



# Why CDC Cares about Mobile Health

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Texting4Health, Palo Alto, CA



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



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# 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



Listen

[» » - MMWR: Podcast Epis](#)

Podcasts/RSS Feeds

Public Health Image Library (PHIL)

BMI (Body Mass Index) Calculator

[» More Tools and Resources](#)

### Find It Fast

Text Size: + -

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](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](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](http://www.cdc.gov/healthmarketing/ehealth_fluseason.htm)
  - World AIDS Day & HIV Testing –  
[http://www.cdc.gov/healthmarketing/ehealth\\_wad2007.htm](http://www.cdc.gov/healthmarketing/ehealth_wad2007.htm)

# Contact Information

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[www.cdc.gov](http://www.cdc.gov)

[www.cdc.gov/healthmarketing](http://www.cdc.gov/healthmarketing)