



Why CDC Cares about Mobile Health

Janice R. Nall

February 29, 2008

Texting4Health, Palo Alto, CA



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



Why does CDC care about Mobile Health?

- 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



[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 ...

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

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



[» MMWR: Podcast Epis](#)

Podcasts/RSS Feeds

Public Health Image Library (PHIL)

BMI (Body Mass Index) Calculator

[» More Tools and Resources](#)

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

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

Mobile Health Attributes

- Always on and with you
- Reaches across demographic lines - underserved populations
- Contextual
- Inexpensive to own
- 2-way communication – engagement opps
- Emergency alerting tool
- Surveillance tool – not just dissemination or engagement
- Immediacy of action/response
- Measurable results
- Portability
- Geographical positioning
- Text, audio, video

CDC 2.0

- **eCards**
<http://www2a.cdc.gov/eCards/index.asp>
- **Podcasts/RSS**
<http://www.cdc.gov/podcasts>
- **Tagclouds**
<http://www.cdc.gov/ToolsResources/index.html#tagcloud>
- **Blogs**
<http://www.cdc.gov/healthmarketing/blog.htm>
- **Email Updates**
<http://www.cdc.gov/emailupdates/>
- **Social Networks** (My Space
http://myspace.com/cdc_ehealth)
- **Virtual Worlds** (Second Life <http://secondlife.com>
Whyville <http://www.whyville.net/smmk/nice>)

CDC 2.0

- **Use of graphical images - Link to CDC.gov**
<http://www.cdc.gov/Other/link.html>
- **User-generated content sites**
You Tube <http://youtube.com>
Flickr <http://flickr.com>
- **About CDC.gov**
http://www.cdc.gov/Other/about_cdcgov.html
- **CDC.gov Widgets**
<http://www.cdc.gov/widgets>
- **Virtual tour of CDC.gov –**
<http://www.cdc.gov/vrtour.html>
- **New Media Campaigns –**
 - Seasonal Flu 2007 –
http://www.cdc.gov/healthmarketing/ehealth_fluseason.htm
 - World AIDS Day & HIV Testing –
http://www.cdc.gov/healthmarketing/ehealth_wad2007.htm

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