

Putting the “Public” in E-Health: *The Future of ePublicHealth and eCDC*

Jay M. Bernhardt, PhD, MPH

**Director, National Center for Health Marketing
US Centers for Disease Control and Prevention**



The findings and conclusions in this presentation are those of the author and do not necessarily represent the views of the US Centers for Disease Control and Prevention and the Agency for Toxic Substances of Disease Registry.

Help Us Widen the Web!

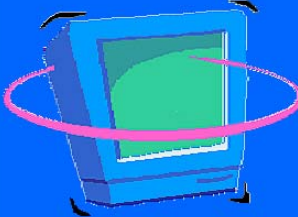
Take a look at all of the pages here....there are kids pages, parents pages, doctor pages, workshop pages, and links to other places on the WWW.

Who designed all of this?

Some families who have had kids with cancer spent a few weekends together building this site. We hope you learn from it and like it.

Please take some time to let us know what you think on the feedback pages.

Enjoy!



Kids Pages	Parents Pages	Good as Gold Advice
Snapshots pictures/info	Links	Evaluation Feedback

Kelly's Page - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites Refresh Print

Google

Kelly's page



Hi! My name is Kelly. When I was thirteen I had ovarian cancer. I have designed this web page with the hopes of helping others who are going through a similar experience as mine. Hopefully after reading my page, you will come away with a better sense of how such an experience can change your life.

I found out that I had cancer a couple weeks before I was to enter eighth grade when I was thirteen. That is a bad age for anything like that to happen, because a thirteen year old's main priority is to be exactly like everyone else their age. This experience changed my life drastically. The way I looked changed, first of all. I lost forty pounds from the chemotherapy and my hair fell out. I wore huge clothes all the time to cover up how thin I was. Before I had gotten sick, I was very active. I loved to dance and had been performing with a local ballet company. The effects of chemotherapy and losing so much weight made it impossible for me to continue to dance. I couldn't go to school because I was sick all the time. I never had any energy and I felt so helpless because I barely had enough strength to take care of myself. Someone always had to do things for me. It seemed like my life just kind of stopped and until I got better it wouldn't start again. I had used to spend a lot of time with my friends before I got sick, but this experience distanced me from them because I was going through something they really couldn't understand. In eighth grade, appearance was very important to most people, and let's just say it wasn't my finest hour as far looks are concerned. (76 pounds, no hair, no eyelashes, ect.) I remember once, one of my best friends said something about the way I looked that really hurt my feelings. I've never really been quite able to forgive her for it because it made me realize how shallow and unaccepting some people really were.

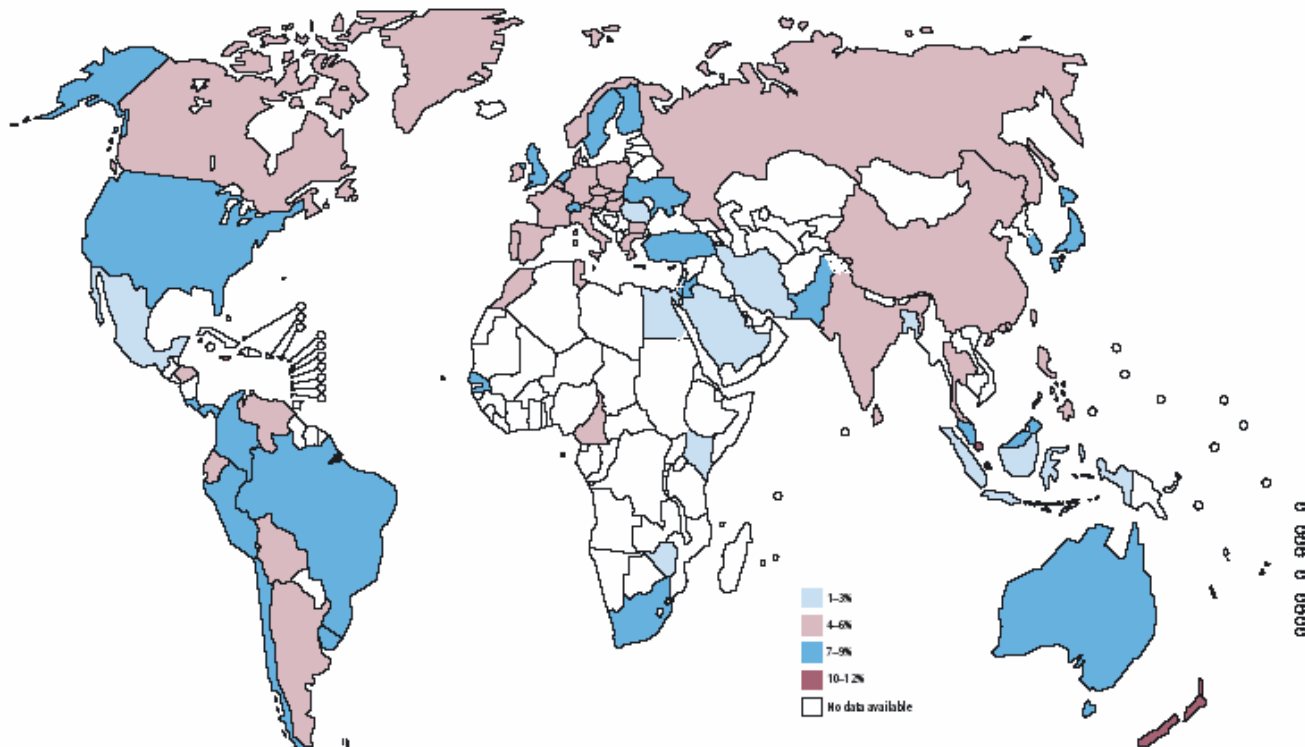
This was a horrible experience while I was going through it, but now, I value it for the way it

Connecting for Health

Global Vision, Local Insight

Report for the World Summit on the Information Society

ICT expenditure, % GDP



Source: World development indicators 2005. World Bank Group, 2005.

Microsoft Internet Explorer

Search Favorites

National Cancer Institute
U.S. National Institutes of Health | www.cancer.gov

Search GO

NCI Home | Cancer Topics | Clinical Trials | Cancer Statistics | Research & Funding | News | About NCI

Quick Links

- [Director's Corner](#)
Updates from the Director
- [Dictionary of Cancer Terms](#)
Cancer-related terms
- [NCI Drug Dictionary](#)
Definitions, names, and links
- [Funding Opportunities](#)
Research and training
- [NCI Publications](#)
Order/download free booklets
- [Advisory Boards and Groups](#)
Information, meetings, reports
- [NIH Calendar of Events](#)
Scientific meetings
- [Español](#)
Información en español

Questions about cancer?

- 1-800-4-CANCER
- LiveHelp@online chat
- E-mail

NCI Highlights

- New Campaign, Featuring Smokers' Personal Stories
- NCI Creates Clinical Proteomic Technology Centers

Types of Cancer

Common Cancer Types

- [Bladder Cancer](#)
- [Breast Cancer](#)
- [Colon and Rectal Cancer](#)
- [Endometrial Cancer](#)
- [Kidney \(Renal Cell\) Cancer](#)
- [Leukemia](#)
- [Lung Cancer](#)
- [Melanoma](#)
- [Non-Hodakin's Lymphoma](#)

All Cancer Types

- [A to Z List of Cancers](#)
- [Cancers by Body Location/System](#)
- [Childhood Cancers](#)
- [Women's Cancers](#)

Feature

NCI Cancer Bulletin
Get the latest news from NCI
[View Bulletin](#) | [Subscribe](#)

OCTOBER IS BREAST CANCER AWARENESS MONTH

Internet Explorer

Search Favorites

HARVARD CENTER FOR CANCER PREVENTION
HARVARD SCHOOL OF PUBLIC HEALTH

Home | About HCCP | Contact Us | Search

THE HCCP CHANNEL

- [Listen> Podcasts](#)
- [Watch> Webcasts](#)
- [Read> The Latest](#)

Cancers | Risk Factors | Health Disparities | **Your Disease Risk** | Research & Education | Resources & Materials | Advocacy | Media Toolkits

Your Disease Risk
THE SOURCE ON PREVENTION

my results:

[Cancer](#) | [Diabetes](#) | [Heart disease](#) | [Osteoporosis](#) | [Stroke](#)

Welcome to *Your Disease Risk*, the source on prevention. Here, you can find out your risk of developing five of the most important diseases in the United States and get personalized tips for preventing them.

Developed over the past ten years by the Harvard Center for Cancer Prevention, *Your Disease Risk* collects the latest scientific evidence on disease risk factors into one easy-to-use tool.

To get started, choose one of the diseases below.

9 ways to prevent disease

What is...?

- Prevention
- Risk
- A Screening Test

How to...

What is your risk?

	Cancer: There's much more to it than just smoking and lung cancer.	What's your cancer risk?
	Diabetes: Over 18 million in the U.S. suffer from it. Take steps now to lower your risk.	What's your diabetes risk?
	Heart disease: The #1 killer in the U.S. is also one of the most preventable.	What's your heart disease risk?

E-Health Today

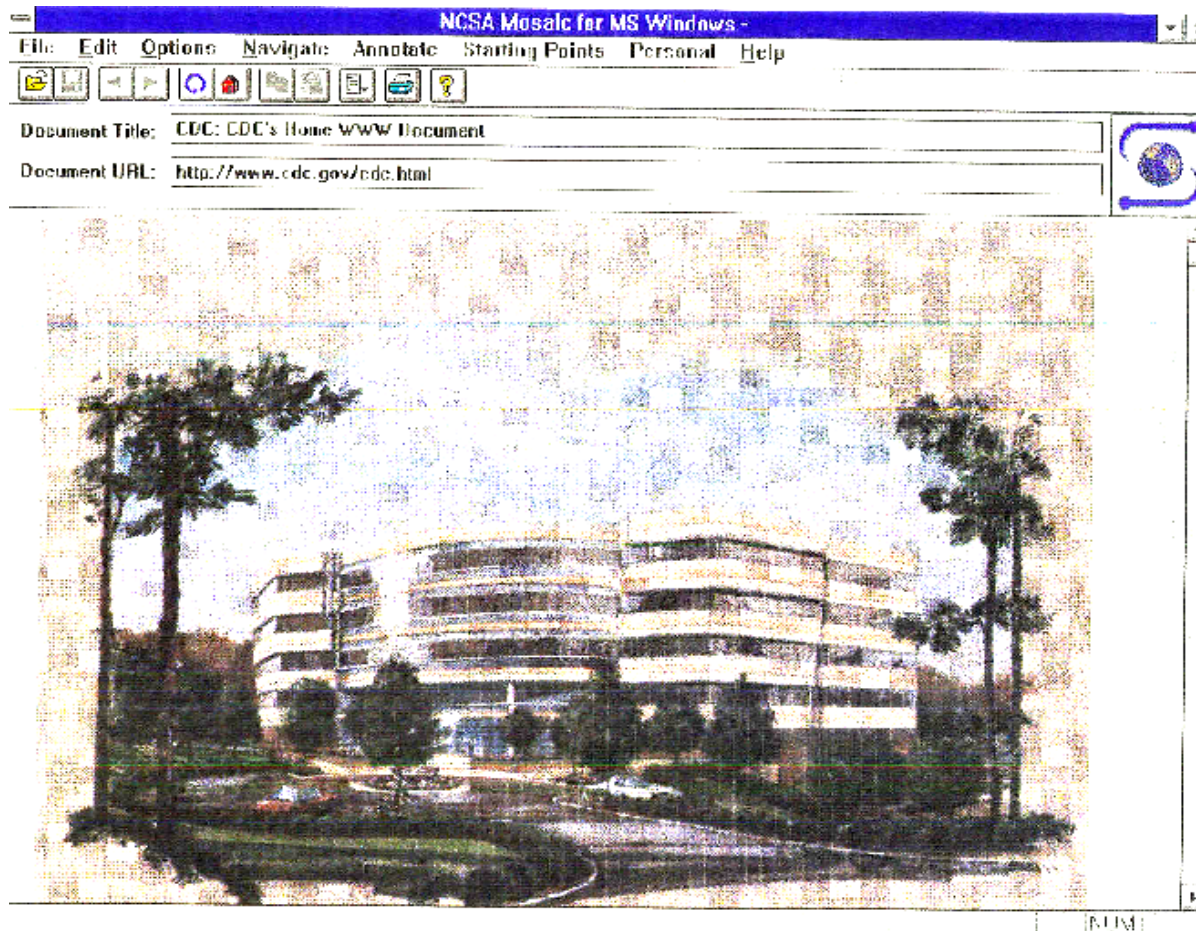
Microsoft Internet Explorer window showing the MySpace.com homepage. The browser title is "explorer". The address bar shows ".com/index". The MySpace logo is at the top left with the tagline "a place for friends". Navigation links include Home, Browse, Search, Invite, Film, Mail, Blog, Favorites, Forum, Groups, Events, Videos, Music, Comedy, and Classifieds. A search bar is present. Below the navigation is a "MySpace Jobs" banner with the text "love our search" and "myspace jobs". A "Member Login" section includes fields for E-Mail and Password, a "Remember Me" checkbox, and "LOGIN" and "SIGN UP!" buttons. A "Cool New People" section displays profile pictures for Heidi, an, and Michelle. A "MySpace Music" section features a Zxibit album cover with the text "EXCLUSIVE" and "New album from Zxibit feat. 'Concentrate,' 'Family Values' +".

Microsoft Internet Explorer window showing the YouTube homepage. The browser title is "urself. - Microsoft Internet Explorer". The address bar shows ".com/index". The YouTube logo is at the top left with the tagline "Broadcast Yourself". Navigation links include Home, Videos, Channels, Groups, Categories, and Upload. A search bar is present. Below the navigation is a "Featured Videos" section with three video thumbnails and their details:

- Good bye Martin** (02:47): Martin's wife, Teresa, explains Martin's death and thanks youtube. Tags: death, sadness, love, honor, great gift, Mharris. Added: 1 day ago. Category: People. Views: 534. 903 ratings.
- 1week of art works** (05:49): モーションペイント第二弾、壁バージョン. Tags: art, rinoa, paint. Added: 1 week ago. Category: Arts & Animation. Views: 167,076. 2312 ratings.
- Paxilback - Gray Kid parody of Justin Timberlake's Sexyback** (03:03): The Gray Kid and Daniel Stessen. Directed by People Food. www.myspace.com/thegraykid. www.myspace.com.

 A "Member Login" section is visible on the right side of the page.

E-Health Tomorrow?



CDC Homepage (www.cdc.gov) in 1994



CDC Homepage (www.cdc.gov) in 1997

Address http://www.cdc.gov/

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:

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

School Violence

CDC's work on school-associated violent deaths and preventive measures... [more](#)

Breast Cancer

What every woman should know about screening, reducing risks [more](#)

Pandemic Flu

Pandemic Flu resources... [more](#)

E. coli Outbreak

Update on infections and what you can do ...[more](#)

CDC's New Health Protection Goals

CDC focuses on a set of health protection goals to become a more performance-based agency ...[more](#)

HIV Testing

CDC issues groundbreaking new recommendations for healthcare settings ...[more](#)

Kids' Health

View tips and kids' activity sheets for a safe and healthy fall ...[more](#)

Fire Prevention

Learn about residential fires, and how to protect yourself and your

CDC News

Check this [new section](#) for important news about CDC.

[Financial Management Assessment Report](#)

[Dr. Nancy Cox selected as Federal Employee of the Year](#)

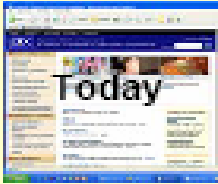
[CDC's Award and Recognition Program](#)

Questions and answers.

Done

CDC Homepage (www.cdc.gov) in 2006



"eCDC"	Personalization	Presentation	Participation
	<p>No personalization Expert content Hard to access</p>	<p>Static presentation Web-based only Primarily English</p>	<p>No participation No input or evaluation Unknown health impact</p>
<p>Tomorrow</p>	<p>User-based navigation tailored to user type, family history, location, dems., risk appraisals</p>	<p>Customer-centered messages tailored to language, reading level, audio, video, RSS push</p>	<p>Every page interactive and participatory Public and Partners contribute and evaluate</p>
<p>The Future</p>	<p>Full integration with EMR, PHR, real-time surveillance, e-vitals, individual genetics</p>	<p>Ubiquitous interactive health info on demand on any topics delivered through any channel</p>	<p>"MyCDCSpace" with clips, blogs, wiki content, communities, linked to personal data</p>

The Future of eCDC

The Future of E-Health

- Population level impact: ePublicHealth
- Health Marketing: Entertaining & Emotional
- Usability and Accessibility
- New Media applied in new ways
- Personalization, Presentation, Participation

Thank you from the CDC

<http://www.cdc.gov/healthmarketing>

jbernhardt@cdc.gov

Suggestions: cdcweb@cdc.gov