



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

## e-Health @ CDC

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National Center for Health Marketing  
Coordinating Center for Health Information and Service

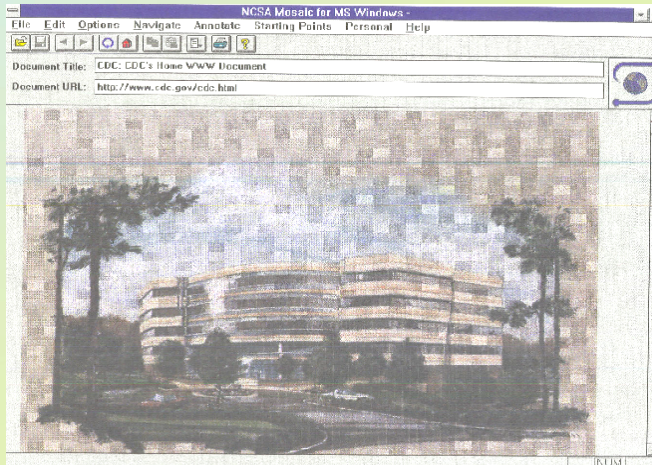


Centers for Disease Control and Prevention  
Coordinating Center for Health Information and Service  
National Center for Health Marketing

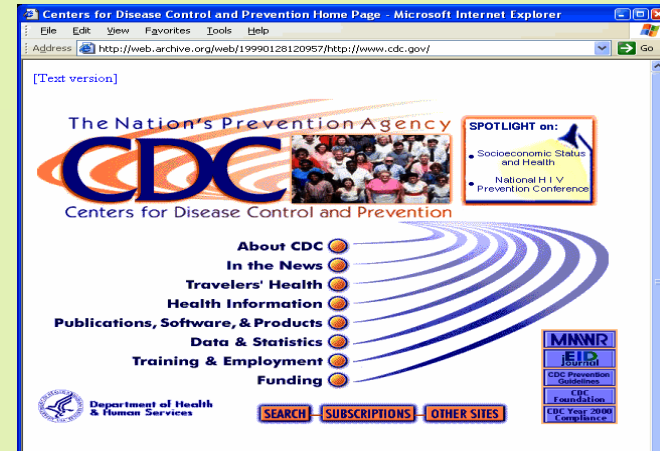


# e-Health @ CDC

1994



1997



2003



2005





# e-Health @ CDC



## 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**

Text Size:

### 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

### 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 >>



**>> - MMR: Podcast Epis <<**

Podcasts/RSS Feeds

Public Health Image Library (PHIL)

BMI (Body Mass Index) Calculator

**>> More Tools and Resources**

### 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
- Healthcare Providers
- Researchers
- Partners
- Media
- Policy Makers
- Students and Educators
- Businesses

## Target Audiences

LEADERSHIP RANK	#1	#2	#3
			
	<b>PUBLIC HEALTH PROFESSIONALS</b>	<b>HEALTHCARE PROVIDERS</b>	<b>CONSUMERS</b>
	<b>Public Health Professionals</b>	<b>Healthcare Providers</b>	<b>Consumers</b>
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"> <li>1. Data &amp; Statistics</li> <li>2. Patient Education</li> <li>3. Scientific Articles</li> </ol>	<ol style="list-style-type: none"> <li>1. Patient Education</li> <li>2. Data &amp; Statistics</li> <li>3. Academia / Teaching</li> </ol>	<ol style="list-style-type: none"> <li>1. My Health Needs</li> <li>2. Family / Friend Health Needs</li> <li>3. Data &amp; Statistics</li> </ol>
Primarily Looking For:	<ol style="list-style-type: none"> <li>1. Diseases &amp; Conditions</li> <li>2. Disease Prevention</li> <li>3. Health Promotion</li> </ol>	<ol style="list-style-type: none"> <li>1. Diseases &amp; Conditions</li> <li>2. Health Promotion</li> <li>3. Vaccinations / Immunizations</li> </ol>	<ol style="list-style-type: none"> <li>1. Symptoms</li> <li>2. Diseases &amp; Conditions</li> <li>3a. Healthy Living <i>(Tie for 3rd)</i></li> <li>3b. Disease Prevention <i>(Tie for 3rd)</i></li> </ol>
Current Satisfaction	73	82	69

## 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

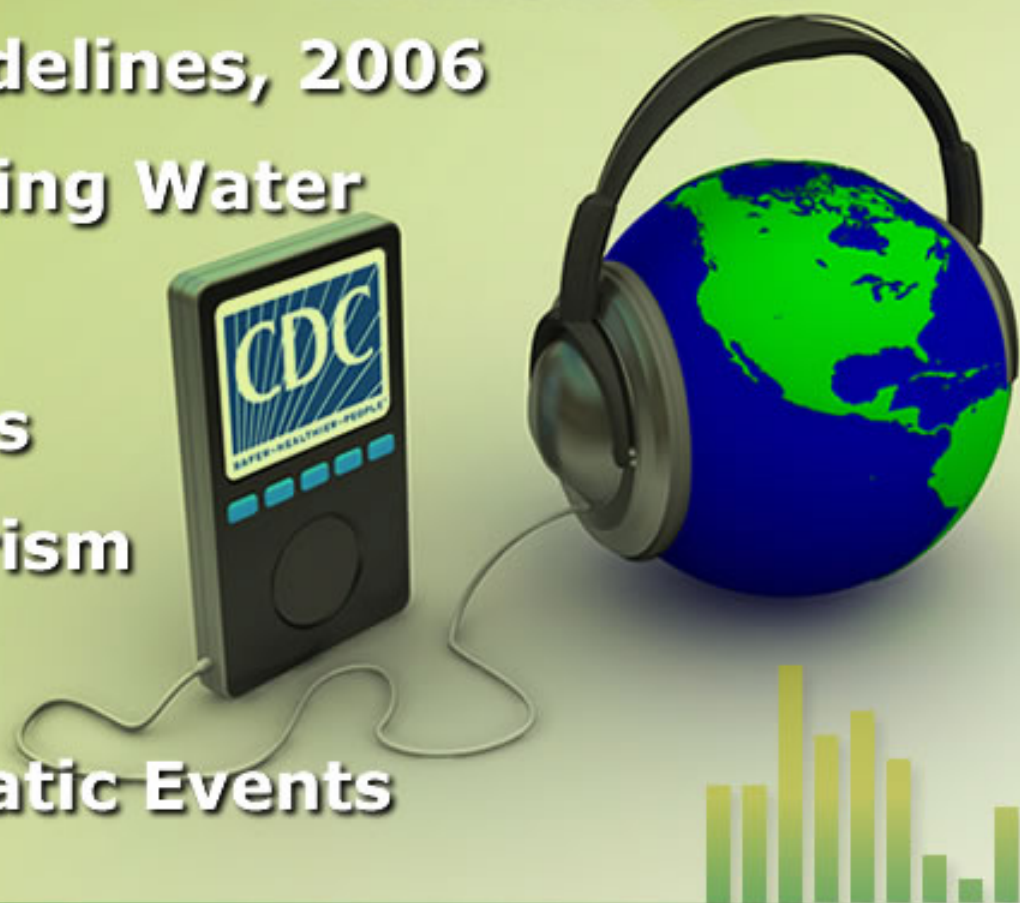
# CDC 2.0 e-Health Efforts

- 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



# 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

CDC en Español 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 eCard](#)

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



# 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 **sypphilis** toxoplasmosis **travelers' health** tuberculosis west nile  
viral workplace safety

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

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**SAFER-HEALTHIER-PEOPLE™**

CENTERS FOR DISEASE CONTROL AND PREVENTION

**CDC** **WWW.CDC.GOV**

# 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](mailto: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)