

# Marketing and Dissemination Activities

Linda Washington, M.S.

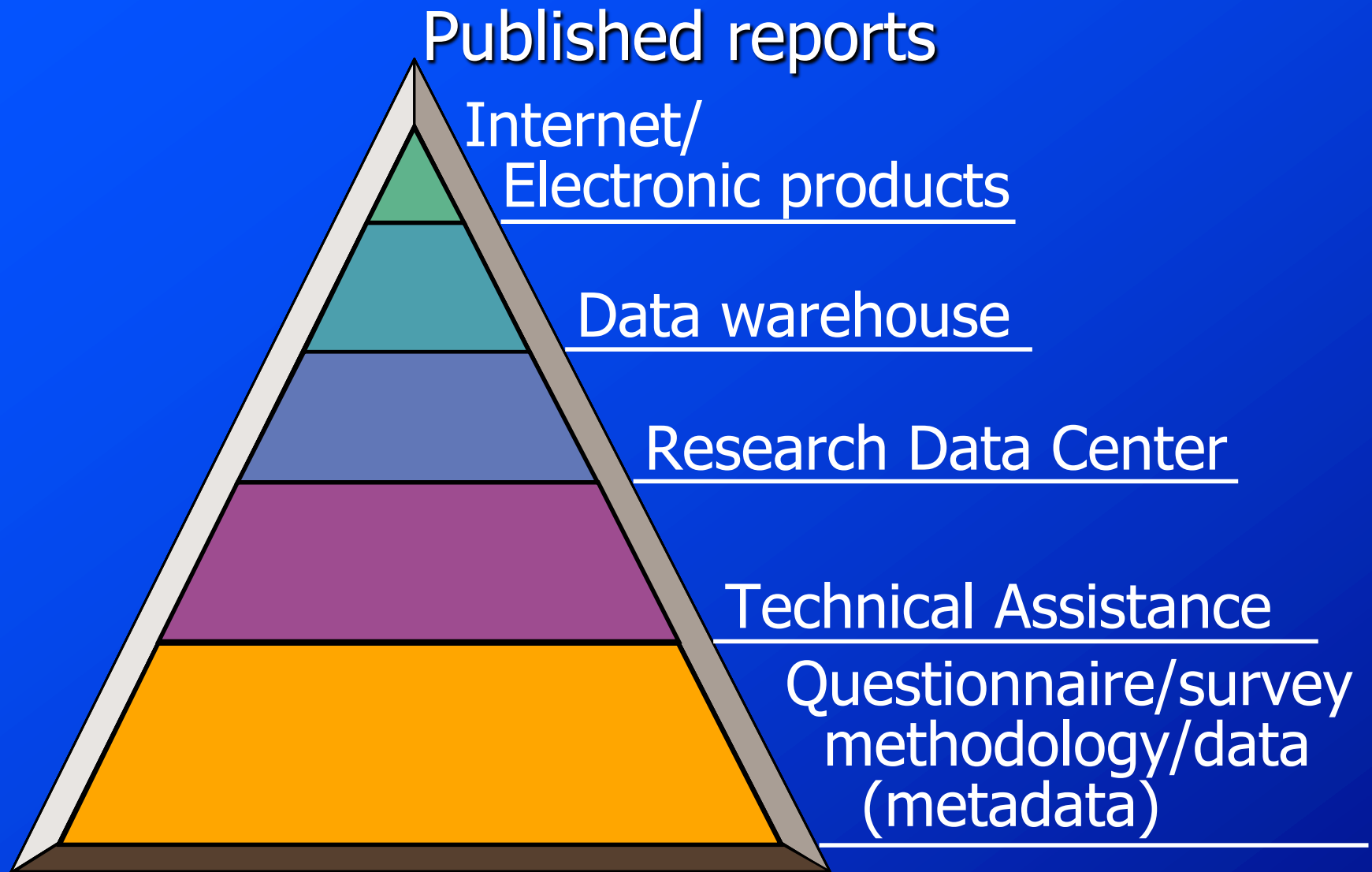


U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES  
Centers for Disease Control and Prevention  
National Center for Health Statistics

SAFER • HEALTHIER • PEOPLE™



# Products and Services



**Systems source information**

# **Dissemination Products**

- **Published Reports**
- **Electronic data products**



Monitoring the  
Nation's Health

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# Vital and Health Statistics

October 2003

Series 10, Number 213

## Summary Health Statistics for U.S. Children: National Health Interview Survey, 2000



### Vital and Health Statistics

CD-ROM Series 13, Number 34  
Issued February 2004



Monitoring the  
Nation's Health

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## 2001 National Ambulatory Medical Care Survey

SETS 2.0, Rev. 805

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## 2001 Nativity Detail File

NCHS  
CD-ROM  
Series 21  
No. 14H revised  
ASCII version  
Issued  
August 2003



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## 2001 National Ambulatory Medical Care Survey

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Series 13  
No. 34

SETS 2.0  
Rev 805

Issued  
February 2004





# Dissemination Products



# **Channels to Reach Data Users**

- **Public Inquiries Line**
- **Website**
- **Mailing lists**
- **Exhibits**
- **Conferences**
- **Workshops**
- **Questionnaires, survey methodology,  
data system source information,  
metadata**

# Dissemination

- **Full-service data inquiry program**
- **(301) 458-INFO**
- **1-866-441-NCHS**



# The NCHS Internet Site

- Users report high satisfaction with site overall
- Site is useful, well organized, and it's easy to find what you are looking for
- Satisfied with listservs and pdfs
- Dissatisfied with the search engine

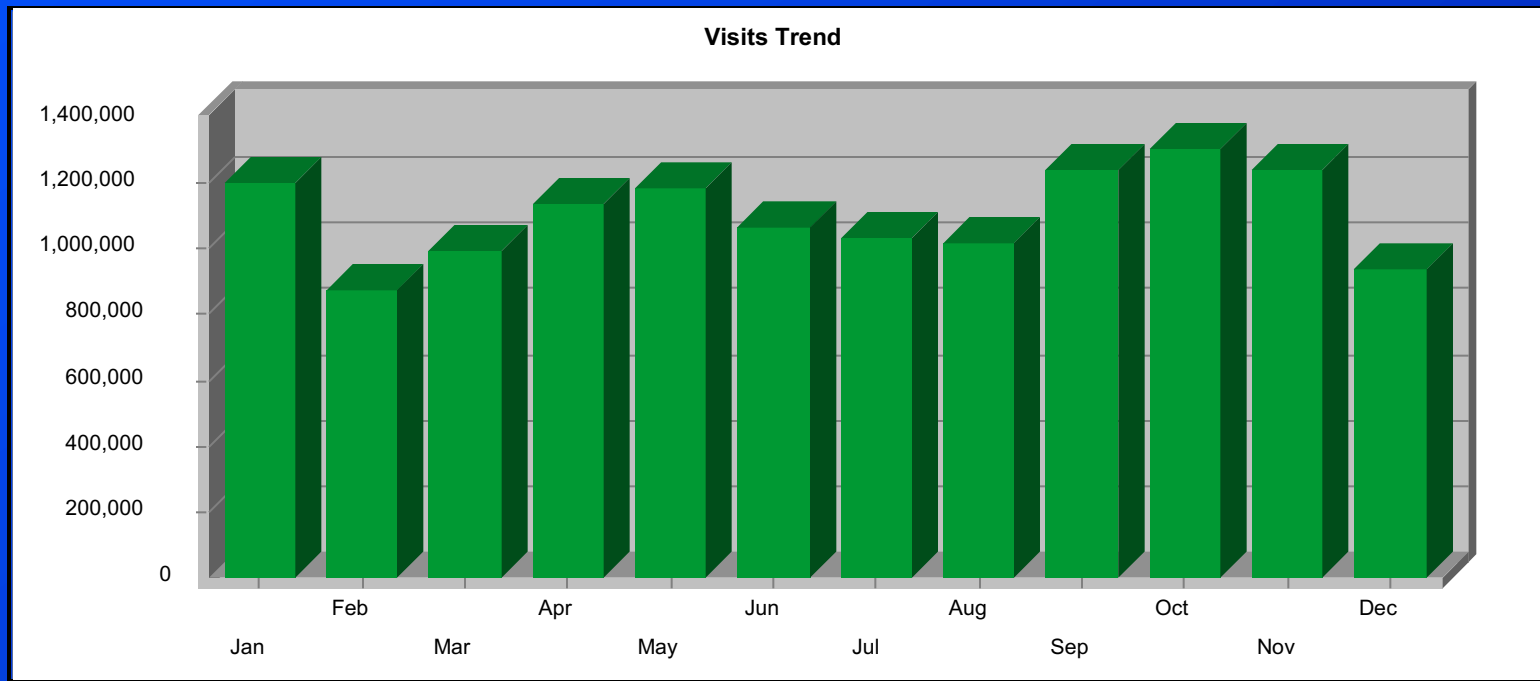




# NCHS Web Trends Data 2003

Total number of visits **14,000,000**

Average visits per day **38,000**

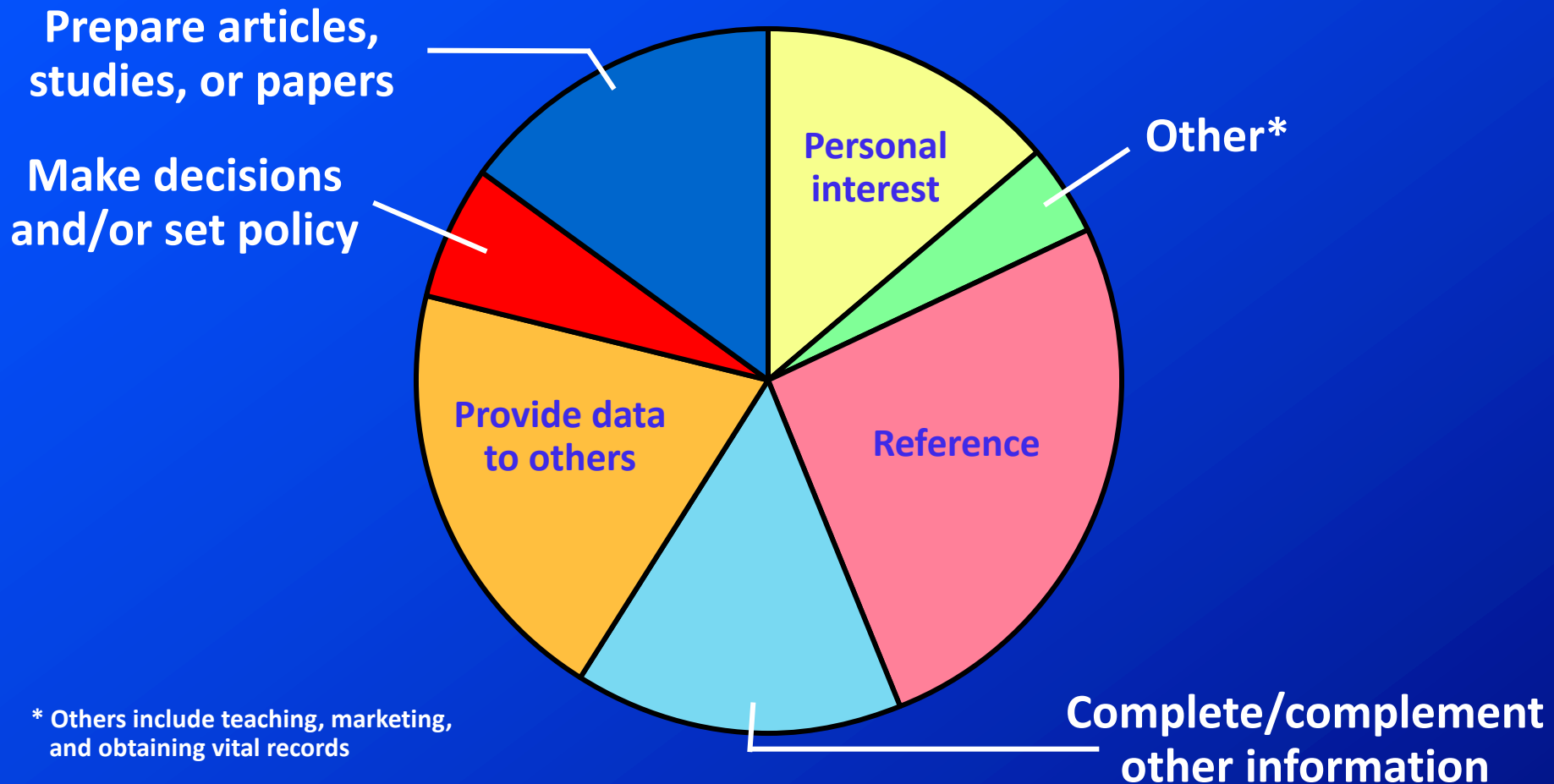


# **NCHS Web Trends Data 2003**

- **Total number of visits**
- **Frequently visited sites**
- **Downloadable files**
- **Visits by country**

# How Do You Plan to Use the Material on This Site?

June 2000 – February 2003



# **NCHS Exhibit Program**

- **Premiere marketing and dissemination tool**
- **10-15 major public health and statistical conferences per year**
- **Conferences chosen based on consultations with NCHS statistical programs**



# National Center for Health Statistics

# 2004



## Data Users Conference

