

Using Interactive Media in CDC's Health Marketing and Communication Activities



CDC.gov



Interactive Media



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Coordinating Center for Health Information and Service



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



CDC.gov & Interactive Media

1994



1997



2003



2005



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Centers for Disease Control and Prevention
Your Online Source for Credible Health Information

[CDC en Español](#) [Tagalog](#)

Text Size:

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 ...	 Healthy Living Exercise, Bone Health, Genetics, Immunizations, Nutrition, Sexual Health, Smoking Prevention ...
 Life Stages Pregnancy, Infant & Child, Women, Men, Seniors, Minorities ...	 Injury, Violence, and Safety Car Crashes, Falls, Fires, Food Safety, Poisoning, Suicide ...
 Environmental Health Air Pollution, Carbon Monoxide, Lead, Mold, Water Quality ...	 Travelers' Health Destinations, Travel Vaccinations, Outbreaks, Yellow Book ...
 Emergencies and Disasters Bioterrorism, Chemical & Radiation Emergencies, Mass Casualties, Severe Weather, Outbreaks ...	 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
- Podcasts/RSS Feeds
- Public Health Image Library (PHIL)
- BMI (Body Mass Index) Calculator

[More Tools and Resources](#)

Find It Fast

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

CDC HEALTH PROTECTION GOALS

- Contact Information
- Funding / Grants
- Employment
- More About CDC
- 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




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SAFER • HEALTHIER • PEOPLE™
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Tel: (404) 639-3311 / Public Inquiries: (404) 639-3534 / (800) 311-3435



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Target Audiences

LEADERSHIP RANK	#1	#2	#3
			
	PUBLIC HEALTH PROFESSIONALS	HEALTHCARE PROVIDERS	CONSUMERS
	Public Health Professionals	Healthcare Providers	Consumers
Percent of Current Users:	19% (N=215)	22% (N=246)	15% (N=170)
Primary Reason for Visiting the Site Today:	<ol style="list-style-type: none"> 1. Data & Statistics 2. Patient Education 3. Scientific Articles 	<ol style="list-style-type: none"> 1. Patient Education 2. Data & Statistics 3. Academia / Teaching 	<ol style="list-style-type: none"> 1. My Health Needs 2. Family / Friend Health Needs 3. Data & Statistics
Primarily Looking For:	<ol style="list-style-type: none"> 1. Diseases & Conditions 2. Disease Prevention 3. Health Promotion 	<ol style="list-style-type: none"> 1. Diseases & Conditions 2. Health Promotion 3. Vaccinations / Immunizations 	<ol style="list-style-type: none"> 1. Symptoms 2. Diseases & Conditions 3a. Healthy Living <i>(Tie for 3rd)</i> 3b. Disease Prevention <i>(Tie for 3rd)</i>
Current Satisfaction	73	82	69

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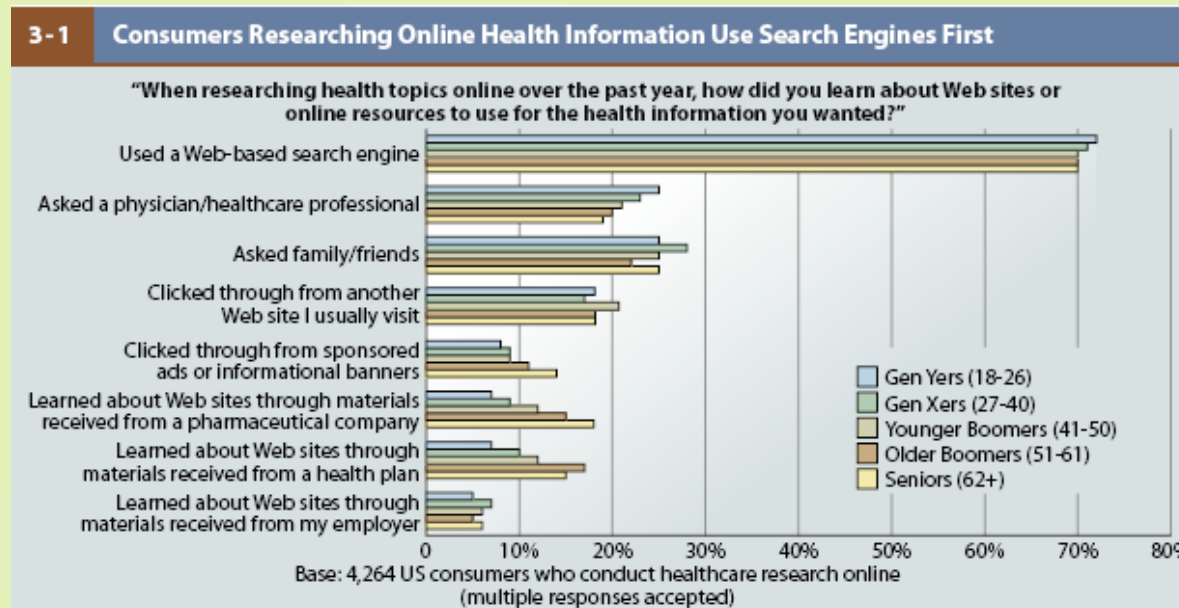
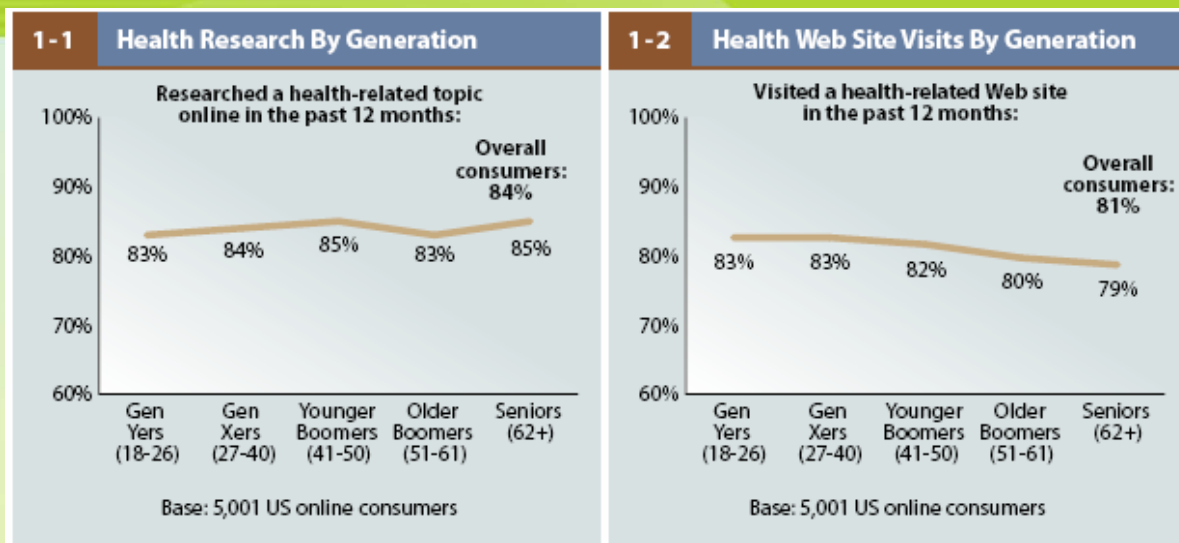
“If MySpace were a country, it would be 10th biggest in the world, just behind Mexico”

- The Guardian, November 4 2006



Flickr CC <http://www.flickr.com/photos/wili/284084730/>

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Source: Hanson, Julie. How Generations Use Online Health Research. Forrester Research. P.3. June 20, 2007.

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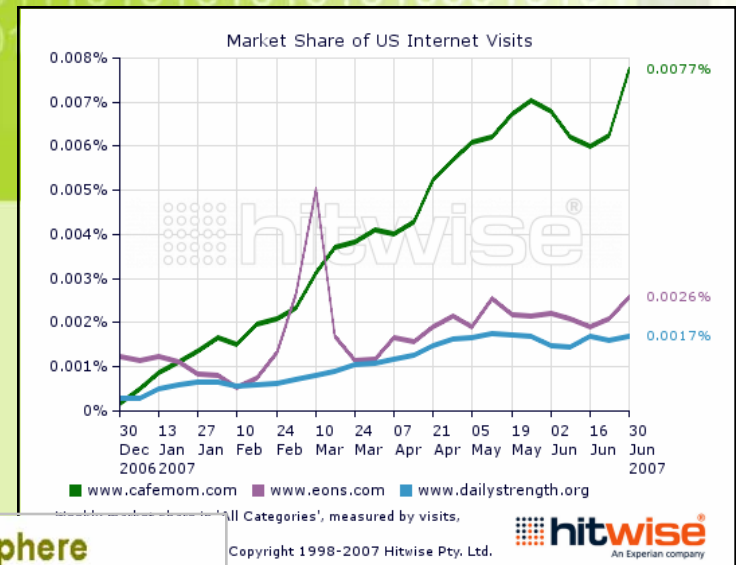
Hitwise US - Top 20 Websites - September, 2007

This list features the most popular websites based on US Internet usage for September, 2007, ranked by market share of visits across all Hitwise industries.

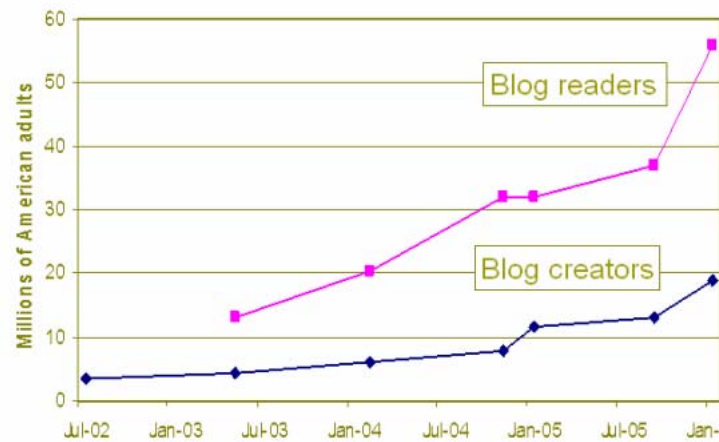
Sunday, October 07, 2007, 11:45:36 PM →

Rank	Website	Market Share
1.	www.myspace.com	5.17%
2.	www.google.com	5.03%
3.	mail.yahoo.com	4.91%
4.	www.yahoo.com	3.94%
5.	www.ebay.com	1.81%
6.	mail.live.com	1.75%
7.	search.yahoo.com	1.68%
8.	www.msn.com	1.55%
9.	www.hotmail.com	1%
10.	www.facebook.com	0.96%
11.	www.youtube.com	0.69%
12.	search.msn.com	0.56%
13.	images.google.com	0.49%
14.	www.gmail.com	0.46%
15.	www.wikipedia.org	0.45%
16.	my.yahoo.com	0.37%
17.	mail.aol.com	0.34%
18.	www.pogo.com	0.33%
19.	news.yahoo.com	0.33%
20.	address.yahoo.com	0.33%

<http://www.hitwise.com/datacenter/rankings.php>



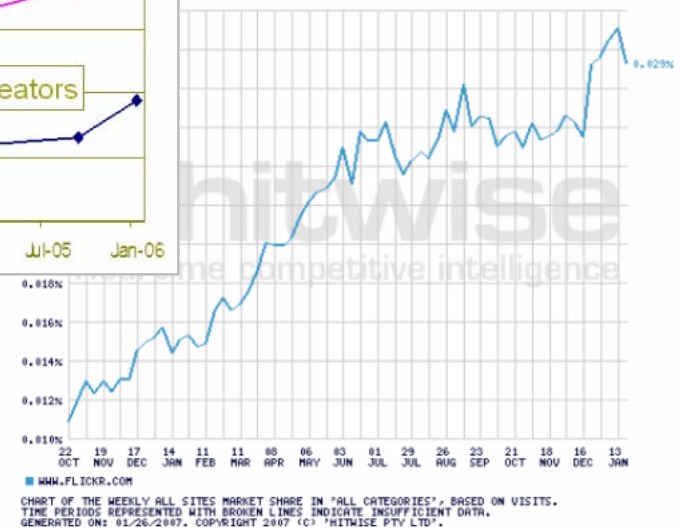
The state of the blogosphere



[http://www.pewinternet.org/ppt/2006%20-%20203.21.06%20Children's%20Hospitals%20\(final\).ppt](http://www.pewinternet.org/ppt/2006%20-%20203.21.06%20Children's%20Hospitals%20(final).ppt)

http://wblogs.hitwise.com/leann-prescott/2007/07/social_networking_for_moms_re.html

Flickr.com traffic



e-Health & CDC 2.0 Goal

...to make CDC content, tools, and services available when, where, and how users want them

Interactive media can make health information more powerful through:

- ▶ Personalization
- ▶ Presentation
- ▶ Participation

CDC 2.0 e-Health Efforts

- Email updates
- Podcasts/RSS
- e-Cards
- Mobile applications
- Social networks
- User-generated content
- Other open-sourced tools
- Blogs/webinars
- Wikis
- e-Games
- Viral videos
- Virtual worlds
- Tagging

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

CDC en Español

Search:

- Health & Safety Topics
 - [Birth Defects](#)
 - [Disabilities](#)
 - [Diseases & Conditions](#)
 - [Emergency Preparedness & Response](#)
 - [Environmental Health](#)
 - [Genetics and Genomics](#)
 - [Health Promotion](#)
 - [Injury and Violence](#)
 - [Travelers' Health](#)
 - [Vaccines & Immunizations](#)
 - [Workplace Safety & Health](#)
- Publications & Products
 - [Emerging Infectious Diseases Journal](#)
 - [MMWR](#)
 - [Podcasts/RSS](#)
 - [Preventing Chronic Disease Journal](#)
 - [Public Health Image Library](#)
 - [Public Health Law News](#)
 - [more](#)
- Data & Statistics
 - [Growth Charts](#)
 - [National Data](#)

Don't Let the Flu Ruin Your Holidays!

National Influenza Vaccination Week:
November 27 – December 3

[Learn more >](#)



 <h4>Get Vaccinated!</h4> <p>The best way to protect against the flu is to get vaccinated each year...</p> <p>more</p>	 <h4>Global HIV/AIDS</h4> <p>Working shoulder-to-shoulder with partners to fight HIV/AIDS worldwide...</p> <p>more</p>	 <h4>Pandemic Flu</h4> <p>Pandemic Flu resources...</p> <p>more</p>
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CDC E-mail Updates

Subscribe to receive free e-mail updates from CDC on important health information ...[more](#)

Healthy Holidays

Tips to help maintain a healthy lifestyle throughout the holidays ...[more](#)

Family History

Learn more about the importance of your family's health history ...[more](#)

Drunk and Drugged Driving Prevention

Learn more about impaired driving-related injuries and how they can be prevented ...[more](#)

CDC News



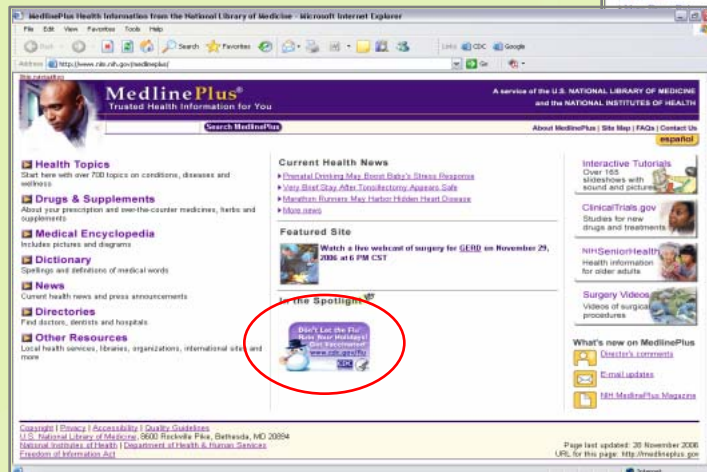
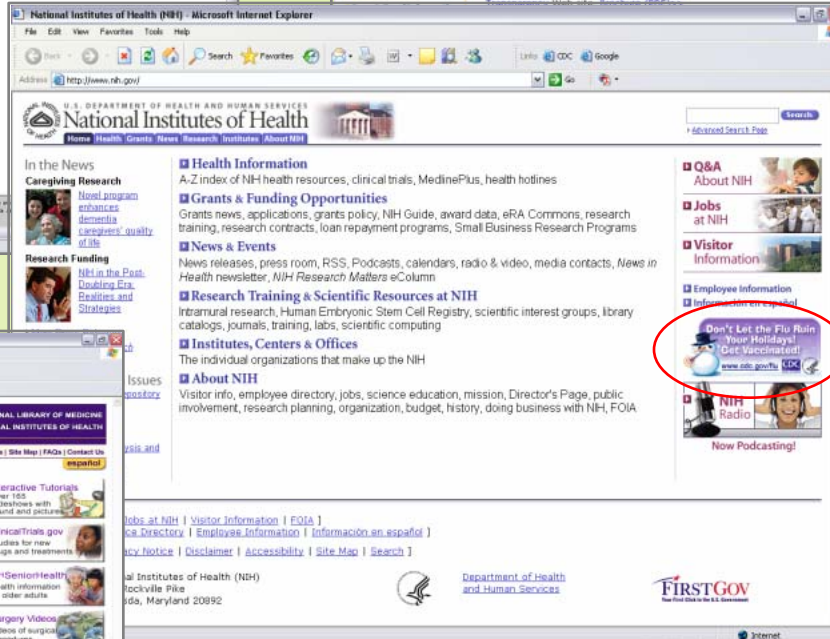
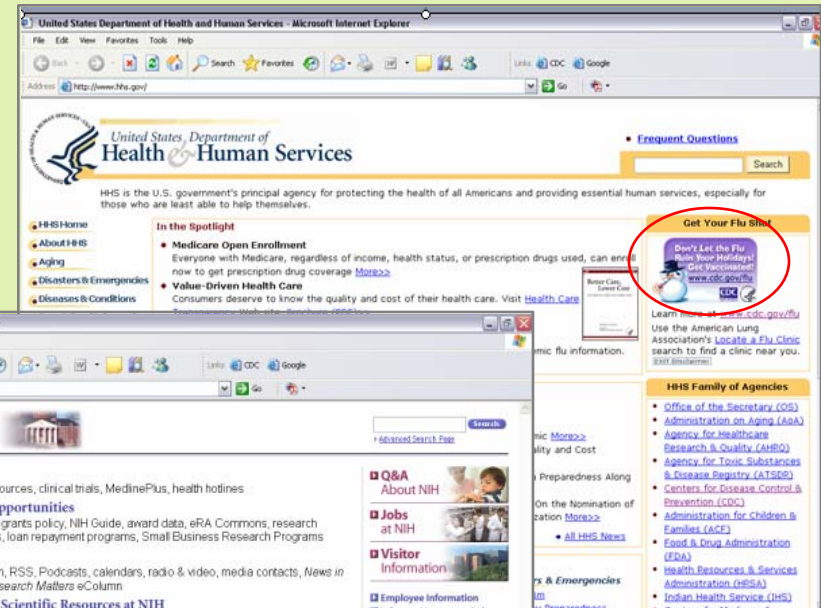
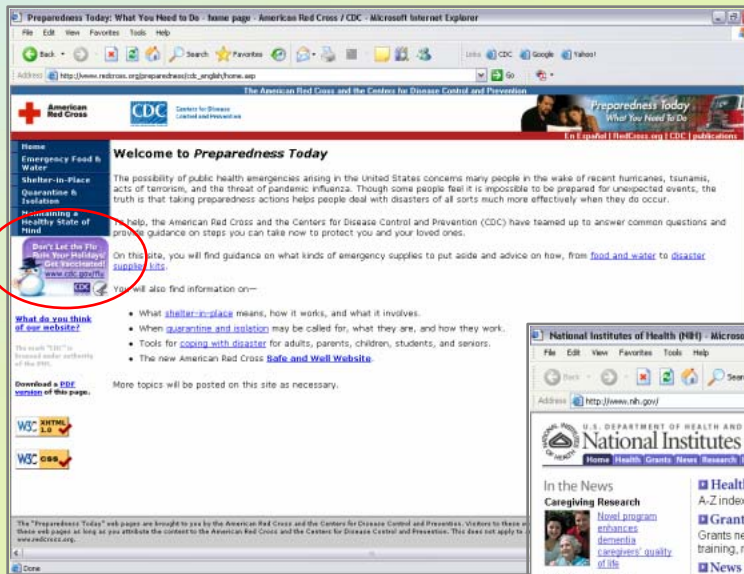
[CDC Learns from Katrina, Plans for Pandemic](#)

[Chronic Fatigue Syndrome Awareness - Learn More](#)

Check this new section for

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Graphical Button



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Top 15 Referrers to the Flu Homepage, Nov. 27 (Mon) – Dec. 3 (Sun)

Referrer	Instances	%
1. http://www.google.com/search?hl=en&q=flu	696	5.4%
2. http://www.findaflushot.com/	636	4.9%
3. http://google.com/search?hl=en&q=influenza	538	4.2%
4. http://www.cms.hhs.gov/	322	2.5%
5. http://medlinkspace.com/mymedlinkspace/log_p...	320	2.5%
6. http://nih.gov/	272	2.1%
7. http://www.google.com/search?hl=en&q=flu&..	267	2.1%
8. http://www.medlineplus.gov/	253	2.0%
9. http://www.google.com/search?hl=en&q=flu+shot	247	1.9%
10. http://www.google.com/search?hl=en&q=flu+vaccine	226	1.8%
11. http://www.hhs.gov/	222	1.7%

Graphic Button Total:

1069

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Website Traffic for National Influenza Vaccination Week Click-throughs from CDC.gov Homepage

Reporting Date: Wed. 22 Nov. 2006 - Sun. 31 Dec. 2006



Clicks on Banner Ad: 3,018+ (18th most popular out of 78) 11/22-12/1 midday

Clicks on Spotlight Photo: 4,643 (14th most popular out of 78)

Clicks on "More" link from Spotlight: 8,078 (9th most popular out of 78)

Total: 12,721

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Webinar for Blog Writers

CDC's Wants Bloggers to Encourage Getting Flu Shots

Enoch Choi

Monday, December 18, 2006



Today, the CDC, America's Centers for Disease Control and Prevention, hosted a webinar for bloggers to ask us to get the word out that people should get vaccinated.

Over the course of 40 minutes, we discussed why it doesn't. They strongly encourage



it helps, and how it since it only takes 2

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 receive the right treatment. How do you know what you have? Here are seven clues via Caroline's Health Edge -

1. What your symptoms do include. Classic complaints of some colds include a runny nose, difficulty breathing through your nose, sore throat [...]

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



FRIDAY, JANUARY 05, 2007

School closures during a pandemic: Distancing makes a difference

School's 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, much more than the distance between people in schools. (More schools would

Get Ready Poll

Have you gotten your seasonal flu shot yet?

Yes

No

Vote Now!

View Stats

Vote Now!

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

LINES

APHA

A 501(c)(3) Non-Profit Organization

- 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 stuffed 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

Evaluation:

Bloggers invited: 15

Blog posts created: 4

Trackbacks from other blogs: 3

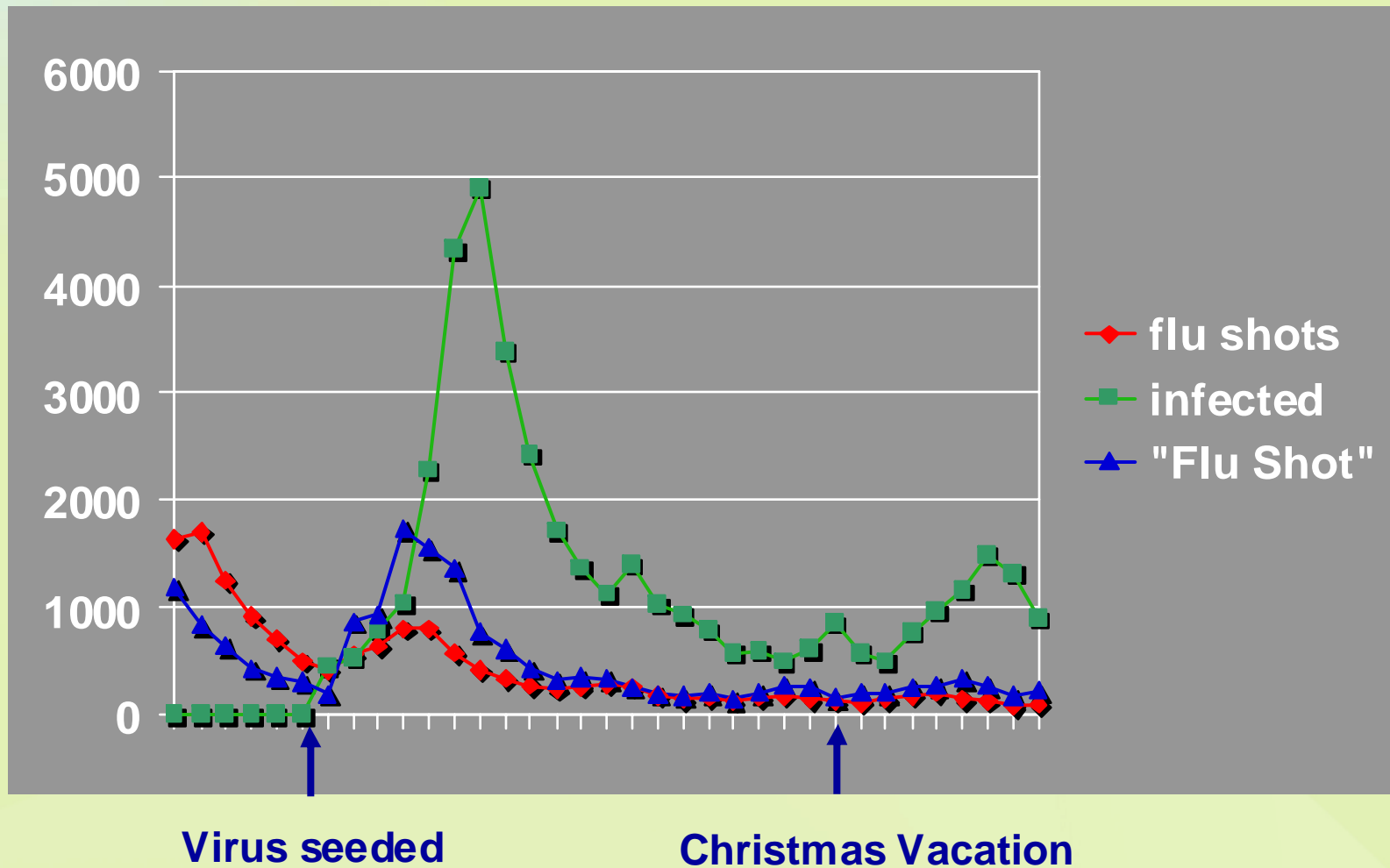
Blog readership: 500 – 10,000 hits/day

“The CDC promised more webinars and communications with bloggers, and I’m hoping for the same.” – Enoch Choi, blogger

“...the Centers for Disease Control and Prevention is doing something to work with bloggers in spreading information about the flu. I guess that’s one tiny step to collaboration.” Grace, blogger

“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 are treating bloggers as journalists.” – Beth Kanter, blogger

134,000 visits to CDC vaccination station
19,572 Whyvilians vaccinated



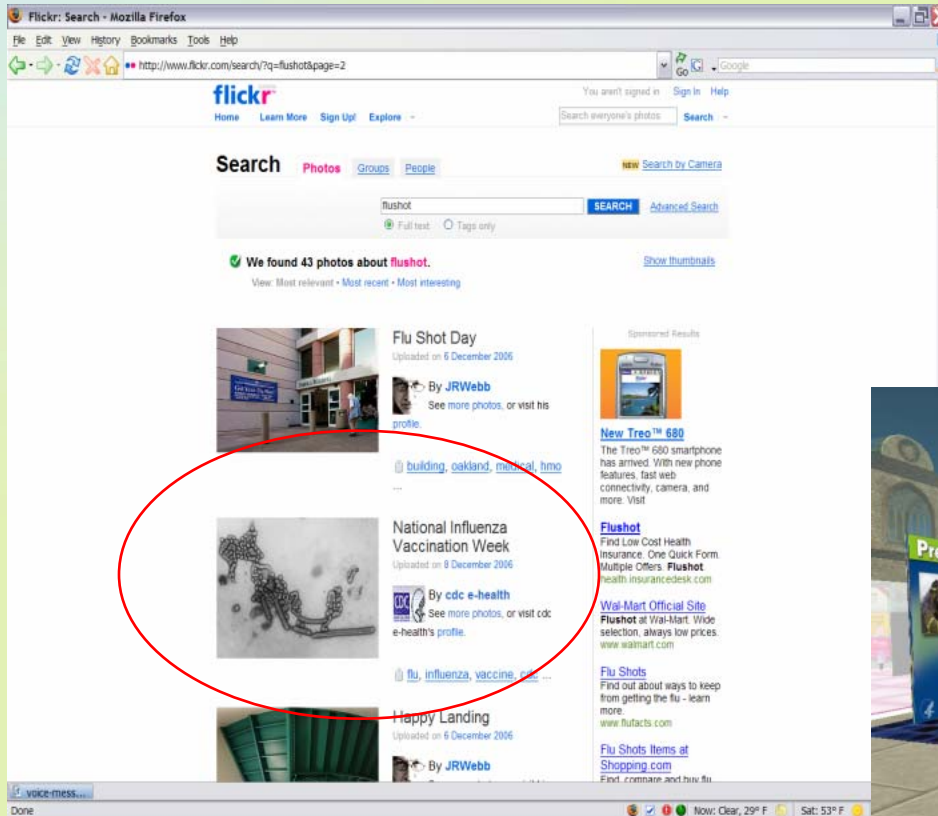
Podcasts and RSS

RSS and Podcasts Activity
Nov. 27 (Mon) – Dec. 3 (Sun)

- RSS Feed: 10,460
- RSS Click-Throughs: 845
- Podcast Download: 769

The screenshot shows the CDC Podcasts website. At the top, there is a green header with the word "Podcasts" in large green letters. To the right of the header is a small bar chart with five bars of increasing height. Below the header, there are navigation links: "PODCASTS", "PODCAST HELP", "RSS", and "RSS HELP". A dashed box in the top right corner contains links for "E-mail this page" and "Printer-friendly version". Below the navigation links, there is a paragraph of text: "Download CDC podcasts to your desktop and portable music/video player for health information at your convenience and on the go. New to podcasting? See [Podcast Help](#) and [RSS Help](#)." Below this text are four tabs: "Recent", "Browse", "Subscribe", and "Listen/Watch". The main content area features a section titled "National Influenza Vaccination Week" with a dashed underline. To the left of the text is a small image of a person's arm being vaccinated. To the right of the image is the text: "Celebrate National Influenza Vaccination Week November 27 - Dec. 3 by getting the flu vaccine." Below the image and text are the following details: "Date Released: 11/24/2006", "Running time: 1:21", "Author: [National Immunization Program](#)", and "Series Name: CDC Featured Podcasts". At the bottom of the screenshot is a yellow audio player interface with four buttons (back, play, stop, forward), a volume control slider labeled "VOLUME", and the text "Press Play To Listen To This CDC Podcast".

CDC.gov & Interactive Media



Flickr

- 12 photos posted
- 232 total views of individual posts
- 56 complete series views

Other New Media



Second Life

CDC.gov & Interactive Media

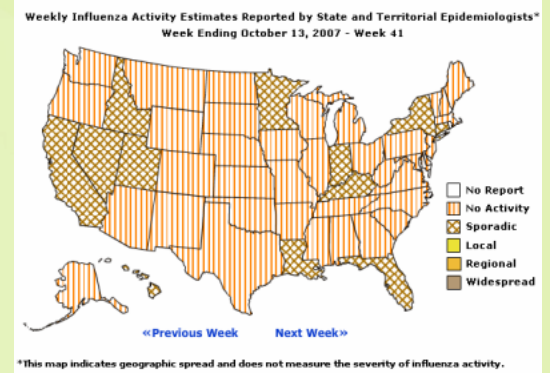
Seasonal Influenza 2007 - 2008



Graphical Buttons

Graphical Badge

Weekly US Map: Influenza Summary Update



Thank You

Erin Edgerton

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Coordinating Center for Health Information and Service

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www.cdc.gov

www.cdc.gov/healthmarketing

CDC.gov & Interactive Media

- E-Cards: www.cdc.gov/ecards
- Email Updates: www.cdc.gov/emailupdates
- Blog: www.cdc.gov/healthmarketing/blog.htm
- Podcasts & RSS: www.cdc.gov/podcasts
- Tagclouds: www.cdc.gov/ToolsResources/index.html#tagcloud
- Interactive Media
 - YouTube: www.youtube.com/cdcstreaminghealth
 - Flickr: www.flickr.com/photos/cdc_e-health
- Social Networks
 - MySpace: www.myspace.com/cdc_ehealth
- Virtual Worlds
 - Second Life: www.secondlife.com – CDC Island (128,128)
 - Whyville: www.whyville.net