



Looking Forward: HINTS 2010

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Effective Health Communication

- Providing health information when, where, and how people want and need it to inform healthy and safe decisions
 - Use customer-centered strategies
 - Make information accessible and relevant
 - Mix high repetition with deep engagement
 - Combine high-tech with high-touch



Planning for HINTS 2010

How people communicate about health is changing rapidly

Health Information Sources

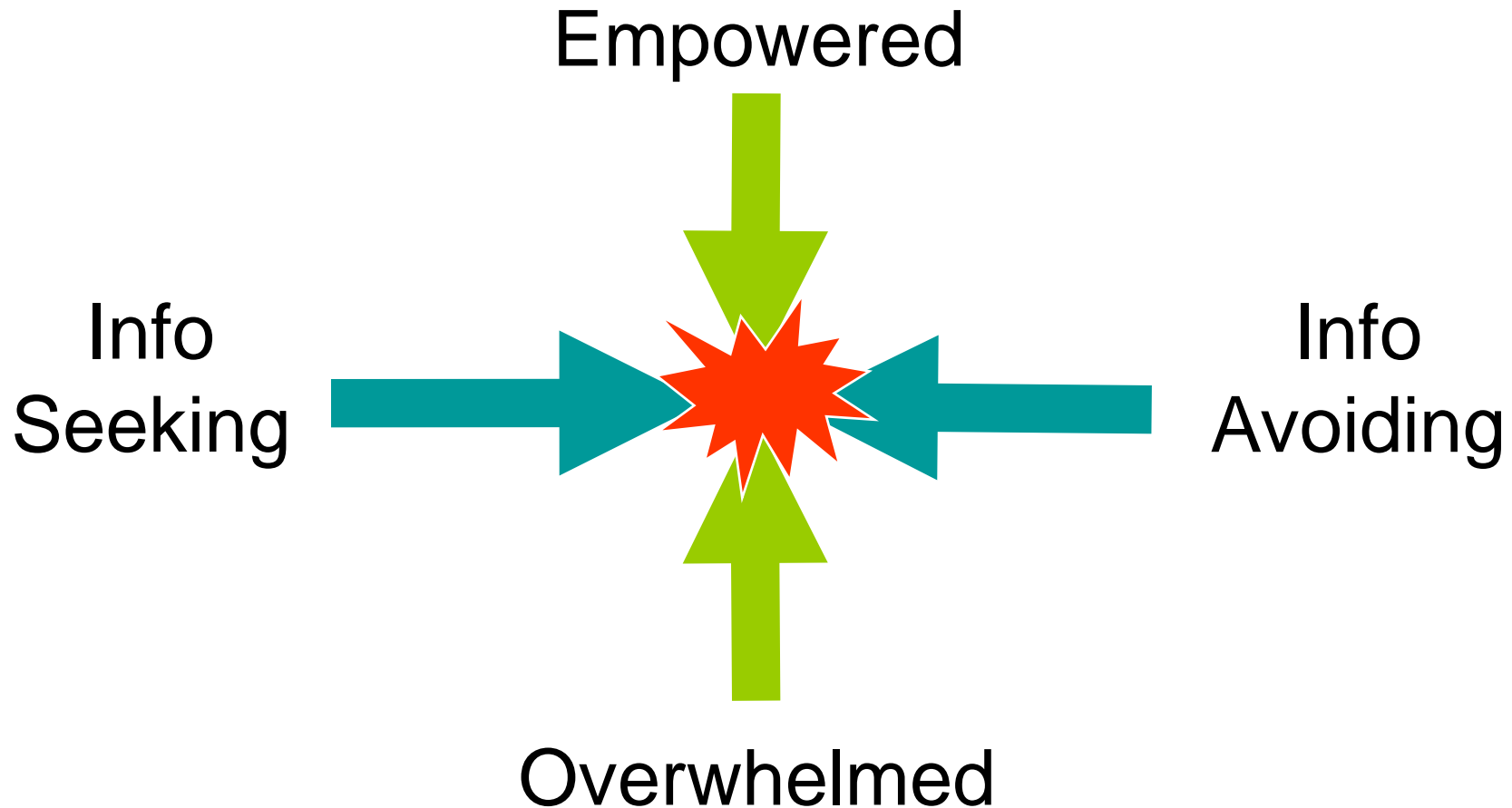






<http://www.paintmyweb.com/images/web-logos.jpg>

Health Consumers in 2009...



One way vs. Two way Communication

The New York Times



Traditional
Media (vertical)

Most trusted =
People Like Me
- Edelman trust barometer



WebMD
Better information. Better health.

“My Way”
Communication

Social Media
(horizontal)

facebook

flickr

You Tube

Blogger

twitter

Social Media and Consumers

Amazon.com: Samsung BD-P1500 1080p Blu-ray Player: Electronics - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://www.amazon.com/Samsung-BD-P1500-1080p-Blu-ray-Player/dp/B0014H16V0/ref=dp_ob_title_ce?ie=UTF-8

The New York Times - Breaking News, ... Free Personal Finance Software, Online... Amazon.com: Samsung BD-P1500...

Discs and blu-ray discs

15 GB). A dual-layer

Amazon.com: Samsung BD-P1500 1080p Blu-ray Player: Electronics

File Edit View History

Customer Review

33 Reviews

5 star: (1)

4 star: (1)

3 star: (0)

2 star: (0)

1 star: (0)

Most Helpful Customer Review

103 of 106 people found the following review helpful:

★★★★★ Fine, basic player, June 5, 2008

By [Kevin Moore "Kevin Moore"](#) (Natick, MA USA) - See all my reviews

I've been using this for 2 weeks now, and it's my first blu-ray player (no PS3). The good stuff: Excellent look, not too loud, amazing picture and sound. Working ethernet and USB port. (I haven't had to download any firmware or code updates, but I'm sure it'll work fine.)

★★★★★ Nice Product


easy to use and has great picture in 1080 if your tv supports 1080. love samsung products. this is a great blue ray for the money.

Published 1 day ago by Kevin M. Benoit

★★★★★ AMAZIN

the samsung blu ray is well worth getting

Social Media and Health



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Join Now! (It's free!)


CURRENT DISEASE COMMUNITIES

- Prevalent Diseases
- ALS/MND
- Epilepsy (Coming Soon)
- Fibromyalgia
- HIV/AIDS
- Mood Conditions

See how PatientsLikeMe can help you take control of your health:




Share your health profile »



Find patients like you »



Learn from others »



"I presented [my neurologist] with the PLM [Doctor Visit Sheet] printout so all my meds, symptoms & progression were there and she loved it. Communication was so much easier."

—Parkinson's Disease Community Member

Social Media at CDC

CDC Home

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

A-Z Index
A
B
C
D
E
F
G
H
I
J
K
L
M
N
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P
Q
R
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Z
#

Social Media at CDC

Current Social Media Campaigns

Novel H1N1 Flu (Swine Flu)
Help us spread the word and prevent novel H1N1 flu by sharing interactive tools with friends, co-workers and family members!

- Learn more about novel H1N1 Flu
- Use social media tools to share information about novel H1N1 Flu

Seasonal Flu 2008 - 2009
Learn how to prevent the spread of flu and protect yourself, friends, and family—visit CDC's social media tools page for free, easy-to-use tools that will

Peanut Product Recalls
Review the CDC and FDA social media tools used to inform the public and partner organizations about product recalls of peanut butter and peanut-containing

I checked my cupboards for recalled products!
www.fda.gov or 1-800-CDC-INFO

Connect with CDC

- Twitter
- Facebook
- MySpace
- DailyStrength
- CDC's YouTube Channel
- CDC's Flickr site
- CDC on iTunes
- CDC's Second Life Island

Text size: [S](#) [M](#) [L](#) [XL](#)

Email page

Print page

Bookmark and share

Get email updates

To receive email updates about this page, enter your email address:

[What's this?](#)

eHealth Marketing

- CDC.gov
- [Social Media](#)
- [CDC-INFO](#)

Contact Us:

Centers for Disease Control and Prevention

Data & Metrics

Discover CDC's **eHealth Data Briefs and Metrics Dashboard** and learn about CDC's users and how to be more effective when

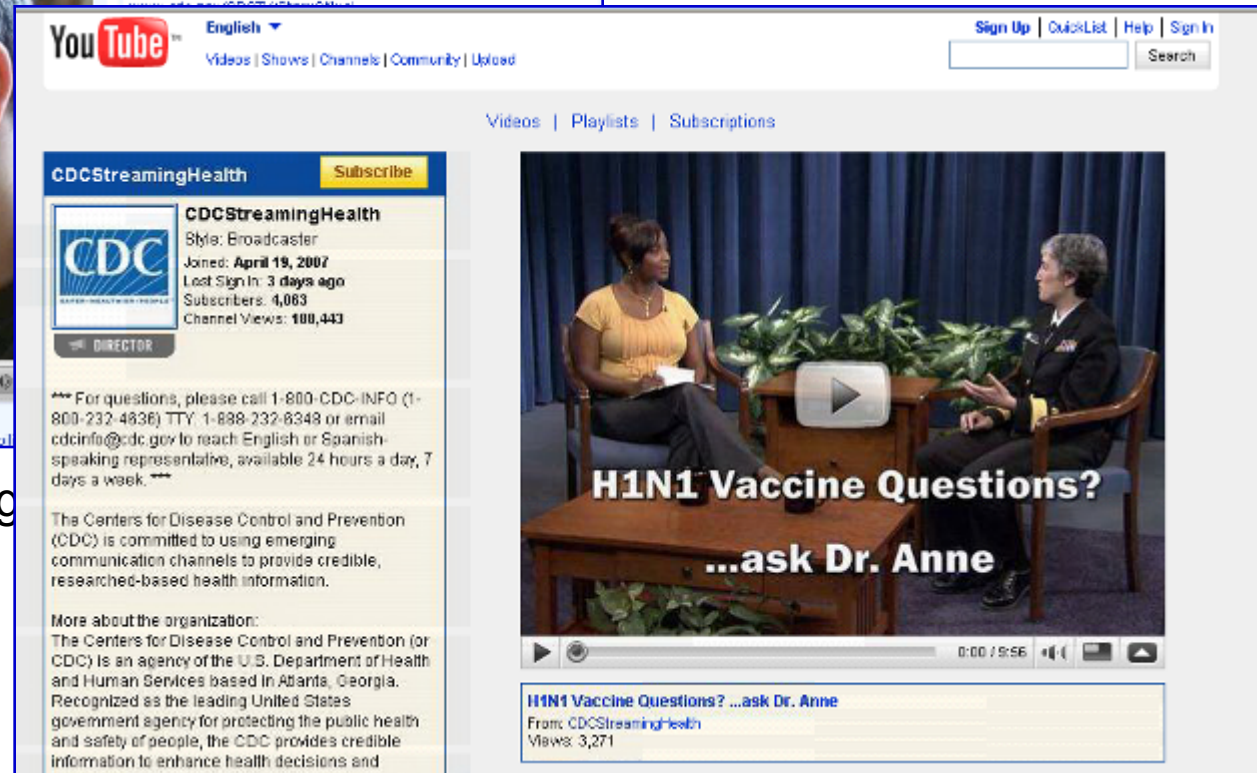
<http://www.cdc.gov/socialmedia>

Streaming Media at CDC

- > 2,000,000 YouTube views
- > 680,000 Podcast downloads
- > 106,000 CDC-TV views



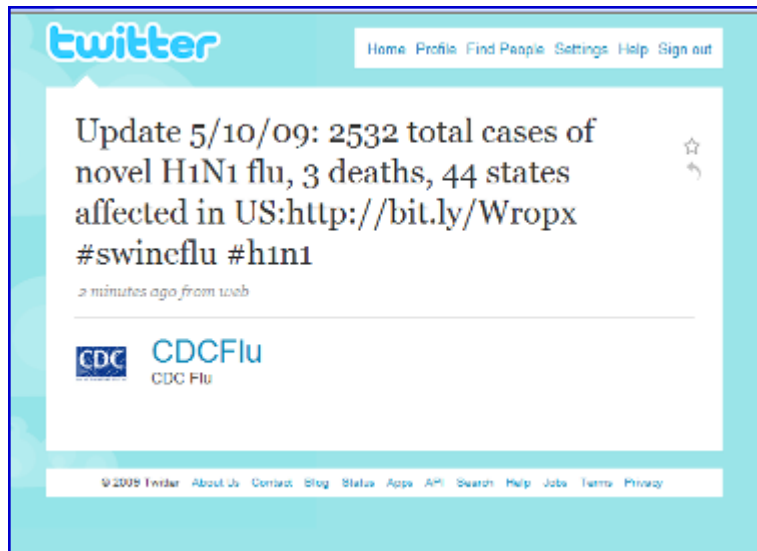
<http://www.cdc.gov>



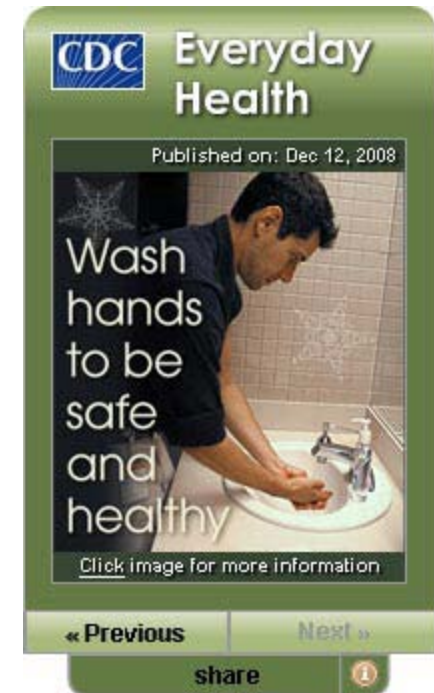
<http://www.youtube.com/user/CDCStreamingHealth>

Tweeting at CDC

- Fewer than 3,000 followers before H1N1
- Now more than 884,000 followers on 3 CDC Twitter profiles
- More than 429,000 click throughs to CDC.gov content from links posted on Twitter through September 10, 2009



CDC Widgets



www.cdc.gov/widgets

3.80 million views of H1N1-related widgets through 9/10/2009

CDC Island in Second Life



Mobile Health Communication (mHealth): m.cdc.gov

- Mobile emergency risk communication
- Mobile behavior change campaigns
- Mobile treatment compliance reminders
- Mobile social network messaging
- Mobile community empowerment







Implications for HINTS 2010

- “The Internet” is not a single channel
 - HINTS 2010 needs greater specificity on information sources, especially for digital health information
- Health information: complex concept that varies by experience & perception
 - HINTS 2010 needs greater specificity on health information seeking that captures information type, context, motivation



Planning for HINTS 2010

How people collect, analyze, and share data is changing rapidly

THURSDAY, SEPTEMBER 24, 2009

Text: A⁺ A⁻ A

DATA.GOV

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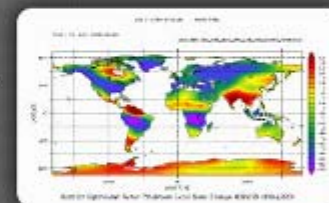


FEATURED TOOL:

NATIONAL AERONAUTICS AND SPACE ADMINISTRATION (NASA) MY NASA DATA

Mentoring and inquiry using NASA data on Atmospheric and Earth Science for teachers and amateurs. The MY NASA DATA Live Access Server (LAS) is now available to create your own microsets for your class or your interests. The LAS contains over 149 parameters in atmospheric and earth science from five NASA scientific projects.

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a [Project](#)

3. FILL 
a [need](#)

4. CONTRIBUTE 
your skills

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



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The Mashups 

The Data 

How it works

1. Pick a data set  Poverty Rate
 2. Choose an operator   choose: + - x ÷
 3. Pick another data set  Unemployment
- Your Mashup!   Poverty Rate + Unemployment

What you get

-  Map of state rankings
-  Table of state rankings
-  Discussion of mashup
-  Rating of mashup

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Diabetics vs Obesity Rate

% of Adults Who Were Told They Have Diabetes plus Adult overweight obesity rate

created by: drammstrong

2 hours 51 min ago

★★★★★

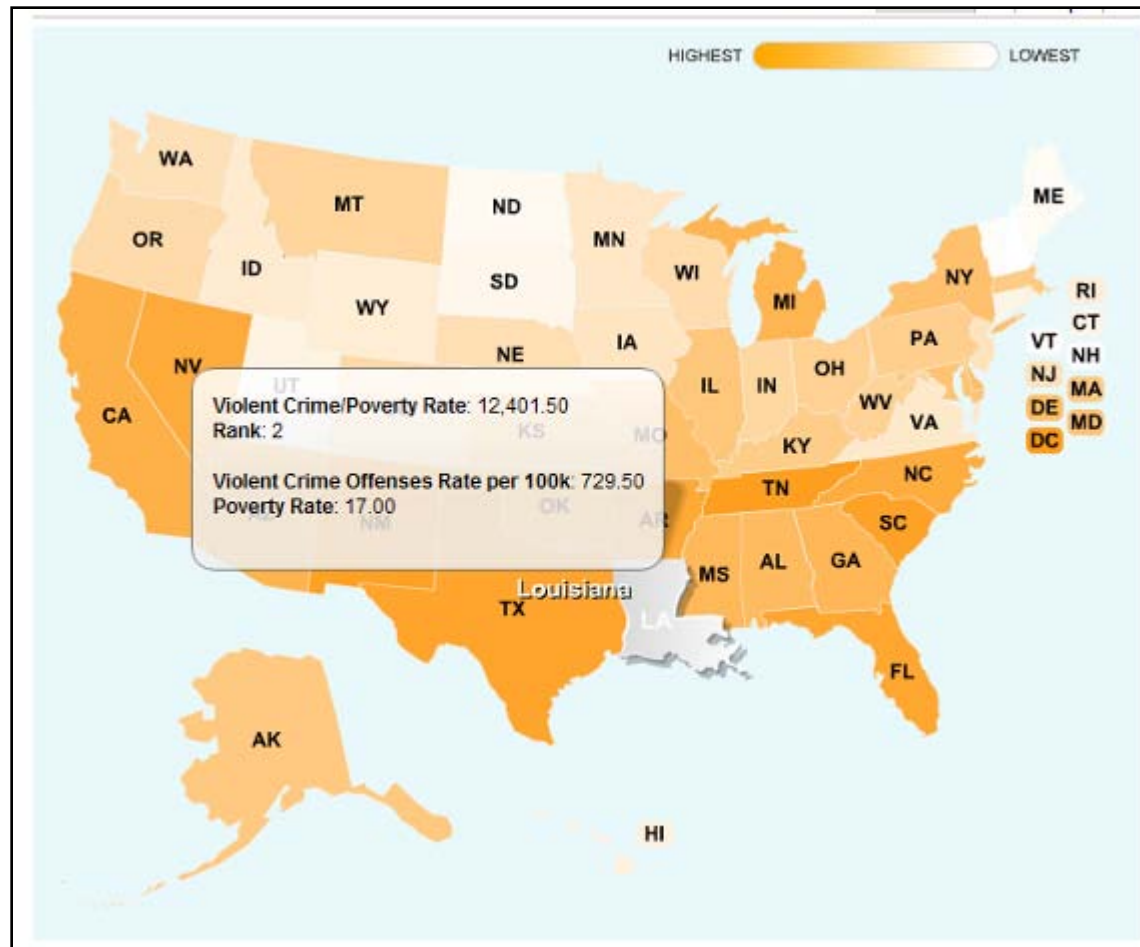
Ready? 559 Mashups and counting!

[Create a Mashup](#)

Not registered? It's cool.

[Register Here](#)

Datamasher.com: Violent crime/Poverty Rate





Implications for HINTS 2010

- Gov 2.0 = Government as platform
 - HINTS 2010 should maximize accessibility and transparency by sharing machine-readable online datasets
 - HINTS 2010 should improve consistency of measures with BRFSS, NHIS, General Social Survey, etc.
 - HINTS 2010 data should be geocoded
 - HINTS 2010 should include web-based and mobile-based data collection



Thank you to NCI and your partners for your leadership and collaboration on HINTS

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

Blog: <http://blogs.cdc.gov/healthmarketingmusings>

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