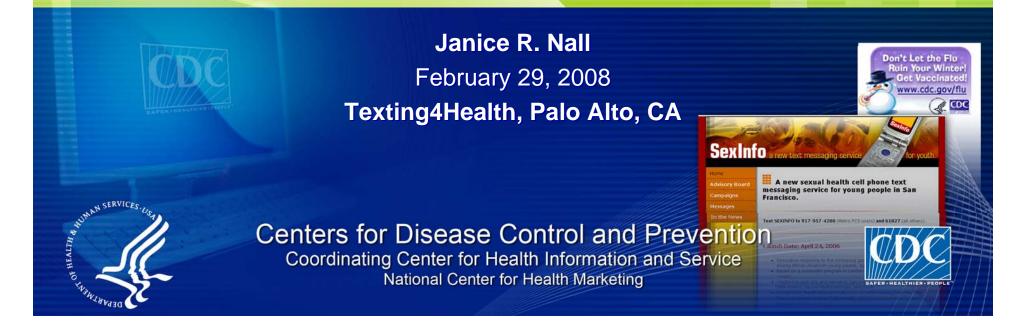


Why CDC Cares about Mobile Health



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

Illustrated calender and tips for a healthy 2007...

Your Online Source for Credible Health Information

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 ...



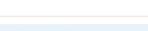
Workplace Safety and Health

Chemical Safety, Construction, Mining, Office Environments, Respirators ...

About CDC

- · Contact Information
- Funding / Grants
- Employment
- » More About CDC

- · 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
- Media
- Students and Educators
- Partners
- Policy Makers
- Businesses

DATA AND STATISTICS



Public Water Supply (PWS) populations receiving fluoridated

» 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

Text Size: + -

CDC en Español

Find It Fast

SEARCH

⊕ Tagalog

A-Z Index

Α	В	С	D	E	F	G	Н	I
J	K	L	М	N	0	Р	Q	R
S	Т	U	٧	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

N RSS

n Podcasts

CDC Tag Cloud

Get Email Undates

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SAFER · HEALTHIER · PEOPLE"

Centers for Disease Control and Prevention, 1600 Clifton Rd, Atlanta, GA 30333, U.S.A. Tel: (404) 639-3311 / Public Inquiries: (404) 639-3534 / (800) 311-3435





Department of Health and Human Services

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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

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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 <u>http://www.cdc.gov/Other/about_cdcgov.html</u>
- 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/healthmarketing