 2\%$ the total sample and $\pm 2\%$ for internet users in the Feb.-Apr. 2006 survey. Margin of error is $\pm 2\%$ for the total sample and $\pm 3.5\%$ for the 972 internet users in the August 2006 survey.

Podcasts

- Use of Facemasks and Respirators During an Influenza Pandemic
- Climate Change: Science, Health and the Environment
- STD Treatment Guidelines, 2006
- MMWR - Safe Drinking Water
- Healthy Places
- Working with Stress
- History of Bioterrorism
- Cervical Cancer
- Coping with Traumatic Events



CDC 2.0 in action: eCards

CDC Home | About CDC | Press Room | A-Z Index | Contact Us

CDC Department of Health and Human Services
Centers for Disease Control and Prevention

Search:

CDC Health-e-Cards

1 2 3

A friend has sent you a Health-e-Card greeting:
Valentine Hands

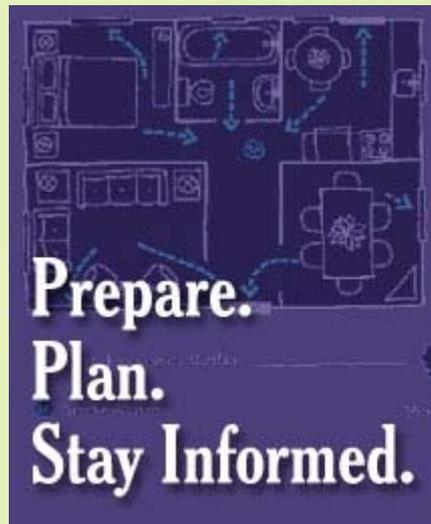


A Valentine's Day Greeting from CDC.

Your friend's personal message:
Happy Valentine's Day Mom!
Here's a warm reminder to keep taking good care of yourself this year.
Take a look at CDC's tips for staying healthy and safe.
XOXO,
Sara

[Send a CDC Health e-Card](#)

This Health-e-Card was brought to you by the [Centers for Disease Control and Prevention \(CDC\)](#).



Prepare.
Plan.
Stay Informed.



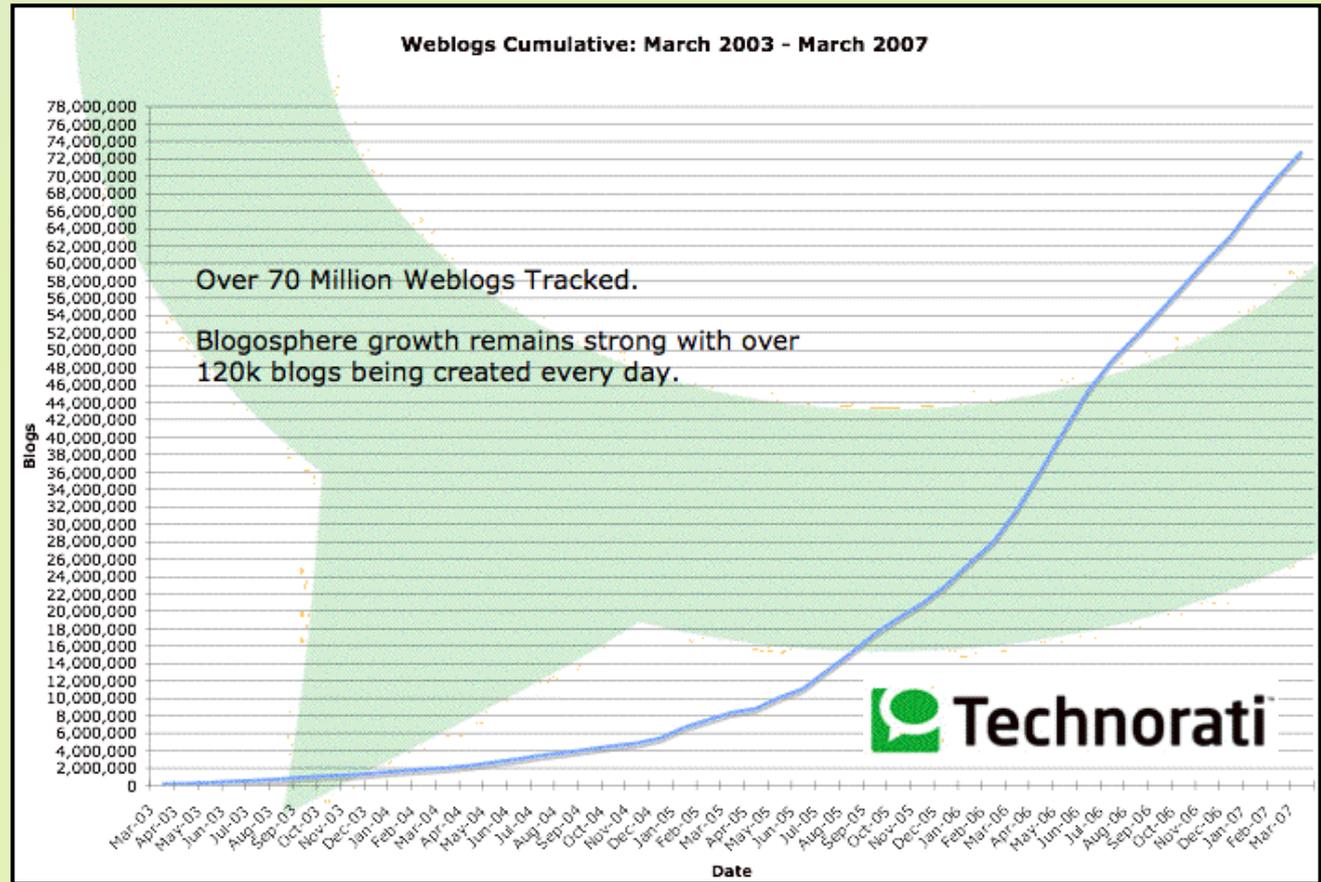
eCard Users

- In December 2006, eCard usage rose 15 percent overall to 45.1 million visitors (comScore Media Matrix).
- Total CDC Health-e-Cards sent 2/14/07 – present: **5,004**
- Most popular CDC cards:
 - Valentine Cards
 - Flu Prevention – health professionals
 - World AIDS Day

Blogs

- The Pew Internet Project Blogger Survey found that the U.S. blogosphere is dominated by those who use their blogs as personal journals.
 - The blogging population is young, evenly split between women and men, and racially diverse.
- See:

<http://www.pewinternet.org/pdfs/PIP%20Bloggers%20Report%20July%2019%202006.pdf>



From: [The State of the Live Web, April 2007](#)

CDC 2.0 in action: Blogs

Health Marketing > Director's Blog

Director's Blog



Health Marketing Musings from Jay M. Bernhardt, PhD, MPH

[E-mail this page](#)
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XML RSS Feed NEW!

On this page:

- [Trust Me](#) (4/25/2007)
- [CDC 2.0](#) (4/19/2007)
- [Made in China](#) (3/5/2007)
- [Crossroads](#) (12/28/2006)
- [Putting the Public into E-Health: The Potential of E-Public-Health](#) (11/14/2006)
- [This blog can save your life!](#) (10/11/2006)
- [Health Communication: Science and Art](#) (9/8/2006)
- [A rose by any other name](#) (8/22/2006)
- [We exist](#) (7/13/2006)

From June 2006 - August 2007
5523 subscribers thru Email Updates

Virtual World Users

•Second Life

- More than [8,670,153](#) residents
- 1,646,830 users logged in last 60 days
- In the last 24 hours, US users spent \$1,302, 907. (From: [Second Life.com](#) accessed August, 07, 2007)

•Whyville

- More than 1.7 million registered.
- Each month, more than 2 million visits are made to Whyville.
- The average citizen spends more than 3 hours per month engaged inside Whyville.
- About 60,000 new boys and girls register as citizens every month.

Geographical Location of Second Life Residents Who Logged-in During January and March 2007

Unique People, Age 15+

Total Worldwide Audience – Home and Work Locations*

Source: comScore World Metrix

	Mar-07 (000)	Percent of Total Active Residents	Increase In Active Residents Mar-07 vs. Jan-07
Worldwide	1,283**	100%**	46%
Europe	777	61%	32%
Germany	209	16%	70%
France	104	8%	53%
UK	72	6%	24%
North America	243	19%	103%
USA	207	16%	92%
Asia Pacific	167	13%	N/A***
Latin America	77	6%	26%
Middle East & Africa	20	2%	N/A***

* Excludes traffic from public computers such as Internet cafes or access from mobile phones or PDAs.

** Sum of components may equal more than total due to rounding

*** N/A – Residents in January below minimum reporting standard

From: http://b.whyville.net/smmk/top/whyville_for_sponsors (accessed August, 2007)

CDC Plans for Second Life



- Expanding space and developing more "in-world" content that matches the proactive CDC.gov marketing strategy.
- Developing partnerships with local universities (SCAD, GA Tech, and UGA) to build out the space, create engaging experiences to draw visitors to the site, and conduct research to evaluate in-world vs. real world behaviors.
- Developing in-world activities – users want to “do” something in virtual worlds...what health activities can we provide?
- In Sept 2007, conducted in-world interview with Washington Post reporter.

eGames

Escape from Diab –

<http://www.escapefromdiab.com/>

NIH funded game created in collaboration with Children's Nutritional Research Center of Baylor College of Medicine to help prevent childhood obesity and Type II diabetes



Saint John High School Grad Class Lockin: DDR



Dance Dance Revolution as “exer-gaming” in high schools

<http://www.youtube.com/watch?v=x5YROvohvvl>

Northern Illinois University students learn principles of mechanical engineering by playing video games

<http://www.youtube.com/watch?v=LYGwal-haOM>

Video Game in Mechanical Engineering Education



CDC 2.0 in action: eGames

Using Interactive Games to Improve Health:

CDC's Strategic Look at eGames

eGames

We are pleased to invite you to participate in an upcoming meeting: *CDC's Strategic Look at eGames*. CDC has been examining egame trends, games for health, and the research behind interactive games. We need your input into ways that we can incorporate egames as a tool in addressing CDC's mission of protecting and promoting health.

Please join us for this small, invitation-only event where external experts like you will be asked to provide insight on the intersection between games and health and how CDC can use existing games and/or develop new games to motivate and support health behavior change. In advance of the meeting, we will ask you to contribute to a "Think Tank" in your specialty area. The ideas generated there will be presented and explored further at the meeting.

In addition to the invited external experts, CDC representatives with expertise in health marketing, technology and innovation, strategic communications, and program integration will participate in the meeting and discussions.

At the conclusion of the meeting, attendees will be asked to identify the optimal ways that CDC can use egames for public health. Soon after the meeting, a summary report crediting all attendees and detailing the presentations and discussion themes will be made widely available to the general public via the CDC.gov Web site (<http://www.cdc.gov>).

Meeting Information

Dates/Times: Thursday, June 21, 2007; 8:30 am – 4:30 pm
Friday, June 22, 2007; 8:30 am – 12:30 pm

Location: Centers for Disease Control and Prevention (CDC)
Roybal Campus, Building #19
1600 Clifton Rd, NE
Atlanta, GA 30329

Accommodations*: Emory Conference Center Hotel (404-712-6000); please reference "CDC Games Event" when making your reservation.

**External Meeting attendees will receive an honorarium*

We hope you can join us. Feel free to contact us with any questions, and please RSVP by Friday, May 18, 2007, to Erin Edgerton: EEdgerton@cdc.gov.

Sincerely,

Erin Edgerton

Erin Edgerton, co-chair

Content Lead, Interactive and New Media
Media Researcher
E-Health Marketing Division
National Center for Health Marketing
Coordinating Center for Health Information and Service
Centers for Disease Control and Prevention
(404) 498-2237
EEdgerton@cdc.gov
<http://www.cdc.gov/healthmarketing/>

Debra Lieberman

Debra Lieberman, co-chair

Department of Communication
University of California, Santa Barbara
(805) 569-2214 (home office)
lieberma@isber.ucsb.edu
http://www.comm.ucsb.edu/lieberman_flash.htm

This meeting is sponsored by CDC's National Center for Health Marketing and Office of Strategy and Innovation

CSI 1115B

- Hosted eGames event in June to determine CDC's optimal role in eGames
- Leading CDC's Health-e-Interactive Community of Practice to encourage cross-CDC collaborations in games
- Developing mini-game for upcoming Seasonal Flu season



Social Networks



Demographic Profile of Visitors to Select Social Networking Sites
Percent Composition of Total Unique Visitors
August 2006
Total U.S. – Home/Work/University Locations
Source: comScore Media Metrix

	Percent (%) Composition of Unique Visitors				
	Total Internet	MySpace.com	Facebook.com	Friendster.com	Xanga.com
Unique Visitors (000)	173,407	55,778	14,782	1,043	8,066
Total Audience	100.0	100.0	100.0	100.0	100.0
Persons: 12-17	9.6	11.9	14.0	10.6	20.3
Persons: 18-24	11.3	18.1	34.0	15.6	15.5
Persons: 25-34	14.5	16.7	8.6	28.2	11.0
Persons: 35-54	38.5	40.6	33.5	34.5	35.6
Persons: 55+	18.0	11.0	7.6	8.1	7.3



•Facebook

- 52,167,000 unique visitors in June 2007
- #20 ranked .com in U.S. (From: comScore Top 50 Properties (U.S.) June 2007, <http://www.comscore.com/press/data.asp>)
- Boasts an audience of 33 million Web users
- The 35+ crowd now accounts for more than 41% of all Facebook visitors.

From: http://www.businessweek.com/technology/content/aug2007/tc2007085_051788.htm?chan=technology_technology+index+page_top+stories

•My Space

- 114,147,000 unique visitors in June 2007 (From: comScore Top 50 Properties (U.S.) June 2007, <http://www.comscore.com/press/data.asp>)

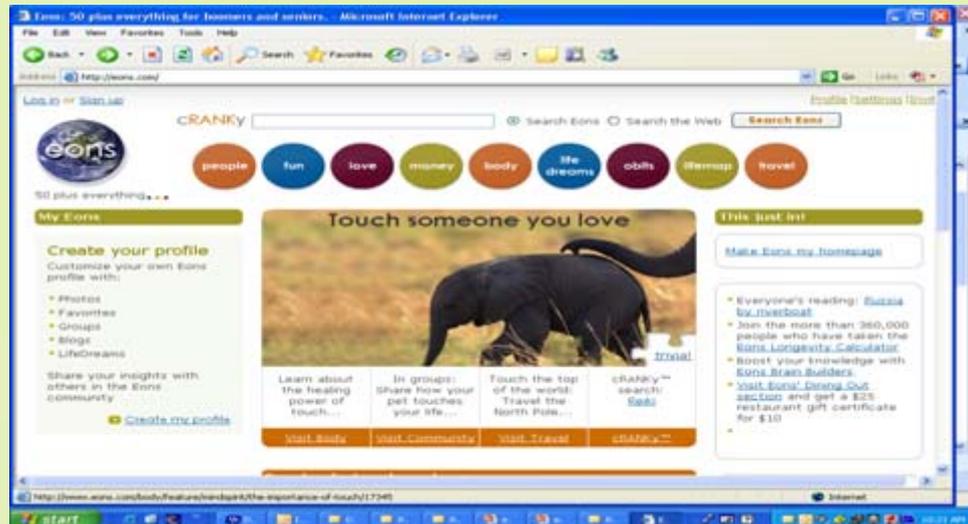
CDC 2.0 in action: Social Networks

Establishing CDC profiles (presence) in MySpace, Daily Strength, eons, and sermo.

Social networks for physicians
<http://sermo.com>



Social network for the 50+ crowd
<http://eons.com>



CDC 2.0 in action: MySpace

www.myspace.com/cdc_ehealth

Home | Browse | Search | Invite | Film | Mail | Blog | Favorites | Forum | Groups | Events | Videos | Music | Comedy | Classifieds



Centers for Disease Control and Prevention

CONTACTING CDC.GOV

- Send Message
- Forward to Friend
- Add to Friends
- Add to Favorites
- Instant Message
- Block User
- Add to Group
- Rank User

Centers for Disease Control and Prevention
1600 Clifton Rd.
Atlanta, GA 30333, U.S.A.
1-800-CDC-INFO
Public Inquiries: (404) 639-3534 / (800) 311-3435

MySpace URL:
<http://www.myspace.com/tlahayecdc>

CDC Health-e-Cards

Send an electronic greeting card to friends, family, co-workers!



At least 50% of sexually active people will get genital HPV. Most won't know they have it...

CDC's Latest Blog Entry [[Subscribe to this Blog](#)]

At least 50% of sexually active people will get genital HPV. Most won't know they have it. ([view more](#))

School Violence: Tips For Coping With Stress ([view more](#))

Test Your Knowledge: Health and Safety Online Quizzes ([view more](#))

[[View All Blog Entries](#)]

About CDC

Infectious disease, global climate change, terrorism, an aging population, e-coli, obesity, heart disease, cancer, injury and disability -- CDC, the nation's premier public health agency, is

CDC 2.0 in action: Widgets

The screenshot shows the iGoogle homepage in a Windows Internet Explorer browser window. The address bar shows the URL <http://www.google.com/ig?hl=en>. The browser's toolbar includes various icons for navigation and utility. The iGoogle interface features a search bar with the text "iGoogle" and buttons for "Google Search" and "I'm Feeling Lucky". Below the search bar, there are navigation tabs for "Home", "Business", "Health", and "Add a tab". The main content area is populated with several widgets:

- CDC Feeds in Tabs:** A widget displaying a list of articles from the CDC, including "Emerging Infectious Diseases Journal", "Pandemic Influenza and Hospital Resources, RE Nap", "Primary versus Nonprimary Cytomegalovirus Infection during Pregnancy, Israel, G. Rahav et al.", "Human Multidrug-Resistant Salmonella Newport Infections, Wisconsin, 2003-2005, AE Karon et al.", "Medical Students and Pandemic Influenza, B. Herman et al.", "A Country Story, K. Fields", "Human Bocavirus in Infants, New Zealand, H. Redshaw et al.", "Rickettsia felis in Chile, MB Labruna et al.", and "Possible Typhoon-related Melioidosis Epidemic, Taiwan, 2005, H.-P. Su et al."
- DIGG:** A widget showing a list of articles with digg counts, such as "The Best Living Drummer in the Entire World?" (79 diggs) and "Show your feelings towards the RIAA with... thong underwear" (125 diggs).
- TERROR ALERT LEVEL:** A widget featuring a cartoon image of Ernie and Bert from Sesame Street.
- Wired Top Stories:** A widget listing top stories from Wired, including "Vroom, Vroom: Formula 1 Orders Teams to Go Green" and "The Other \$15 Billion Question: How Will Apple Spend Its Cash?".
- WebMD Health:** A widget for health-related content.
- Amazon.com Search:** A search widget for Amazon.com with a search bar and a "GO" button.

The image shows a preview of a WebMD widget. The widget has a blue header with the text "WebMD - Better Information. Better Health." and a small image of a person drinking water. Below the header, there is a section titled "Recent Posts" with a list of article titles:

- Forteo May Help Steroid Osteoporosis
- Kid's Cold Medicines: New Guidelines
- Sleep Better When You're Sick
- Cough Medicine: Should You or Shouldn't You?
- FDA Weighs Behind-the-Counter Drugs

At the bottom of the widget, there is an "About" link. The entire widget is enclosed in a blue border with a "Preview" label at the top left.

CDC 2.0 in action: Content Syndication

Mississippi State Department of Health
TO PROMOTE AND PROTECT THE HEALTH OF ALL MISSISSIPPIANS



NEWS	CALENDARS	PUBLICATIONS	HEALTH PLANNING	INFORMATION DESK	SEARCH
------	-----------	--------------	-----------------	------------------	--------

Home

Services & Programs

- Women and Children
- Family and Adults
- Preventive Health
- Disease Control
- Other Health Programs
- Critical Incident Stress Management
- Educational Events
- Emergency Preparedness
 - Biological agents
 - Chemicals and radiation
 - For health professionals
 - Hurricane Katrina
 - Pandemic flu
 - Personal Preparedness
 - Plan, Prepare, Protect
 - Reports
 - Resources and links
 - Travel notices
 - Weather emergencies
- EMS-Trauma
- Environmental Services
- Hazardous Substances
- Health Disparity

CDC Health Update: Guidance for Laboratory Testing

Updated Interim Guidance for Laboratory Testing of Persons with Suspected Infection with Avian Influenza A (H5N1) Virus in the United States (June 7, 2006)

Additional guidance: Clinicians should contact the Office of the State Epidemiologist at 601-576-7725 for additional guidance as needed regarding the evaluation of specific patients.

Laboratories: Hospital laboratories should direct technical and procedural questions to the state Public Health Laboratory at 601-576-7582.

Distributed via Health Alert Network
June 07, 2006, 19:50 EDT (07:50 PM EDT)
CDCHAN-00246-06-06-07-UPD-N
[Most recent CDC Health Alert Network Messages](#) ▶

CDC Health Update

This update provides revised interim guidance for testing of suspected human cases of avian influenza A (H5N1) in the United States and is based on the current state of knowledge regarding human infection with H5N1 viruses. The epidemiology of H5N1 human infections has not changed significantly since February 2004. Therefore, CDC recommends that H5N1 surveillance in the United States remain at the enhanced level first established at that time. However, this revised interim guidance provides an updated case definition of a suspected H5N1 human case for the purpose of determining when testing should be undertaken and also provides more detailed information on laboratory testing. Effective surveillance will continue to rely on health care providers obtaining

CDC 2.0 in action: Online Public Engagement



The screenshot shows the WebDialogues website. At the top left is the logo "WebDialogues™ A WestEd Initiative". To the right are links for "Request Info" and "Site Map", and the tagline "Create custom, flexible, easy to manage online discussions." Below this is a navigation menu with items: Home, About Web Dialogues (highlighted), Benefits, Who We Are, Areas of Work, Resources, and Archives. The main heading is "About WebDialogues". The text describes the program as a platform for informed conversation among the public, students, experts, and policymakers, featuring in-person dialogues and online discussions. A photo shows two women at a table with a laptop. A quote from a "Dialogue Panelist" states: "I was extremely pleased with the topics and interaction that came from the U.S. Charter Schools dialogue".

WebDialogues™
A WestEd Initiative

Request Info | Site Map

Create custom, flexible, easy to manage online discussions.

Home About Web Dialogues Benefits Who We Are Areas of Work Resources Archives

About WebDialogues

WestEd's [WebDialogues](#) cultivate informed and thoughtful conversation among members of the public, students, topic experts, and policymakers. Dialogues have characteristics of in-person conferences, seminars, and focus groups. Hundreds or thousands of people may take part in multiday discussions at convenient times without having to travel. Dialogues follow a daily agenda with each topic discussion guided by a facilitator. Online references and panelists provide balanced information. Daily summaries capture discussion highlights.

WebDialogues allow individuals to collectively learn about and discuss ideas of mutual personal or professional interest. Participants from many walks of life may share information, generate ideas, and consider new options. Some dialogues may involve only a few dozen people. Others can accommodate thousands with fewer randomly selected individuals discussing while others follow the discussion and respond to polling questions to register their views. Dialogues can be public or private.

Elements of WebDialogues

Website. WebDialogues reflects the look and feel of the host organization. The website includes a discussion agenda, selected online library resources, registration information for invited panelists, staff and participants. The website



"I was extremely pleased with the topics and interaction that came from the U.S. Charter Schools dialogue"

- Dialogue Panelist

Pan Flu Vaccination Prioritization Web Dialogue –
Dec 4 – 6, 2007

CDC 2.0 in action: User-Generated/Shared Content

Establishing CDC central presence on YouTube and Flickr (photo-sharing site)

YouTube currently:

- Serves up more than 30 million video views a day
- Receives about 35,000 video uploads daily from users



Table 1: Percent Growth for YouTube (U.S., Home and Work)

Web Metric	Jan-06	Jun-06	Percent Growth
Unique Audience (000)	4,942	19,618	297
Web Pages Viewed (000)	117,641	724,024	515
Time spent per person (hh:mm:ss)	0:17:22	0:27:58	64

Source: Nielsen//NetRatings, July 2006

Demographics		Users (M)	% Users
Age	All	55.1	—
	Under 18	10.1	18%
	18–34	10.4	19%
	35–44	11.8	21%
	45–54	11.2	20%
	55 and over	11.6	21%
Gender	Male	29.6	54%
	Female	25.6	46%

Source: Nielsen//NetRatings, US only, July 2007.

Alexa Top Sites

Rank	Change	Web Site	Info
1	(none)	yahoo.com	i
2	(none)	msn.com	i
3	(none)	google.com	i
4	(none)	youtube.com	i
5	(none)	live.com	i
6	(none)	myspace.com	i
7	↑ 1	orkut.com	i
8	↑ 7	facebook.com	i

CDC 2.0 in action: User-generated Tags

TAG CLOUD

What's popular on CDC.gov
The CDC.gov Tag Cloud is an alphabetized list of the most popular search topics on the CDC.gov website. The text size of the term shows its relative popularity: bigger terms are more popular than smaller ones. Click a term to view a page with more information on the topic.

adolescent health air quality anthrax bacterial vaginosis **bird flu** **body**
mass index (bmi) chicken pox **chlamydia** chronic fatigue syndrome
diabetes disabilities domestic violence drunk driving environmental health español exercise
fetal alcohol syndrome flu folic acid food safety giardia global health gonorrhea grants &
funding health statistics **hepatitis** herpes **hpv** hpv vaccine images
immunizations injury prevention **lyme disease** malaria meningitis minority health
mmwr mrsa norovirus obesity podcasts **pregnant** quit smoking rabies
rotavirus salmonella **scabies** science research smallpox sport safety tips **std**
subscriptions **syphilis** toxoplasmosis **travelers' health** tuberculosis west nile
virus workplace safety

Content Source: CDC
Page last modified: April 19, 2007

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SAFER • HEALTHIER • PEOPLE™

CENTERS FOR DISEASE CONTROL AND PREVENTION

 WWW.CDC.GOV

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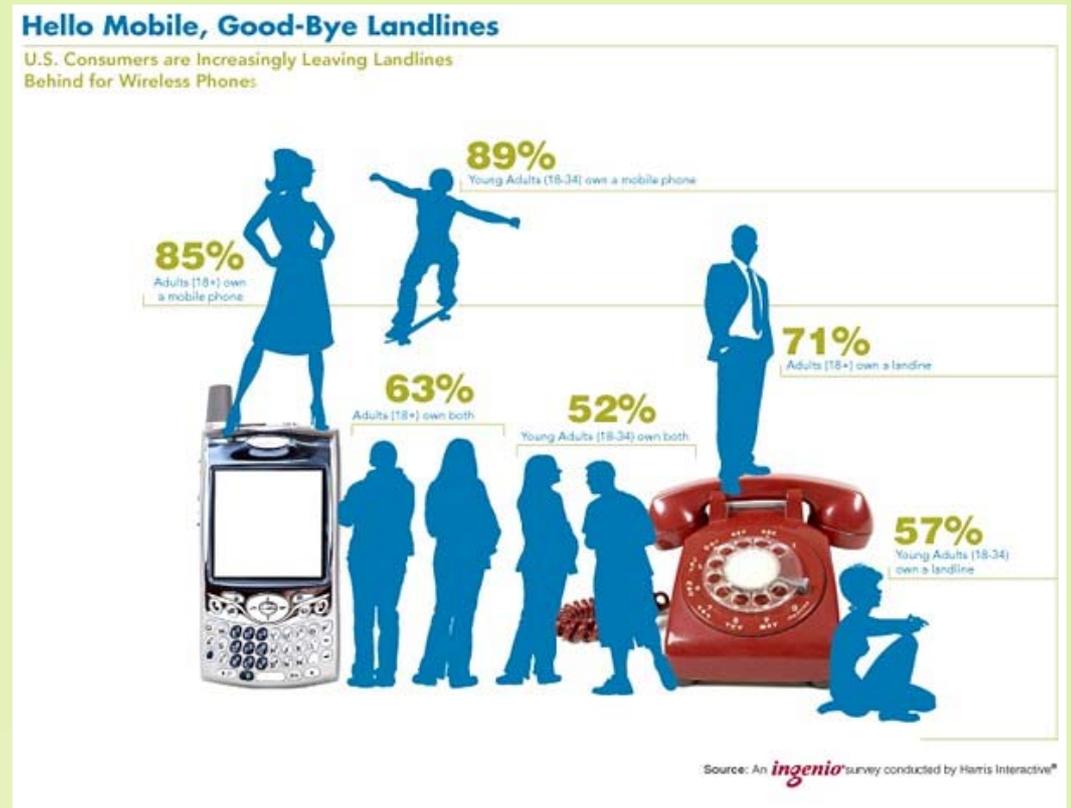
CENTERS FOR DISEASE CONTROL AND PREVENTION

 WWW.CDC.GOV

Mobile Applications

More Americans Have Cell Phones than PCs

- More than four out of five U.S. adults (85%) own a mobile phone, compared with seven in ten (71%) who have a landline or home phone.



Sources – From: <http://www.marketingcharts.com/direct/survey-growing-opportunities-for-mobile-advertising-790/> (study conducted between March 29 and April 2, 2007 among 4,123 adults (aged 18 and over). Pew Internet and American Life Project Survey February to March, 2007

Mobile Applications for Health

- Disease management (diabetes)
- Risk communication (flu)
- Persuasive messaging (health reminders)
- Health promotion (diets)
- Emergency preparedness
- Personal safety



CDC 2.0 in action: World AIDS Day

- Collaboration with HBO and Kaiser Family Foundation to encourage HIV testing – as part of World AIDS Day efforts 12/1/07
- **Mobile Texting Campaign:** To encourage users to know their HIV status and to locate HIV testing facilities nearby
- **Web banner ads, Health-e-Cards, and MySpace badges**
- **Video podcast and PSAs on YouTube**
- With HHS, hosting a **webinar for CDC HIV grantees**



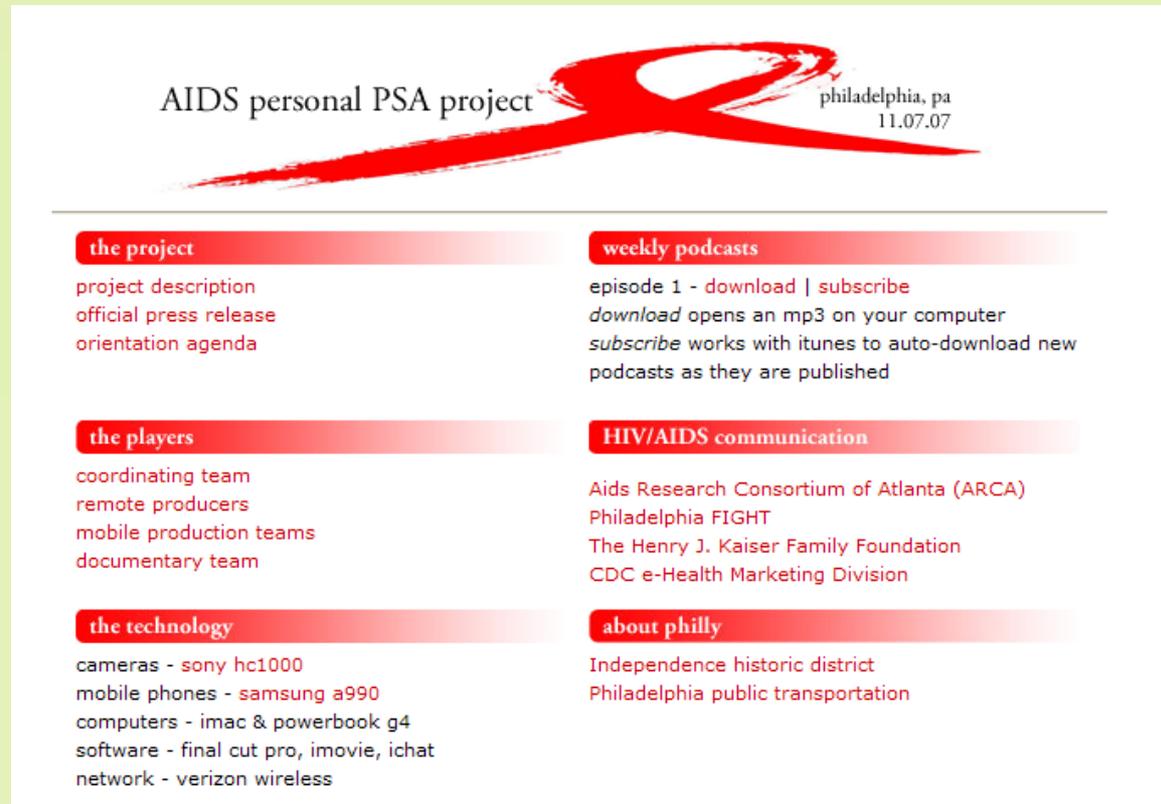
CDC 2.0 in action: Mobile Diabetes Management

- Partnership with Georgia Tech University, CDC's Diabetes Team, and CDC's eHealth Division to **study the use of a glucometer-integrated mobile phone**
- Glucometer readings available on a collaborative Web site for discussion by the diabetes patient and diabetes educator
- Preliminary study results indicate participants improve their ability to effectively reflect on diabetes management
- **Further Research:**
 - Investigating social media techniques to further motivate diabetes management
 - Understanding potential barriers of this approach



CDC 2.0 in action: AIDS Personal PSA Project

- The New Face of AIDS: *A Mobile Media Experience*
- In one day, teams using mobile devices will create compelling video messages encouraging positive health decisions
- By end of day, teams will produce one-minute *New Face of AIDS* personal PSAs that encourage young people to be tested for HIV
- On World AIDS Day, 12/1/07, these AIDS PPSAs will be pushed to mobile phone and Web users



AIDS personal PSA project philadelphia, pa
11.07.07

the project
project description
official press release
orientation agenda

weekly podcasts
episode 1 - download | subscribe
download opens an mp3 on your computer
subscribe works with itunes to auto-download new podcasts as they are published

the players
coordinating team
remote producers
mobile production teams
documentary team

HIV/AIDS communication
Aids Research Consortium of Atlanta (ARCA)
Philadelphia FIGHT
The Henry J. Kaiser Family Foundation
CDC e-Health Marketing Division

the technology
cameras - sony hc1000
mobile phones - samsung a990
computers - imac & powerbook g4
software - final cut pro, imovie, ichat
network - verizon wireless

about philly
Independence historic district
Philadelphia public transportation

From more information, see: http://www.nmi.uga.edu/aids_ppsa/

Sponsored by the University of Georgia, Kaiser Family foundation, Verizon, AIDS Research Consortium of Atlanta, Philadelphia FIGHT, CDC

CDC 2.0 in action: Mobile Texting



Save the Date!

February 28-March 1, 2008

Stanford University, Palo Alto, California

- An exclusive gathering of experts in health, behavior change and mobile technology.
- A premiere conference on how mobile text messaging can promote better health.
- To Register: www.Texting4Health.org
- Questions: Adam Tolnay, atolnay@stanford.edu

Virginia Tech Tragedy New Media

Background:

In response to the tragedy at Virginia Tech, CDC's Division of Violence Prevention created a short videocast for coping with stress after a traumatic event. To leverage the power of social media for reaching college students and educators, NCHM disseminated the podcasts and links to related CDC.gov eHealth information through multiple new media channels.

Virginia Tech New Media: YouTube

The CDC podcast "Coping with Stress after a Traumatic Event, such as a School Shooting" was made available through CDC.gov, iTunes and imported to YouTube.

To date, the podcast on YouTube has been viewed 70 times.

The screenshot shows a YouTube video player interface. The video title is "Coping with Traumatic Events" and it is from the channel "CDCStreamingHealth". The video has 59 views, 0 comments, and 0 favorites. The video player shows a man in a suit speaking. To the right of the video player, there is a metadata section with the following information:

- Added April 19, 2007
- From CDCStreamingHealth
- Category News & Politics
- Tags CDC shooting virginia va (more)
- URL <http://www.youtube.com/watch?v=XtJdzM1MRv8>
- Embed code: `<object width="425" height="350"><param name="`

Below the video player, there are social sharing options: "Login to rate", "Save to Favorites", "Add to Groups", "Share Video", "Post Video", "Flag as Inappropriate", and "Login to rate".

At the bottom of the page, there is a section for "Would you like to comment?" with a link to "Join YouTube" for a free account or "Login" if already a member.

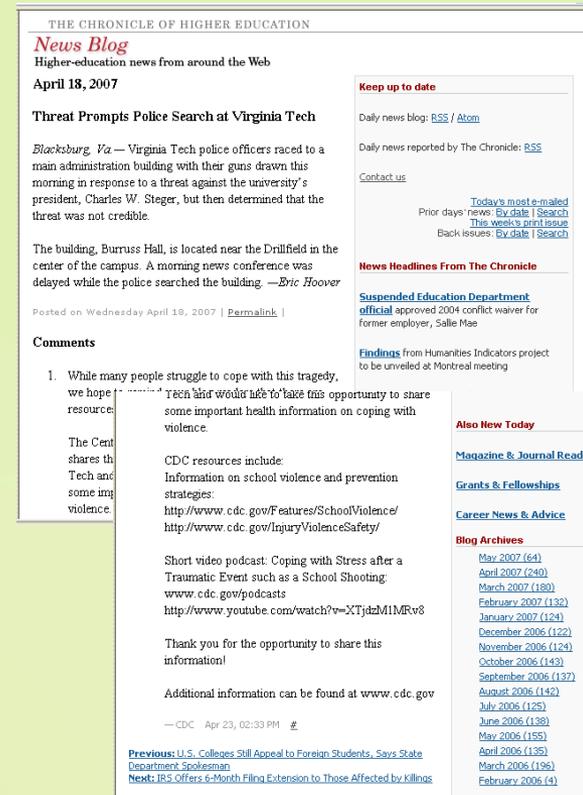
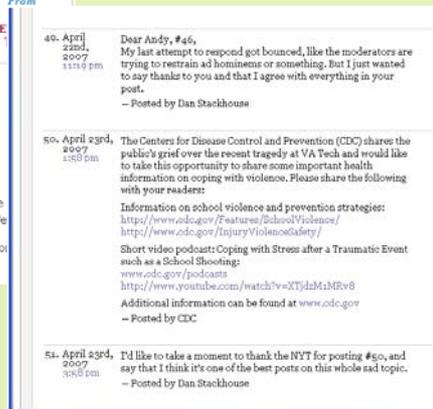
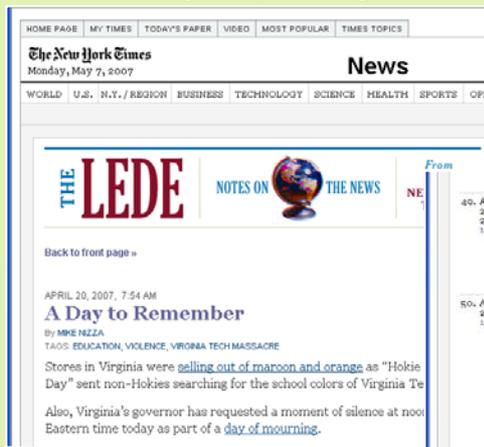
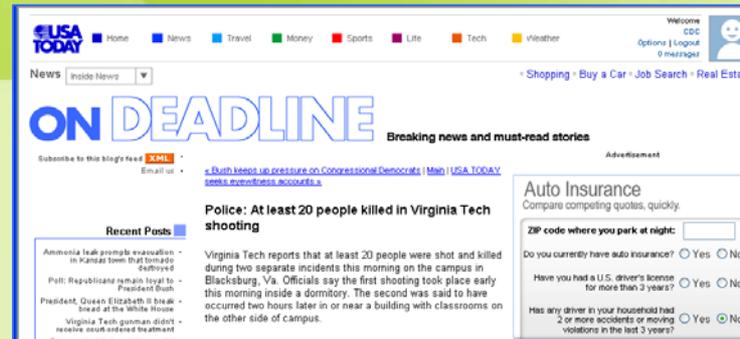
On the right side of the page, there is a "Director Videos" section with a list of related videos:

- Bird of Prey 00:15 From: connollyyh
- BBC Worldwide: I Am Not An Animal - Claire's Babies 01:56 From: BBCWorldwide
- Granddaddy 03:45 From: thetripwiredctcom
- +CDC TV+--- 1 10:00

Virginia Tech New Media: Blogs

CDC podcast and web resources were disseminated to bloggers and posted as comments on 9 relevant blogs, including:

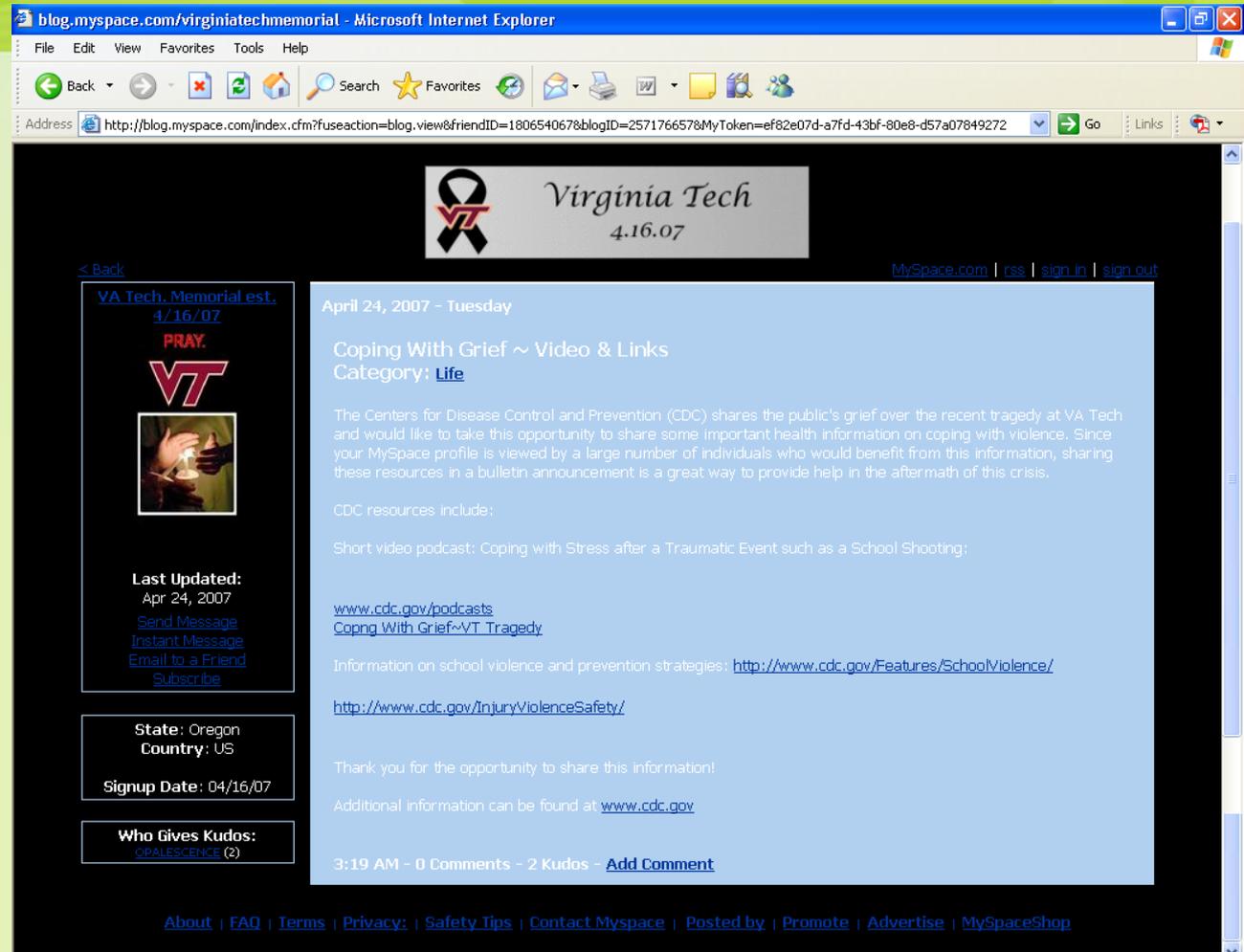
- CNN.com
- The Chronicle of Higher Education
- Teacher's Magazine Blogboard
- Time.com
- NYTimes.com



Virginia Tech New Media: Social Networks

MySpace

Resources were disseminated to two social network profiles. This profile posted the information in a blog to its network of friends.



The screenshot shows a Microsoft Internet Explorer browser window displaying a MySpace blog post. The browser's address bar shows the URL: <http://blog.myspace.com/index.cfm?fuseaction=blog.view&friendID=180654067&blogID=257176657&MyToken=ef82e07d-a7fd-43bf-80e8-d57a07849272>. The page header features the Virginia Tech Memorial logo and the text "Virginia Tech 4.16.07". The blog post is dated "April 24, 2007 - Tuesday" and is titled "Coping With Grief ~ Video & Links" with a category of "Life". The main content of the post discusses the CDC's resources for coping with grief and provides links to CDC podcasts and information on school violence prevention. The post includes a "Last Updated" section for April 24, 2007, and a "Who Gives Kudos" section showing two kudos from "OPALESCENCE". The footer of the page contains various navigation links such as "About", "FAQ", "Terms", "Privacy", "Safety Tips", "Contact Myspace", "Posted by", "Promote", "Advertise", and "MySpaceShop".

It is estimated this profile has more than 850 friends, the actual list is kept private at the request of the profile owner,

Seasonal Flu - 2007



ecards



Virtual Worlds



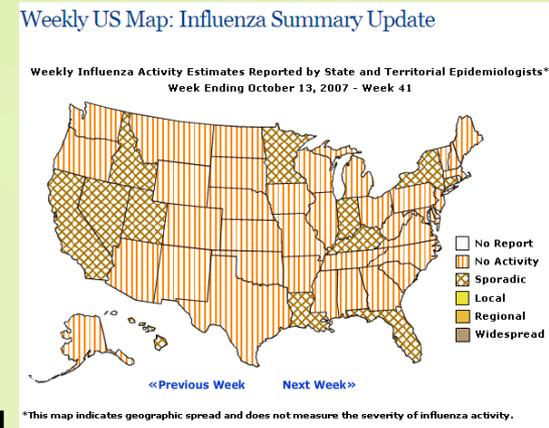
Bloginar



Graphical Buttons



Graphical Badge for Social Networks





Southwest Utah Public Health Department



Home



Contact



English



Español



- HOT TOPICS
- ADMINISTRATION
- COMMUNICABLE DISEASE
- EMERGENCY PREPAREDNESS
- ENVIRONMENTAL HEALTH
- HEALTH PROMOTION
- NURSING
- VITAL RECORDS

Welcome to the SouthWest Utah Public Health Department!

- Online Food Handlers Class
- Spanish Food Handlers Class
- Employment Opportunities
- Small Steps to Better Health
 - Brochure
 - Activity Log
 - Activity Converter
- Worksite Wellness
 - Resource Guide
 - Stairwell Messages
- Walking Trail Maps
 - Cedar City

Flu Shots Still Available



[Click here for immunization clinic hours](#)

Improve your health one step at a time.



Latest News

Health & Wellness in So. Utah

Does fasting reduce heart disease?
Wednesday, 07 November 2007

Does fasting reduce heart disease?

Deseret Morning News

By Lois M. Collins

Published:...

[More about Does fasting reduce heart disease?](#)

National Diabetes Awareness Month
Wednesday, 07 November 2007



Flu (Influenza)

Seasonal Flu, Avian (Bird) Flu, and Pandemic Flu

Understanding Flu

- ▶ What are Seasonal Flu, Avian (Bird) Flu and Pandemic Flu?
- ▶ Cause
- ▶ Transmission
- ▶ Symptoms
- ▶ Complications
- ▶ Diagnosis
- ▶ Treatment
- ▶ Prevention
- ▶ General Publications

Influenza Research Update

Report of the Blue Ribbon Panel on Influenza Research (PDF)

NIAID has awarded \$23 million per year for seven years to establish six **Centers of Excellence for Influenza Research and Surveillance**.

[Read the press release.](#)

Influenza Research at NIAID

- ▶ How the Flu Virus Changes
- ▶ Diagnostic Progress
- ▶ Advances in Treatment
- ▶ Prevention: Vaccines and Healthy Habits
- ▶ Pandemic Flu Research
- ▶ NIAID Media Interviews
- ▶ Congressional Testimony
- ▶ Resources for Researchers
- ▶ Funding
- ▶ Meetings
- ▶ Scientific Publications
- ▶ Clinical Studies
- ▶ Influenza Research at NIAID Labs

- [E-mail this page](#)
- [Print this page](#)

Plug-ins and Viewers

To open PDFs on this page, download and install the [Adobe Acrobat Reader](#).

Research Feature



Blood from survivors of the deadly 1918 flu is helping a modern researcher understand why that flu was so



Get Vaccinated! Don't Get Flu. Don't Spread Flu. Visit the Centers for Disease Control and

News and Events

NIAID Media Availability: NIH Scientists Describe Ways to Accurately Assess Mortality Benefits of Influenza Vaccine in the Elderly

Webinar for Blog Writers

CDC's Wants Bloggers to Encourage Getting Flu Shots

Enoch Choi

Monday, December 18, 2006



Today, the CDC, America's

Over the course of 40 min



rs to ask us to get the word

how it helps, and how it

Archive for the 'Seasonal Flu' Category

« Previous Entries

Seven clues to a cold, flu or sinusitis

Saturday, December 30th, 2006

Knowing if you have the colds, flu or sinusitis is important to right treatment. How do you know what you have? Here are via Caroline's Health Edge -

1. What your symptoms do include. Classic complaints of a cold include a runny nose, difficulty breathing through your nose [...]

Posted in Seasonal Flu, The Common Cold, Surveillance and Comment »

The CDC does work with bloggers in communicating key flu facts

Monday, December 18th, 2006

Beth's Blog

A place to capture and share ideas, experiment with design, visual thinking, creativity, ICT in the development



* About Beth Kanter

» Beth Kanter: About

» Beth Kanter: Hire Me

» Beth Kanter: Recent Work

View my profile on LinkedIn



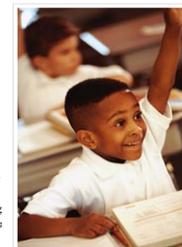
FRIDAY, JANUARY 05, 2007

School closures during a pandemic: Distancing makes a difference

Schools out for...three months? Unlike Alice Cooper's 1970s rock anthem, summer may not be the only time schools close. To prevent the spread of infections during a flu pandemic, they may very well have to shut down in the middle of the school year.

Scientists believe that one of the main ways to minimize the number of people getting sick and dying during a flu pandemic is by limiting our interactions. Because classrooms are prime environments in which kids can catch the flu and other illnesses, it's important to focus on schools. A key reason is shared physical space: In elementary school, the average distance between children is just under 4 feet. They're sitting at desks or playing in gym class and touching the same supplies, doorknobs and faucets. After catching the flu from each other, they then bring it home to their families.

That's why the federal government recommends that schools close and that kids and teens stay home during the early stages of a flu pandemic. Will that really make a difference? Well, the average distance between people in a typical U.S. home is roughly 16 feet, making the distance between people in schools. Closing schools would



Get Ready Poll

Have you gotten your seasonal flu shot yet?

Yes
 No

Vote Now!

View Stats

Bravonet

ABOUT ME

APHA FLU TEAM

This blog is published by the American Public Health Association as a resource for the public on pandemic influenza. APHA is dedicated to protecting individuals, families and communities from preventable, serious health threats and ensuring community-based health promotion and disease prevention activities and preventive health services are universally accessible. For more information: www.apha.org

VIEW MY COMPLETE PROFILE

LIKES

APHA

A DISEASE PREVENTION AND CONTROL

* This is a "Best of" for finding CC "BY" photos in Flickr | Main | I got tagged with that meme by three people ... *

How the CDC is Cultivating Bloggers for its Public Awareness Campaign About Flu



My inbox has been stuff flooded with lots of email. For some reason, I'm receiving many more more (unsolicited) holiday fundraising and campaign requests than usual. This one was pretty interesting because it gave me some insights into the fact that organizations

Seasonal Flu New Media

Virtual Worlds eGames – Whyville 2006



Engaged in learning

20k Whyvillians Vaccinated in 6 wks;
135k visited the CDC Flu Clinic



Empowered as public health advocates



CDC 2.0

- **eCards**
<http://www2a.cdc.gov/eCards/index.asp>
- **Podcasts/RSS**
<http://www.cdc.gov/podcasts>
- **Tagclouds**
<http://www.cdc.gov/ToolsResources/index.html#tagcloud>
- **Blogs**
<http://www.cdc.gov/healthmarketing/blog.htm>
- **Email Updates**
<http://www.cdc.gov/emailupdates/>
- **Social Networks** (My Space
http://myspace.com/cdc_ehealth)
- **Virtual Worlds** (Second Life <http://secondlife.com>
Whyville <http://www.whyville.net/smmk/nice>)

CDC 2.0

- **Use of graphical images - Link to CDC.gov**
<http://www.cdc.gov/Other/link.html>
- **User-generated content sites**
You Tube <http://youtube.com>
Flickr <http://flickr.com>
- **About CDC.gov**
http://www.cdc.gov/Other/about_cdcgov.html
- **CDC.gov Widgets**
<http://www.cdc.gov/widgets>
- **Virtual tour of CDC.gov –**
<http://www.cdc.gov/vrtour.html>
- **New Media Campaigns –**
 - Seasonal Flu 2007 –
http://www.cdc.gov/healthmarketing/ehealth_fluseason.htm
 - World AIDS Day & HIV Testing –
http://www.cdc.gov/healthmarketing/ehealth_wad2007.htm

Contact Information

Janice R. Nall – jnall@cdc.gov

Division of eHealth Marketing
National Center for Health Marketing
Centers for Disease Control and Prevention

www.cdc.gov

www.cdc.gov/healthmarketing