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
“If MySpace were a country, it would be 10th biggest in the world, just behind Mexico”

- The Guardian, November 4 2006
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
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
1. Click on **Get email updates** link on Avian Flu Page

2. Enter e-mail address (password optional)

3. Signed up to info. of interest

4. Shown other options
• 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

<table>
<thead>
<tr>
<th>Demographic groups</th>
<th>February-April 2006</th>
<th>August 2006</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total internet users</td>
<td>7%</td>
<td>12%</td>
</tr>
<tr>
<td>Men</td>
<td>9%</td>
<td>15%</td>
</tr>
<tr>
<td>Women</td>
<td>5%</td>
<td>8%</td>
</tr>
<tr>
<td>Age 18-29</td>
<td>10%</td>
<td>14%</td>
</tr>
<tr>
<td>Age 30-49</td>
<td>8%</td>
<td>12%</td>
</tr>
<tr>
<td>Age 50-64</td>
<td>5%</td>
<td>12%</td>
</tr>
<tr>
<td>Age 65+</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>High school graduate</td>
<td>6%</td>
<td>9%</td>
</tr>
<tr>
<td>Some college</td>
<td>6%</td>
<td>13%</td>
</tr>
<tr>
<td>College graduate or more</td>
<td>9%</td>
<td>13%</td>
</tr>
<tr>
<td>Live in households earning less than $30,000</td>
<td>8%</td>
<td>12%</td>
</tr>
<tr>
<td>$30,000-$40,000</td>
<td>8%</td>
<td>14%</td>
</tr>
<tr>
<td>$50,000-$74,999</td>
<td>7%</td>
<td>12%</td>
</tr>
<tr>
<td>$75,000 or more</td>
<td>7%</td>
<td>13%</td>
</tr>
<tr>
<td>3 years or less of online experience</td>
<td>5%</td>
<td>6%</td>
</tr>
<tr>
<td>4-5 years of online experience</td>
<td>7%</td>
<td>7%</td>
</tr>
<tr>
<td>6+ years of online experience</td>
<td>8%</td>
<td>13%</td>
</tr>
<tr>
<td>Dial-up connection at home</td>
<td>6%</td>
<td>10%</td>
</tr>
<tr>
<td>Broadband connection at home</td>
<td>9%</td>
<td>14%</td>
</tr>
</tbody>
</table>

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 (1,390 were internet users and 972 were asked the podcast downloading question). Margin of error is ±2% for the total sample and ±2% for internet users in the Feb.-Apr. 2006 survey. Margin of error is ±2% for the total sample and ±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
A friend has sent you a Health-e-Card greeting:

Valentine Hands

Roses are red
Violets are blue
Be healthy and safe
In all that you do!

Prepare.
Plan.
Stay Informed.

Send a CDC Health e-Card

This Health-e-Card was brought to you by the Centers for Disease Control and Prevention (CDC)
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
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%202019%202006.pdf

From: The State of the Live Web, April 2007
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: SecondLife.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.

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

Catching The Whyville Flu

UPDATE: 200 Whyvillians already have the flu.

I came across this Whyville flu press release earlier today and I can't help but be impressed. I am with this campaign. I've been doing a video game job (top secret) over the past few months so I am new intimately involved with the MMO/PO advertising industry, and I can really appreciate the thought and work that went into this collaborative effort.

While I hope I can share a bit about what I'm doing at a later date, I can dissect this Whyville thing at present and show you from a gamer's perspective and from the viewpoint of a marketer, why I like this Whyville thing:

1. User Value
   That's easy: what trumps everything, isn't it? Anything to shake up your game, make it more exciting for your players, is a great idea.

2. Public Service Value
   While I am not particularly an advocate of flu shots, I am so very impressed at the integration here. I mean, if your sister doesn't get a shot, then you can go into copy with an...
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.
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

Northern Illinois University students learn principles of mechanical engineering by playing video games
http://www.youtube.com/watch?v=LYGwal-haOM

Dance Dance Revolution as “exer-gaming” in high schools
http://www.youtube.com/watch?v=x5YROvohvV
CDC 2.0 in action: eGames

Using Interactive Games to Improve Health: CDC’s Strategic Look at eGames

We are pleased to invite you to participate in an upcoming meeting: CDC’s Strategic Look at eGames. CDC has been examining game trends, games for health, and the research behind interactive games. We need your input into ways that we can incorporate games 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 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 games for public health. Soon after the meeting, a summary report detailing all attendees and detailing the presentations and discussion themes will be made widely available to the general public via the CDC.gov Website (http://www.cdc.gov).

Meeting Information

Date/Time: 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)
Rosalie 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.

*All meeting attendees will receive brownies from Brownies.

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
Debra Lieberman

Erin Edgerton, Co-chair
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Emory Marketing/Division
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Coordinating Center for Health Communication and Information Services
Centers for Disease Control and Prevention
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EEdgerton@cdc.gov
http://www.cdc.gov/healthmarketing/

Debra Lieberman, Co-chair
Department of Communication
University of California, Santa Barbara
(805) 560-4435 (home office)

https://www.comms.ucsb.edu/DebraLieberman.html

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

- Hosted eGames event in June to determine CDC’s optimal role in eGames
- Leading CDC’s Health-Interactive Community of Practice to encourage cross-CDC collaborations in games
- Developing mini-game for upcoming Seasonal Flu season
55% of 12 - 17 year old Internet users in the US are a member of an online social network

- Pew Internet Research, January 7 2007
Facebook
- 52,167,000 unique visitors in June 2007
- 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](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
CDC 2.0 in action: Social Networks

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

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

Social networks for physicians  http://sermo.com
CDC 2.0 in action: MySpace

www.myspace.com/cdc_ehealth

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
• Mini-applications—also called “gadgets”—easily used on a desktop or personal page...they are constantly updated with whatever information you want.

• “The Google personal homepage (which uses widgets) is the fastest-growing Google product,” says Marissa Mayer, the company’s vice president of “search products and user experience.” “This market is going to be very large.”

Source: Newsweek, The Year of the Widget?, December 30, 2006
CDC 2.0 in action: Widgets
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

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

<table>
<thead>
<tr>
<th>Web Metric</th>
<th>Jan-06</th>
<th>Jun-06</th>
<th>Percent Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unique Audience (000)</td>
<td>4,942</td>
<td>19,518</td>
<td>297</td>
</tr>
<tr>
<td>Web Pages Viewed (000)</td>
<td>117,641</td>
<td>724,024</td>
<td>515</td>
</tr>
<tr>
<td>Time spent per person (hh:mm:ss)</td>
<td>0:17:22</td>
<td>0:27:58</td>
<td>64</td>
</tr>
</tbody>
</table>

Source: Nielsen//NetRatings, July 2006

Table: Demographics

<table>
<thead>
<tr>
<th>Demographics</th>
<th>Users (M)</th>
<th>% Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>All</td>
<td>55.1</td>
<td>—</td>
</tr>
<tr>
<td>Under 18</td>
<td>10.1</td>
<td>18%</td>
</tr>
<tr>
<td>18-34</td>
<td>10.4</td>
<td>19%</td>
</tr>
<tr>
<td>35-44</td>
<td>11.8</td>
<td>21%</td>
</tr>
<tr>
<td>45-54</td>
<td>11.2</td>
<td>20%</td>
</tr>
<tr>
<td>55 and over</td>
<td>11.6</td>
<td>21%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Gender</th>
<th>Users (M)</th>
<th>% Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>29.6</td>
<td>54%</td>
</tr>
<tr>
<td>Female</td>
<td>25.6</td>
<td>46%</td>
</tr>
</tbody>
</table>

CDC 2.0 in action: User-generated Tags
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.

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

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

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

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

The Chronicle of Higher Education

News Blog

Highered news stories from around the Web.

April 18, 2007

Threat Prompt Police Search at Virginia Tech

Blacksburg, Va. — Virginia Tech police officers moved to a multi-administrative building with their guns drawn after receiving a report of a threat against the university’s president, Charles W. Steger, but the determination that the threat was not credible.

The building, Burruss Hall, is located near the Drillfield in the center of the campus. A naming ceremony conference was delayed while the police searched the building. —By Dan Hurley

Published on Wednesday, April 18, 2007 | 8:53am

Comments

1. While many people struggle to cope with this tragedy, we have many soft options available to share our sorrowful knowledge with the world.

   - CDC resources include:
     - Information on school violence and prevention strategies:
       - http://www.cdc.gov/health/features/100/2000/200000-0000/200000-0000
     - Short video podcasts: Coping with Stress after a Traumatic Event:
       - http://www.youtube.com/watch?v=y7q1MhG4tUY
   - Thank you for the opportunity to share this information.
   - Additional information can be found at the CDC.gov

   — CDC, Apr 18, 2007

   "Now is not the time to post the images of the tragedy online, as the students are still trying to come to terms with what they’ve seen. We are seeking to provide support to those who may be struggling to cope."

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

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

Graphical Buttons

Graphical Badge for Social Networks
National Influenza Vaccination Week

The week of November 20 to December 2, 2007 is National Influenza Vaccination Week. This campaign is an effort by the CDC to inform the public about the importance of getting a flu shot, even after Thanksgiving. Getting a flu shot at any time during flu season is important, especially if you are in a high risk category for the flu. It isn’t too late until the season is over, which is usually not until April or May.

Children’s Flu Vaccination Day

Today, November 27, 2007 is also Children’s Flu Vaccination Day, which is another effort by the CDC to focus on the importance of flu shots for children. Each year, over 20,000 children under the age of 5 are hospitalized with the flu or complications from the flu. Clearly, this is a very important vaccine for children.

There are many events going on around the country this week to help bring attention to this campaign.
Welcome to the SouthWest Utah Public Health Department!

Flu Shots Still Available

Click here for immunization clinic hours

Improve your health one step at a time.
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

News and Events
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

Today, the CDC, America's public health agency for the federal government, wants bloggers to do their part in spreading the word about flu prevention. CDC is asking bloggers to ask us to get the word out that people should get vaccinated.

Over the course of 48 minutes, six plagues devastated Beijing. They annihilated... (Click here to continue).

Archive for the 'Seasonal Flu' Category

Seven clues to a cold, flu or sinusitis

Saturday, December 19th, 2009

Knowing if you have the cold, flu or sinusitis is important for the right treatment. How do you know what you have? Here are seven clues that can help you decide.

1. What your symptoms do include. Cold complaints often include a runny nose, difficulty breathing through your nose, and a sore throat.

Posted in Seasonal Flu, The Common Cold, Sinusitis

The CDC does work with bloggers in communicating key flu facts

Monday, December 14th, 2009

Don't Let the Flu Ruin Your Holidays!

Get vaccinated!

Beth's Blog

A place to capture and share ideas, experience a design, visual thinking, creativity, ICT in the classroom...

About Beth Kanter

The CDC is cultivating bloggers for its Public Awareness Campaign About Flu

Get Ready For Flu Blog

Get Ready Poll

Have you gotten your seasonal flu shot yet?

Yes
No
View Stats

Get Ready for Flu Blog

This blog is published by the American Public Health Association, 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 programs and services are universally accessible. For more information: www.apha.org

Webinar for Blog Writers

Don't Let the Flu Ruin Your Holidays!

Get vaccinated!
Seasonal Flu New Media

Virtual Worlds

eGames – Whyville 2006

Empowered as public health advocates

Engaged in learning

20k Whyvillians Vaccinated in 6 wks;
135k visited the CDC Flu Clinic
CDC 2.0: Whyville 2007
CDC 2.0

- eCards
  [http://www2a.cdc.gov/eCards/index.asp](http://www2a.cdc.gov/eCards/index.asp)
- Podcasts/RSS
  [http://www.cdc.gov/podcasts](http://www.cdc.gov/podcasts)
- Tagclouds
  [http://www.cdc.gov/ToolsResources/index.html#tagcloud](http://www.cdc.gov/ToolsResources/index.html#tagcloud)
- Blogs
  [http://www.cdc.gov/healthmarketing/blog.htm](http://www.cdc.gov/healthmarketing/blog.htm)
- Email Updates
- Social Networks (My Space
  [http://myspace.com/cdc_ehealth](http://myspace.com/cdc_ehealth))
- Virtual Worlds (Second Life
  [http://secondlife.com](http://secondlife.com)
  Whyville
  [http://www.whyville.net/smmk/nice](http://www.whyville.net/smmk/nice))
• **Use of graphical images - Link to CDC.gov**
  [http://www.cdc.gov/Other/link.html](http://www.cdc.gov/Other/link.html)

• **User-generated content sites**
  You Tube [http://youtube.com](http://youtube.com)
  Flickr [http://flickr.com](http://flickr.com)

• **About CDC.gov**
  [http://www.cdc.gov/Other/about_cdcgov.html](http://www.cdc.gov/Other/about_cdcgov.html)

• **CDC.gov Widgets**
  [http://www.cdc.gov/widgets](http://www.cdc.gov/widgets)

• **Virtual tour of CDC.gov** –
  [http://www.cdc.gov/vrtour.html](http://www.cdc.gov/vrtour.html)

• **New Media Campaigns** –
  • Seasonal Flu 2007 –
    [http://www.cdc.gov/healthmarketing/ehealth_fluseason.htm](http://www.cdc.gov/healthmarketing/ehealth_fluseason.htm)
  • World AIDS Day & HIV Testing –
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