CDC 2.0: *Using Social Media to Increase the Impact of CDC's Science*

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National Center for Health Marketing
December 6, 2007

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

"If MySpace were a country, it would be 10th biggest in the world, just behind Mexico"
- The Guardian, November 4 2006
Flickr CC http://www.flickr.com/photos/will/2840844730/

Why does CDC care about Web 2.0?

- 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
- Researchers
- Media
- Students and Educators
- Healthcare Providers
- Partners
- Policy Makers
- 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

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

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

USA.gov Government Made Easy
Department of Health and Human Services

CDC 2.0 eHealth Efforts

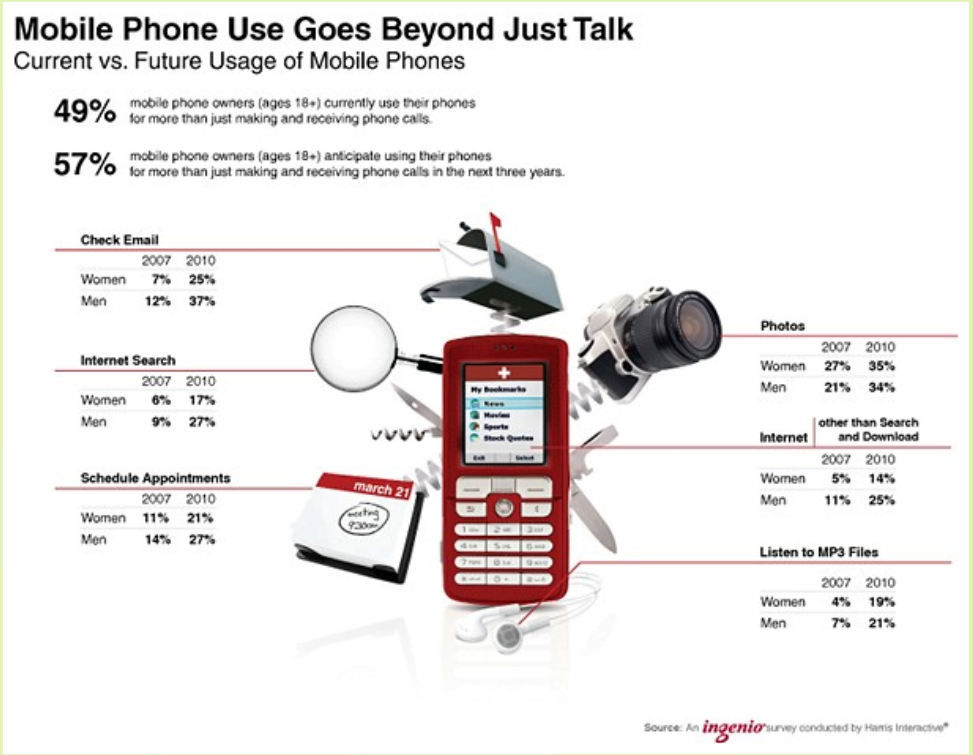
- Email updates
- Podcasts/RSS
- eCards
- Mobile applications
- Social networks
- User-generated content
- Social bookmarking

  (digg, other tagging, etc.)

- Blogs/bloginars
- Wikis
- eGames
- Viral videos
- Virtual worlds
- Widgets
- GIS applications
- Other open-sourced tools

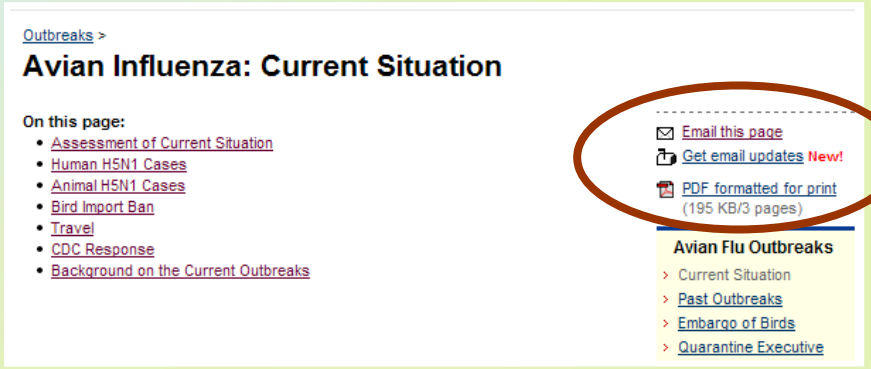
Web 2.0 - Research

- User Data Briefs
  - Internet use
  - Social Networks
  - Mobile Phones
  - eGames
  - Online Video
  - Texting
  - Tagging
  - User Generated Content
  - eCards



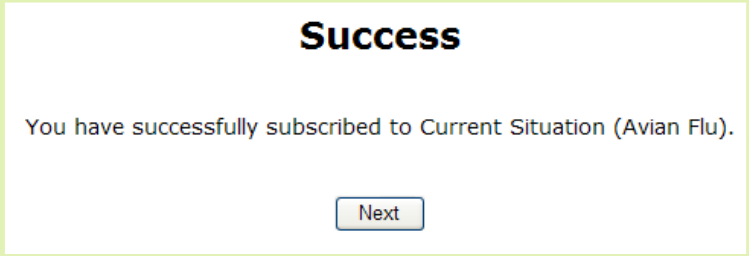
- Demographics Database
- Crisis Communication Plan for Social Media

CDC 2.0 in action: Email Updates



1 **Click on Get email updates link on Avian Flu Page**

2 **Enter e-mail address (password optional)**



3 **Signed up to info. of interest**

4 **Shown other options**

Podcast Use

- In August of 2006, some 12% of adult internet users in the U.S. said they previously downloaded a podcast so they can listen to it or view it at a later time.

- This is up from 7%, just a few months earlier.

- As of September 9, 2007, users downloaded or viewed about 450,000 CDC podcasts.

- CDC averages about 1000 - 1500 downloads per day.

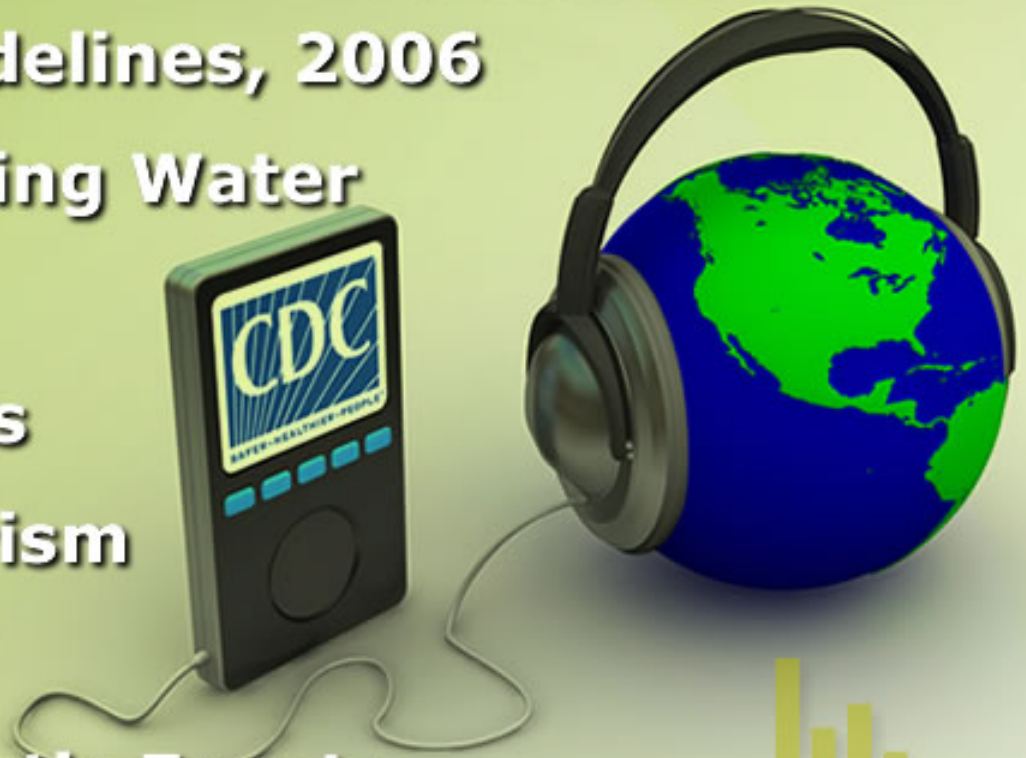
The Audience for Podcast Downloads

Demographic groups	Percentage who have downloaded a podcast	
(as groups of internet users)	February-April 2006	August 2006
Total internet users	7%	12%
Men	9%	15%
Women	5%	8%
Age 18-29	10%	14%
Age 30-49	8%	12%
Age 50-64	5%	12%
Age 65+	4%	4%
High school graduate	6%	9%
Some college	6%	13%
College graduate or more	9%	13%
Live in households earning less than $30,000	8%	12%
$30,000-$49,999	8%	14%
$50,000-$74,999	7%	12%
$75,000 or more	7%	13%
3 years or less of online experience	5%	6%
4-5 years of online experience	7%	7%
6+ years of online experience	8%	13%
Dial-up connection at home	6%	10%
Broadband connection at home	9%	14%

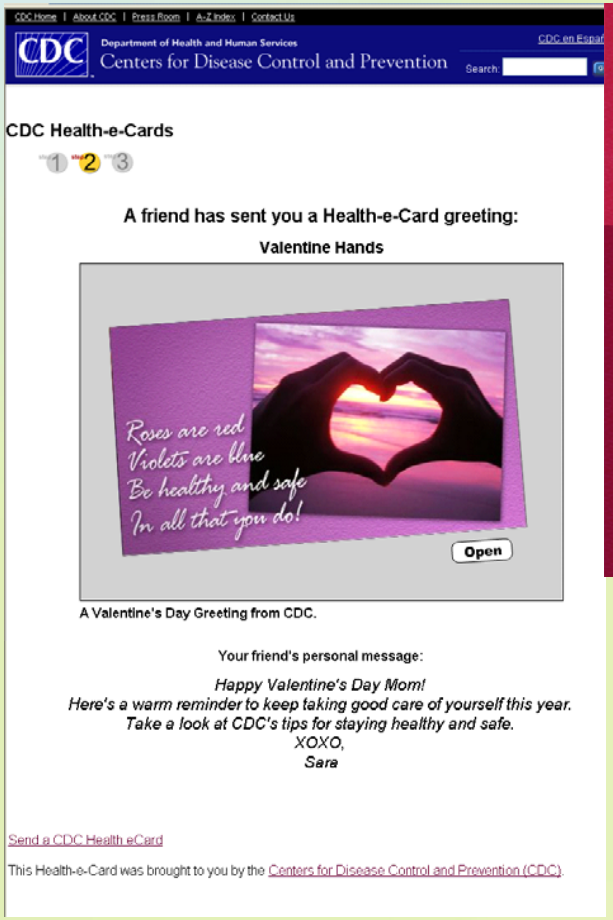
Source: Pew Internet & American Life Project February-April survey of 4,001 adults (2,822 were internet users); August 2006 survey of 2,928 adults (1,990 were internet users and 972 were asked the podcast downloading question). Margin of error is ±2% the total sample and ±2% for internet users in the Feb.-Apr. 2006 survey. Margin of error is ±2% for the total sample and ±3.5% for the 972 internet users in the August 2006 survey.

Podcasts

- Use of Facemasks and Respirators During an Influenza Pandemic
- Climate Change: Science, Health and the Environment
- STD Treatment Guidelines, 2006
- MMWR - Safe Drinking Water
- Healthy Places
- Working with Stress
- History of Bioterrorism
- Cervical Cancer
- Coping with Traumatic Events



CDC 2.0 in action: eCards



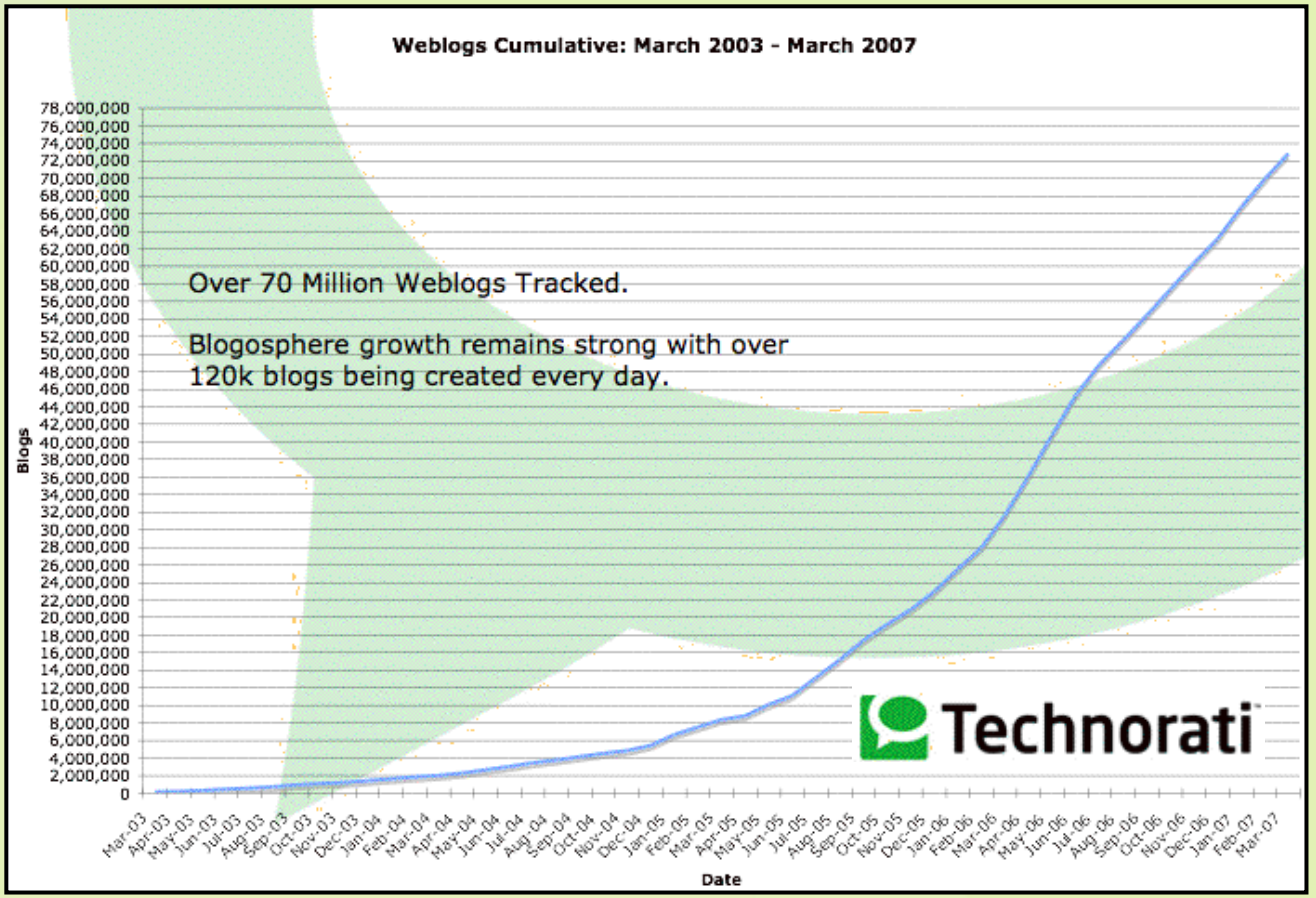
eCard Users

- In December 2006, eCard usage rose 15 percent overall to 45.1 million visitors (comScore Media Matrix).
- Total CDC Health-e-Cards sent 2/14/07 – present: 5,004
- Most popular CDC cards:
  - Valentine Cards
  - Flu Prevention – health professionals
  - World AIDS Day

Blogs

- The Pew Internet Project Blogger Survey found that the U.S. blogosphere is dominated by those who use their blogs as personal journals.
- The blogging population is young, evenly split between women and men, and racially diverse.

See: http://www.pewinternet.org/pdfs/PIP%20Bloggers%20Report%20July%2019%202006.pdf



From: The State of the Live Web, April 2007

CDC 2.0 in action: Blogs

From June 2006 - August 2007

5523 subscribers thru Email Updates

Virtual World Users

- **Second Life**
  - More than 8,670,153 residents
  - 1,646,830 users logged in last 60 days
  - In the last 24 hours, US users spent $1,302, 907. (From: Second Life.com accessed August, 07, 2007)

- **Whyville**
  - More than 1.7 million registered.
  - Each month, more than 2 million visits are made to Whyville.
  - The average citizen spends more than 3 hours per month engaged inside Whyville.
  - About 60,000 new boys and girls register as citizens every month.

Geographical Location of Second Life Residents Who Logged-in During January and March 2007
Unique People, Age 15+

Total Worldwide Audience – Home and Work Locations*
Source: comScore World Metrix

	Mar-07 (000)	Percent of Total Active Residents	Increase In Active Residents Mar-07 vs. Jan-07
Worldwide	**1,283****	**100%****	**46%**
Europe	777	61%	32%
Germany	209	16%	70%
France	104	8%	53%
UK	72	6%	24%
North America	243	19%	103%
USA	207	16%	92%
Asia Pacific	167	13%	N/A***
Latin America	77	6%	26%
Middle East & Africa	20	2%	N/A***

** Excludes traffic from public computers such as Internet cafés or access from mobile phones or PDAs.*
*** Sum of components may equal more than total due to rounding*
**** NA – Residents in January below minimum reporting standard*

From: http://b.whyville.net/smmk/top/whyville_for_sponsors (accessed August, 2007)

CDC 2.0 in Action: Virtual Worlds

Whyville

10,000+ Whyvillians vaccinated during the first week

Excerpt from www.gamingandtech.com blog:

Catching The Whyville Flu

November 30th, 2006

UPDATE: 200 Whyvillians already have the flu

I came across this Whyville flu press release earlier today and I can't tell you how impressed I am with this campaign. I've been doing a video game job (top secret) over the past few months so I am now intimately involved with the MMORPG advertising industry, and I can really appreciate the thought and work that went into this collaborative effort.

While I hope I can share a bit about what I'm doing at a later date, I can dissect this Whyville thing at present and share with you from a gamer's perspective and from the viewpoint of a marketer, why I like this Whyville thingy:

1. User Value
That's really what trumps everything, isn't it? Anything to shake up your game, make it more exciting for your players, is a great idea.

2. Public Service Value
While I am not particularly an advocate of flu shots, I am so very impressed at the integration herein. I mean, if your avatar doesn't get a flu shot, then if you come into contact with an

CDC Plans for Second Life

- Expanding space and developing more "in-world" content that matches the proactive CDC.gov marketing strategy.
- Developing partnerships with local universities (SCAD, GA Tech, and UGA) to build out the space, create engaging experiences to draw visitors to the site, and conduct research to evaluate in-world vs. real world behaviors.
- Developing in-world activities – users want to “do” something in virtual worlds…what health activities can we provide?
- In Sept 2007, conducted in-world interview with Washington Post reporter.

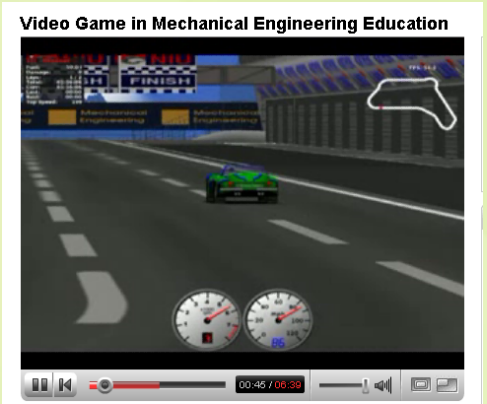
eGames

Escape from Diab – http://www.escapefromdiab.com/

NIH funded game created in collaboration with Children's Nutritional Research Center of Baylor College of Medicine to help prevent childhood obesity and Type II diabetes

Dance Dance Revolution as "exer-gaming" in high schools http://www.youtube.com/watch?v=x5YROvohvvI

Northern Illinois University students learn principles of mechanical engineering by playing video games http://www.youtube.com/watch?v=LYGwaI-haOM



CDC 2.0 in action: eGames

Using Interactive Games to Improve Health:

CDC's Strategic Look at eGames

eGames

We are pleased to invite you to participate in an upcoming meeting: ***CDC's Strategic Look at eGames***. CDC has been examining egame trends, games for health, and the research behind interactive games. We need your input into ways that we can incorporate egames as a tool in addressing CDC's misson of protecting and promoting health.

Please join us for this small, invitation-only event where external experts like you will be asked to provide insight on the intersection between games and health and how CDC can use existing games and/or develop new games to motivate and support health behavior change. In advance of the meeting, we will ask you to contribute to a "Think Tank" in your specialty area. The ideas generated there will be presented and explored further at the meeting.

In addition to the invited external experts, CDC representatives with expertise in health marketing, technology and innovation, strategic communications, and program integration will participate in the meeting and discussions.

At the conclusion of the meeting, attendees will be asked to identify the optimal ways that CDC can use egames for public health. Soon after the meeting, a summary report crediting all attendees and detailing the presentations and discussion themes will be made widely available to the general public via the CDC.gov Web site (http://www.cdc.gov).

Meeting Information

Dates/Times: Thursday, June 21, 2007; 8:30 am – 4:30 pm
Friday, June 22, 2007; 8:30 am – 12:30 pm

Location: Centers for Disease Control and Prevention (CDC)
Roybal Campus, Building #19
1600 Clifton Rd, NE
Atlanta, GA 30329

Accommodations*: Emory Conference Center Hotel (404-712-6000); please reference "CDC Games Event" when making your reservation.

**External Meeting attendees will receive an honorarium*

We hope you can join us. Feel free to contact us with any questions, and please RSVP by Friday, May 18, 2007, to Erin Edgerton: EEdgerton@cdc.gov.

Sincerely,

Erin Edgerton

Erin Edgerton, co-chair

Content Lead, Interactive and New Media
Media Researcher
E-Health Marketing Division
National Center for Health Marketing
Coordinating Center for Health Information and Service
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(404) 498-2237
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Debra Lieberman

Debra Lieberman, co-chair

Department of Communication
University of California, Santa Barbara
(805) 569-3214 (home office)
lieberma@isber.ucsb.edu
http://www.comm.ucsb.edu/lieberman_flash.htm

This meeting is sponsored by CDC's National Center for Health Marketing and Office of Strategy and Innovation

CS111158

- Hosted eGames event in June to determine CDC's optimal role in eGames
- Leading CDC's Health-e-Interactive Community of Practice to encourage cross-CDC collaborations in games
- Developing mini-game for upcoming Seasonal Flu season

Social Networks

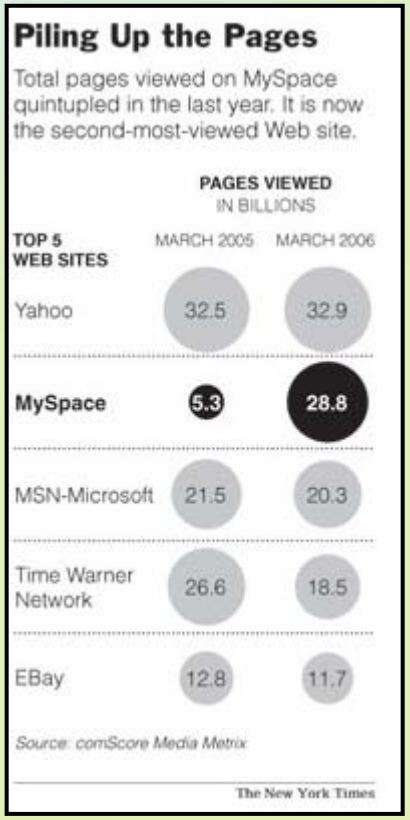
55% of 12 - 17 year old Internet users in the US are a member of an online social network

- Pew Internet Research, January 7 2007

Social Networks

Demographic Profile of Visitors to Select Social Networking Sites
Percent Composition of Total Unique Visitors
August 2006
Total U.S. – Home/Work/University Locations
Source: comScore Media Metrix

	Percent (%) Composition of Unique Visitors				
	Total Internet	MySpace.com	Facebook.com	Friendster.com	Xanga.com
Unique Visitors (000)	*173,407*	*55,778*	*14,782*	*1,043*	*8,066*
Total Audience	100.0	100.0	100.0	100.0	100.0
Persons: 12-17	9.6	11.9	14.0	10.6	20.3
Persons: 18-24	11.3	18.1	34.0	15.6	15.5
Persons: 25-34	14.5	16.7	8.6	28.2	11.0
Persons: 35-54	38.5	40.6	33.5	34.5	35.6
Persons: 55+	18.0	11.0	7.6	8.1	7.3



- **Facebook**
  - 52,167,000 unique visitors in June 2007
  - #20 ranked .com in U.S.(From: comScore Top 50 Properties (U.S.) June 2007, http://www.comscore.com/press/data.asp)
  - Boasts an audience of 33 million Web users
  - The 35+ crowd now accounts for more than 41% of all Facebook visitors.

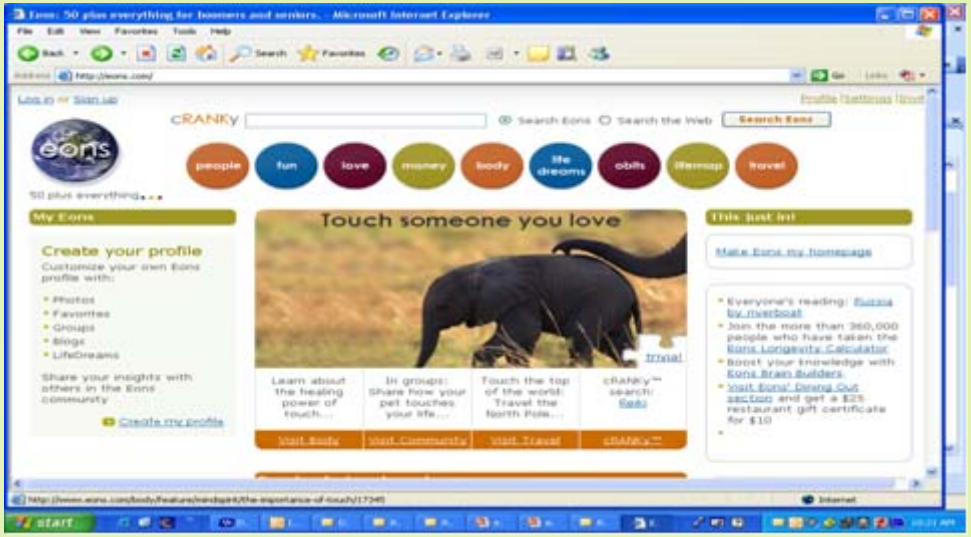
  From:http://www.businessweek.com/technology/content/aug2007/tc20070 85_051788.htm?chan=technology_technology+index+page_top+stories
- **My Space**
  - 114,147,000 unique visitors in June 2007

  (From: comScore Top 50 Properties (U.S.) June 2007, http://www.comscore.com/press/data.asp

CDC 2.0 in action: Social Networks

Establishing CDC profiles (presence) in MySpace, Daily Strength, eons, and sermo.

Social networks for physicians http://sermo.com



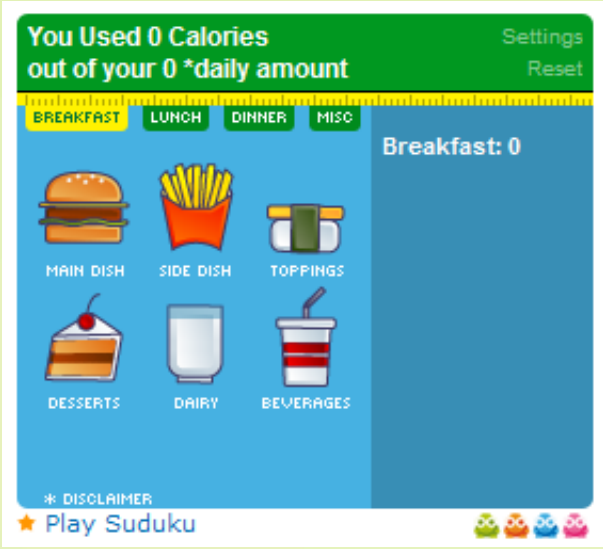
Social network for the 50+ crowd http://eons.com

CDC 2.0 in action: MySpace

www.myspace.com/cdc_ehealth

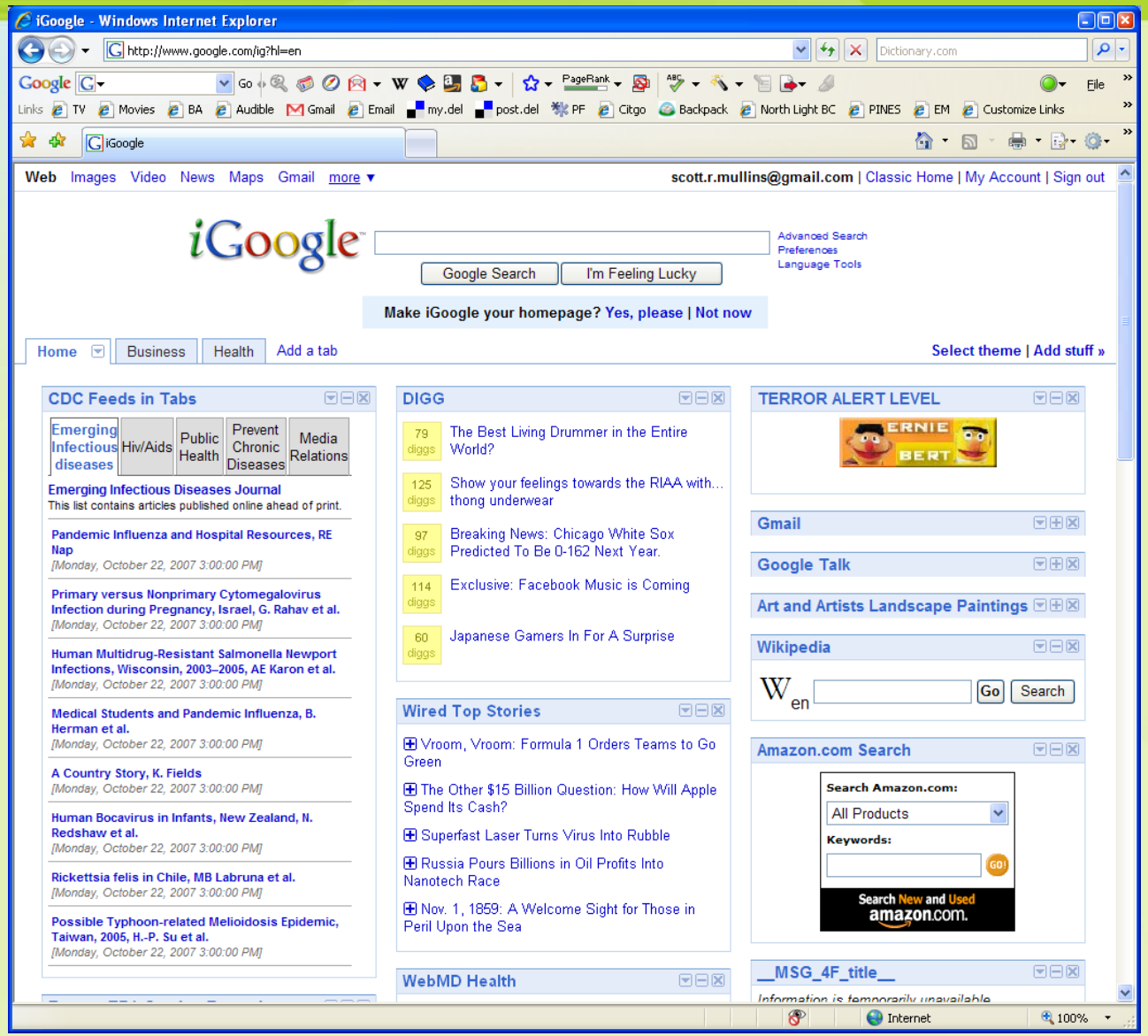
Widgets

- Mini-applications—also called “gadgets”— easily used on a desktop or personal page…they are constantly updated with whatever information you want.
- “The **Google personal homepage** (which uses widgets) is the fastest-growing Google product,” says Marissa Mayer, the company’s vice president of “search products and user experience.” “This market is going to be very large.”

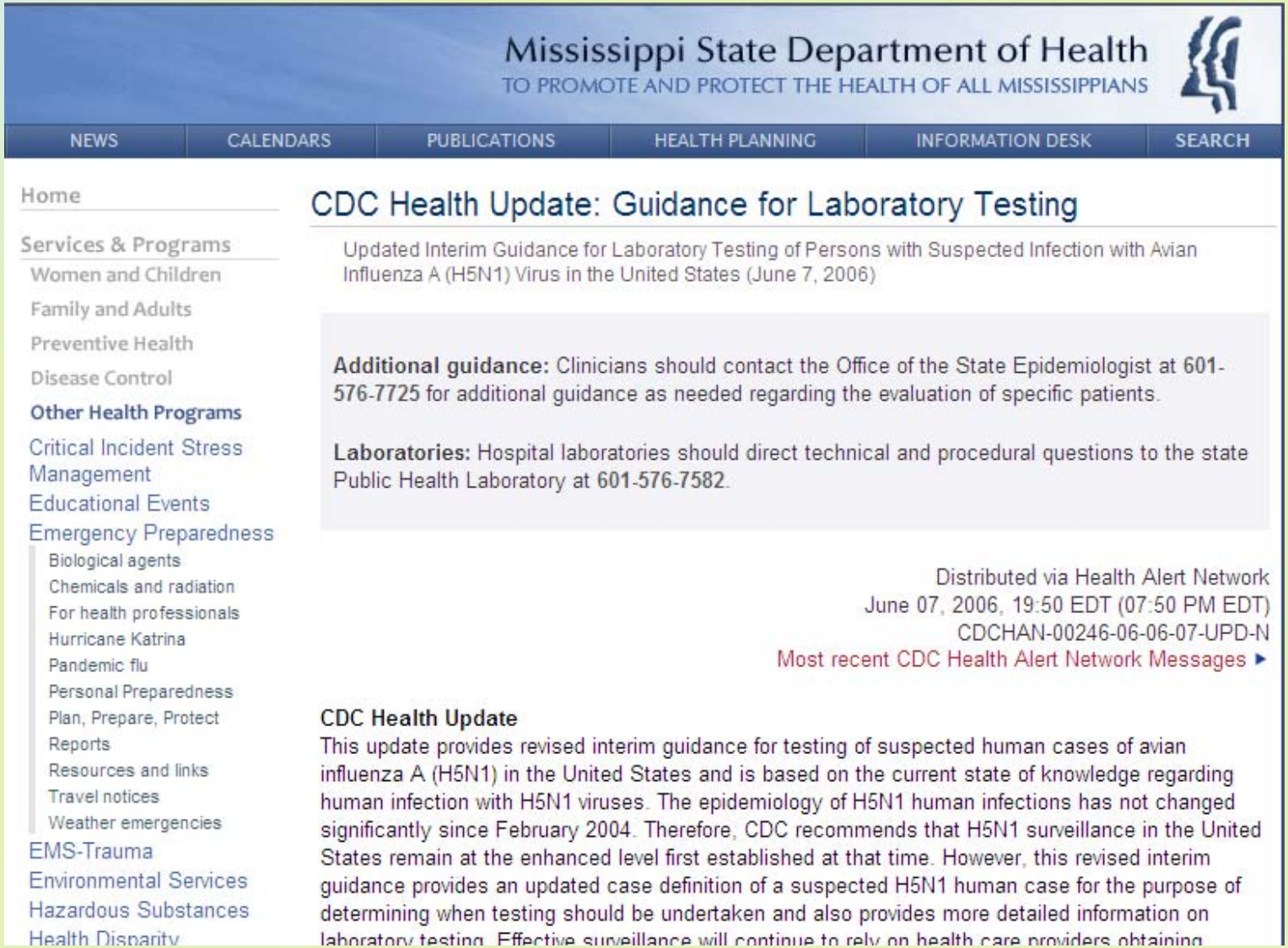


Source: Newsweek, The Year of the Widget?, December 30, 2006

CDC 2.0 in action: Widgets



CDC 2.0 in action: Content Syndication



Mississippi State Department of Health
TO PROMOTE AND PROTECT THE HEALTH OF ALL MISSISSIPPIANS

NEWS | CALENDARS | PUBLICATIONS | HEALTH PLANNING | INFORMATION DESK | SEARCH

Home

Services & Programs
- Women and Children
- Family and Adults
- Preventive Health
- Disease Control
- **Other Health Programs**

Critical Incident Stress Management
Educational Events
Emergency Preparedness
- Biological agents
- Chemicals and radiation
- For health professionals
- Hurricane Katrina
- Pandemic flu
- Personal Preparedness
- Plan, Prepare, Protect
- Reports
- Resources and links
- Travel notices
- Weather emergencies

EMS-Trauma
Environmental Services
Hazardous Substances
Health Disparity

CDC Health Update: Guidance for Laboratory Testing

Updated Interim Guidance for Laboratory Testing of Persons with Suspected Infection with Avian Influenza A (H5N1) Virus in the United States (June 7, 2006)

Additional guidance: Clinicians should contact the Office of the State Epidemiologist at 601-576-7725 for additional guidance as needed regarding the evaluation of specific patients.

Laboratories: Hospital laboratories should direct technical and procedural questions to the state Public Health Laboratory at 601-576-7582.

Distributed via Health Alert Network
June 07, 2006, 19:50 EDT (07:50 PM EDT)
CDCHAN-00246-06-06-07-UPD-N
Most recent CDC Health Alert Network Messages ▸

CDC Health Update

This update provides revised interim guidance for testing of suspected human cases of avian influenza A (H5N1) in the United States and is based on the current state of knowledge regarding human infection with H5N1 viruses. The epidemiology of H5N1 human infections has not changed significantly since February 2004. Therefore, CDC recommends that H5N1 surveillance in the United States remain at the enhanced level first established at that time. However, this revised interim guidance provides an updated case definition of a suspected H5N1 human case for the purpose of determining when testing should be undertaken and also provides more detailed information on laboratory testing. Effective surveillance will continue to rely on health care providers obtaining

CDC 2.0 in action: Online Public Engagement

Pan Flu Vaccination Prioritization Web Dialogue – Dec 4 – 6, 2007

CDC 2.0 in action: User-Generated/Shared Content

Establishing CDC central presence on YouTube and Flickr (photo-sharing site)

YouTube currently:
- Serves up more than 30 million video views a day
- Receives about 35,000 video uploads daily from users

Table 1: Percent Growth for YouTube (U.S., Home and Work)

Web Metric	Jan-06	Jun-06	Percent Growth
Unique Audience (000)	4,942	19,618	297
Web Pages Viewed (000)	117,641	724,024	515
Time spent per person (hh:mm:ss)	0:17:22	0:27:58	64

Source: Nielsen//NetRatings, July 2006

Demographics		Users (M)	% Users
Age	All	55.1	—
	Under 18	10.1	18%
	18–34	10.4	19%
	35–44	11.8	21%
	45–54	11.2	20%
	55 and over	11.6	21%
Gender	Male	29.6	54%
	Female	25.6	46%

Source: Nielsen//NetRatings, US only, July 2007.

Alexa Top Sites

Rank	Change	Web Site	Info
1	(none)	yahoo.com	
2	(none)	msn.com	
3	(none)	google.com	
4	(none)	youtube.com	
5	(none)	live.com	
6	(none)	myspace.com	
7	▲ 1	orkut.com	
8	▲ 7	facebook.com	

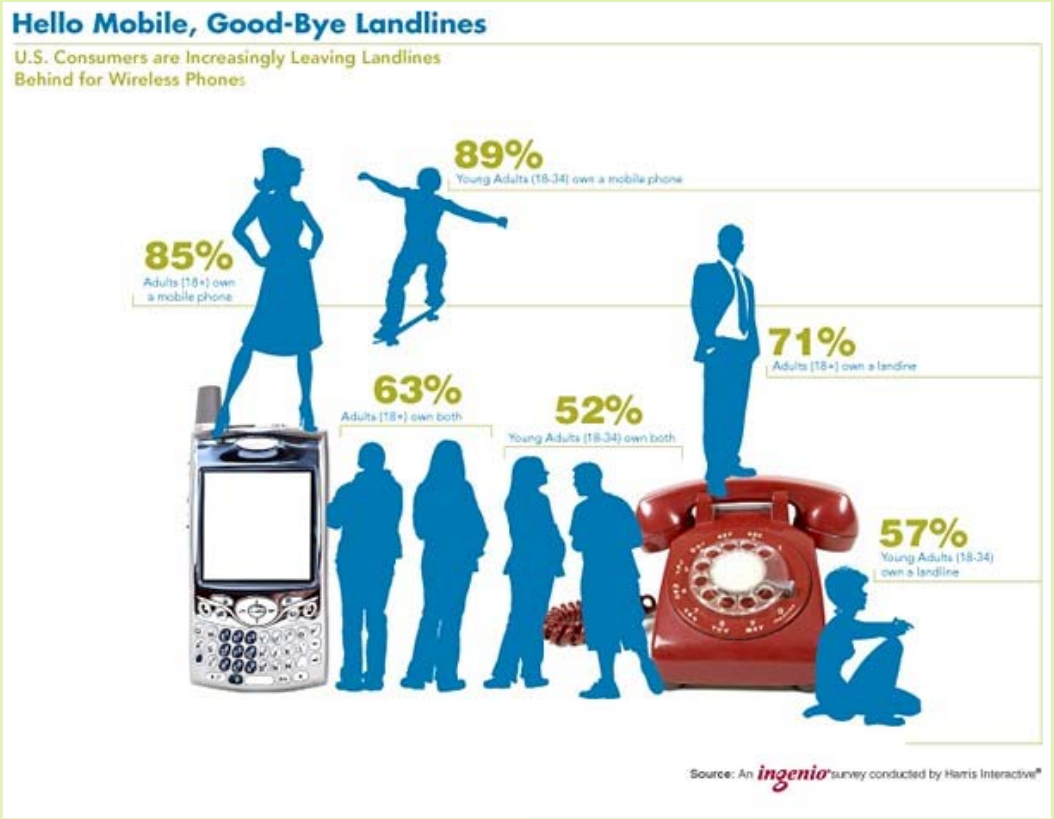
YouTube Broadcast Yourself™

CDC 2.0 in action: User-generated Tags

Mobile Applications

More Americans Have Cell Phones than PCs

- More than four out of five U.S. adults (85%) own a mobile phone, compared with seven in ten (71%) who have a landline or home phone.



Sources – From: http://www.marketingcharts.com/direct/survey-growing-opportunities-for-mobile-advertising-790/ (study conducted between March 29 and April 2, 2007 among 4,123 adults (aged 18 and over). Pew Internet and American Life Project Survey February to March, 2007

Mobile Applications for Health

- Disease management (diabetes)
- Risk communication (flu)
- Persuasive messaging (health reminders)
- Health promotion (diets)
- Emergency preparedness
- Personal safety

CDC 2.0 in action: World AIDS Day

- Collaboration with HBO and Kaiser Family Foundation to encourage HIV testing – as part of World AIDS Day efforts 12/1/07
- **Mobile Texting Campaign:** To encourage users to know their HIV status and to locate HIV testing facilities nearby
- **Web banner ads, Health-e-Cards,** and **MySpace badges**
- **Video podcast and PSAs on YouTube**
- With HHS, hosting a **webinar for CDC HIV grantees**

CDC 2.0 in action: Mobile Diabetes Management

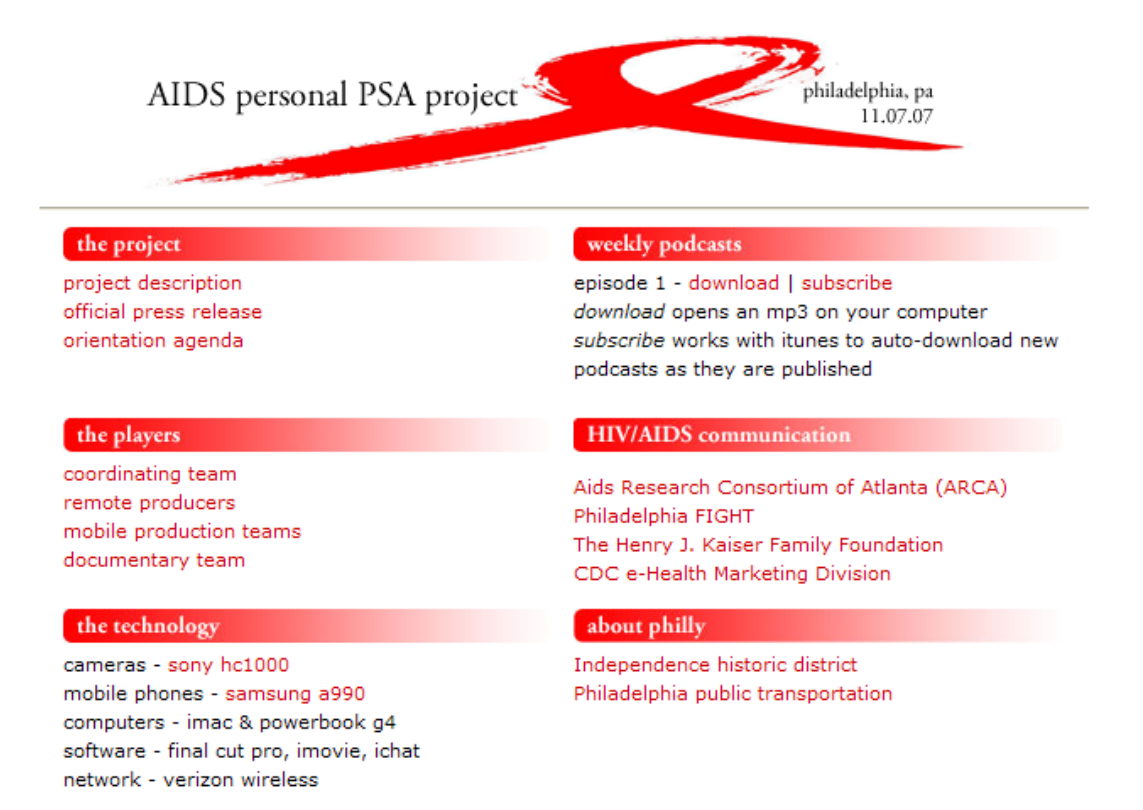
- Partnership with Georgia Tech University, CDC's Diabetes Team, and CDC's eHealth Division to **study the use of a glucometer-integrated mobile phone**
- Glucometer readings available on a collaborative Web site for discussion by the diabetes patient and diabetes educator
- Preliminary study results indicate participants improve their ability to effectively reflect on diabetes management

•Further Research:

- Investigating social media techniques to further motivate diabetes management
- Understanding potential barriers of this approach

CDC 2.0 in action: AIDS Personal PSA Project

- The New Face of AIDS: *A Mobile Media Experience*
- In one day, teams using mobile devices will create compelling video messages encouraging positive health decisions
- By end of day, teams will produce one-minute *New Face of AIDS* personal PSAs that encourage young people to be tested for HIV
- On World AIDS Day, 12/1/07, these AIDS PPSAs will be pushed to mobile phone and Web users



From more information, see: http://www.nmi.uga.edu/aids_ppsa/

Sponsored by the University of Georgia, Kaiser Family foundation, Verizon, AIDS Research Consortium of Atlanta, Philadelphia FIGHT, CDC

CDC 2.0 in action: Mobile Texting

Save the Date!

February 28-March 1, 2008

Stanford University, Palo Alto, California

- An exclusive gathering of experts in health, behavior change and mobile technology.
- A premiere conference on how mobile text messaging can promote better health.
- To Register: **www.Texting4Health.org**
- Questions: Adam Tolnay, **atolnay@stanford.edu**

Virginia Tech Tragedy New Media

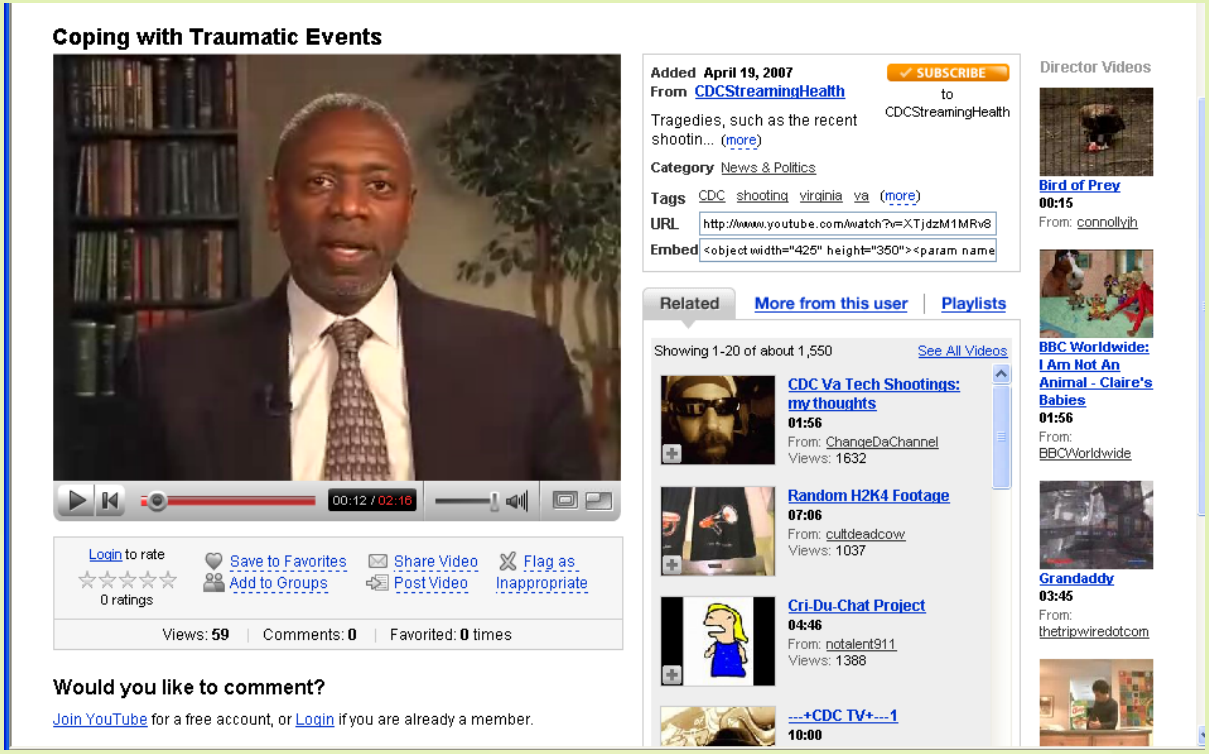
Background:

In response to the tragedy at Virginia Tech, CDC's Division of Violence Prevention created a short videocast for coping with stress after a traumatic event. To leverage the power of social media for reaching college students and educators, NCHM disseminated the podcasts and links to related CDC.gov eHealth information through multiple new media channels.

Virginia Tech New Media: YouTube

The CDC podcast "Coping with Stress after a Traumatic Event, such as a School Shooting" was made available through CDC.gov, iTunes and imported to YouTube.

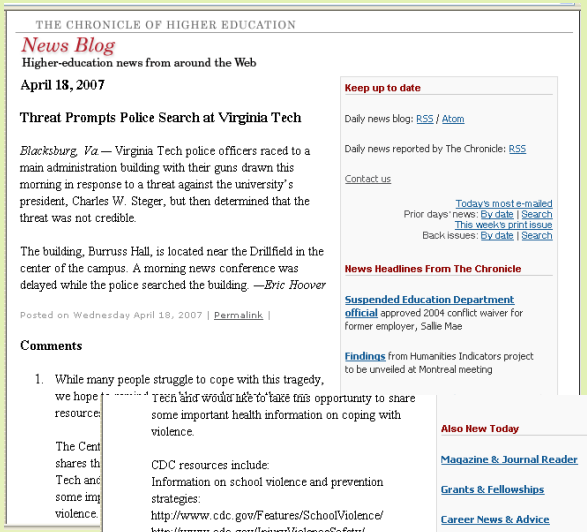
To date, the podcast on YouTube has been viewed 70 times.

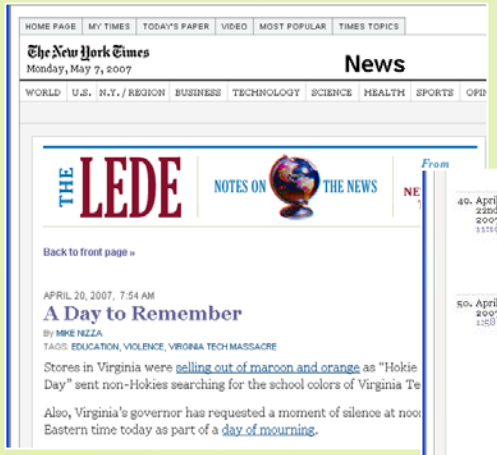


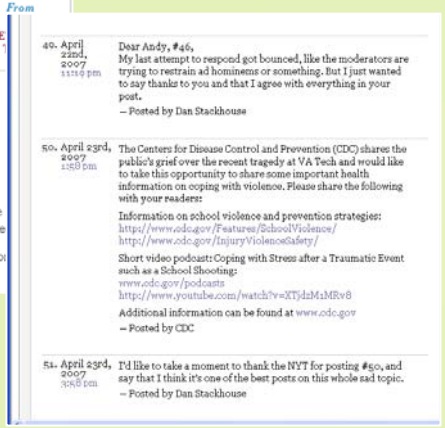
Virginia Tech New Media: Blogs

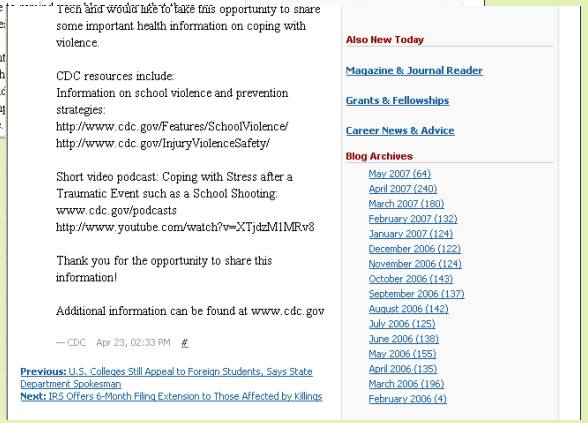
CDC podcast and web resources were disseminated to bloggers and posted as comments on 9 relevant blogs, including:

- CNN.com
- The Chronicle of Higher Education
- Teacher's Magazine Blogboard
- Time.com
- NYTimes.com





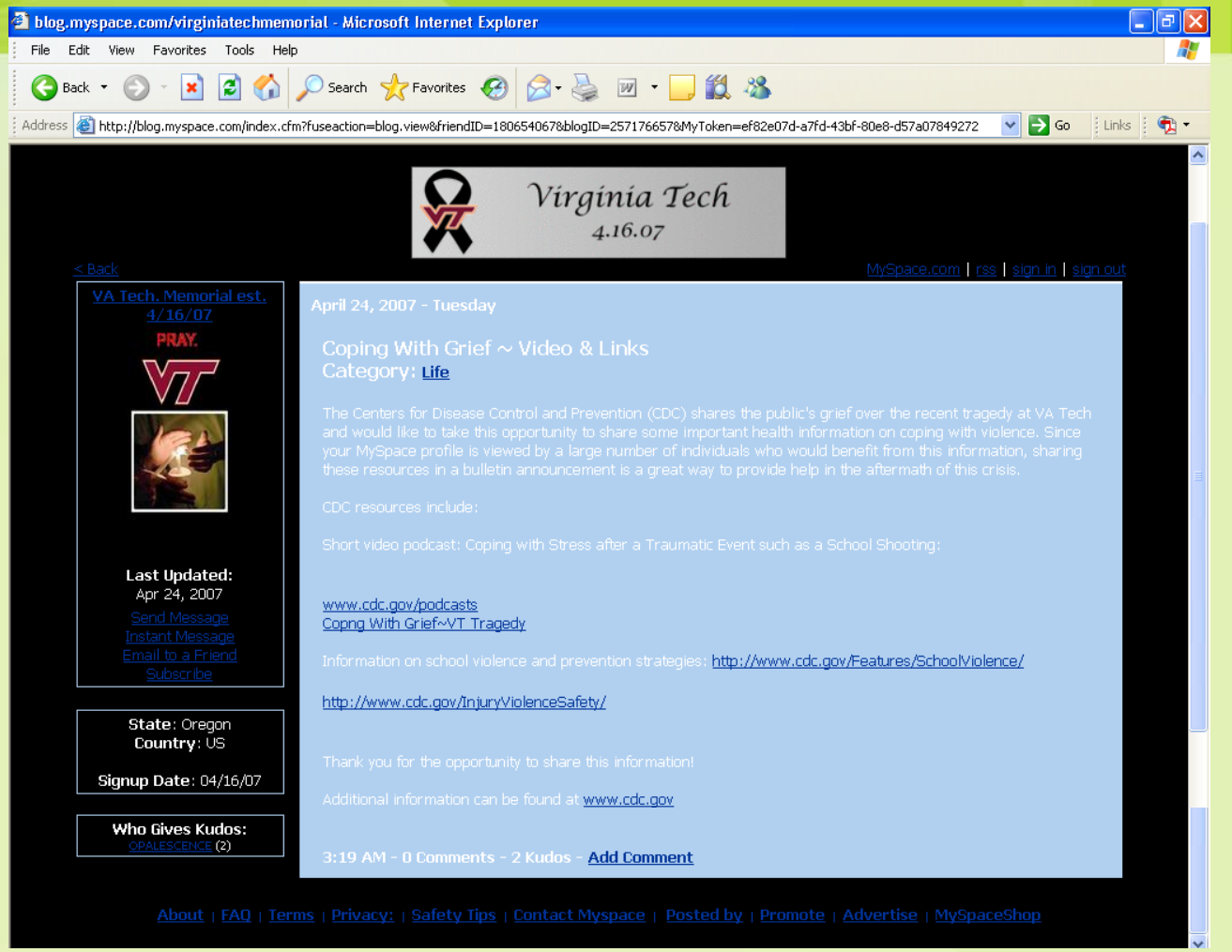




Virginia Tech New Media: Social Networks

MySpace

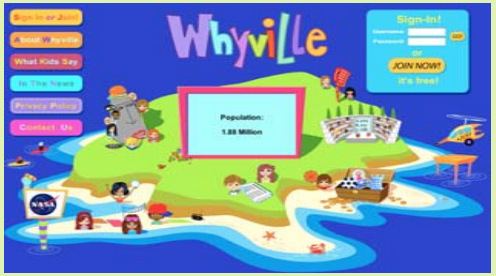
Resources were disseminated to two social network profiles. This profile posted the information in a blog to its network of friends.



It is estimated this profile has more than 850 friends, the actual list is kept private at the request of the profile owner,

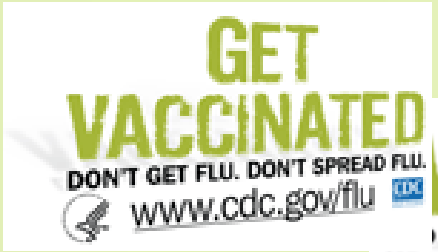
Seasonal Flu - 2007

ecards



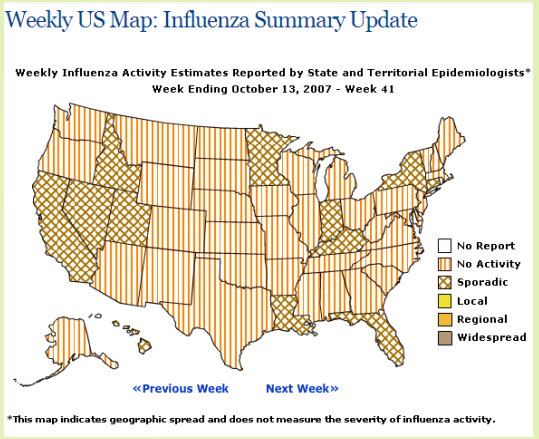
Virtual Worlds

Bloginar



Graphical Buttons

Graphical Badge for Social Networks



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WIPE OUT YOUR PAINFUL COLD SYMPTOMS.

Save $1 on TYLENOL® Cold Rapid Release Gels

* Take only as directed.

About.com : Cold & Flu

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Health
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Essentials
- What Is the Cold/Flu?
- Symptoms of the Cold/Flu
- Diagnosing the Cold/Flu
- Treating the Cold/Flu
- Preventing the Cold/Flu

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- Cold Flu Relief
- Cold Health
- Contagious Cold
- Cold Allergy
- Cold Causes

What are offers?

Topics
- Cold

From Kristina Duda, R.N.,
Your Guide to Cold & Flu.
FREE Newsletter. Sign Up Now!

National Influenza Vaccination Week

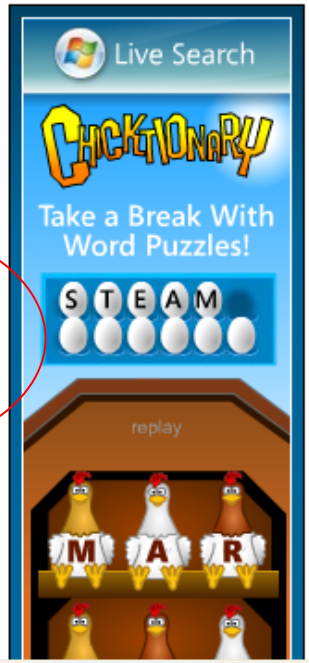
The week of November 26 to December 2, 2007 is National Influenza Vaccination Week. This campaign is an effort by the CDC to inform the public about the importance of getting a flu shot, even after Thanksgiving. Getting a flu shot at any time during flu season is important, especially if you are in a high risk category for the flu. It isn't too late until the season is over, which is usually not until April or May.

Children's Flu Vaccination Day

Today, November 27, 2007 is also Children's Flu Vaccination Day, which is another effort by the CDC to focus on the importance of flu shots for children. Each year, over 20,000 children under the age of 5 are hospitalized with the flu or complications from the flu. Clearly, this is a very important vaccine for children.

There are many events going on around the country this week to help bring attention to this campaign

Advertisement



Cholesterol Resources
- Manage Your Cholesterol
- Which Fats Are Healthy?
- Cholesterol Quiz
- Low Cholesterol Diet
- Cholesterol Podcast

What's Hot
- Diagnosis of Cold/Flu
- When To See a Doc - Congestion
- Tamiflu
- Treat Your Cold at Home
- When To See a Doctor - ST

Watch Videos

Southwest Utah Public Health Department

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HOT TOPICS | ADMINISTRATION | COMMUNICABLE DISEASE | EMERGENCY PREPAREDNESS | ENVIRONMENTAL HEALTH | HEALTH PROMOTION | NURSING | VITAL RECORDS

Welcome to the SouthWest Utah Public Health Department!

- Online Food Handlers Class
- Spanish Food Handlers Class
- Employment Oportunities

- Small Steps to Better Health
  - Brochure
  - Activity Log
  - Activity Converter
- Worksite Wellness
  - Resource Guide
  - Stairwell Messages
- Walking Trail Maps
  - Cedar City

Flu Shots Still Available

Click here for immunization clinic hours

Improve your health one step at a time.

Latest News

Health & Wellness in So. Utah

Does fasting reduce heart disease?
Wednesday, 07 November 2007

Does fasting reduce heart disease?

Deseret Morning News

By Lois M. Collins

Published:...

More about Does fasting reduce heart disease?

National Diabetes Awareness Month
Wednesday, 07 November 2007

National Institute of Allergy and Infectious Diseases
National Institutes of Health

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NIAID > Health & Science > Health & Science Topics > Flu

Flu (Influenza)

Seasonal Flu, Avian (Bird) Flu, and Pandemic Flu

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Plug-ins and Viewers

To open PDFs on this page, download and install the Adobe Acrobat Reader.

Understanding Flu

- What are Seasonal Flu, Avian (Bird) Flu and Pandemic Flu?
- Cause
- Transmission
- Symptoms
- Complications
- Diagnosis
- Treatment
- Prevention
- General Publications

Get Vaccinated! Don't Get Flu. Don't Spread Flu. Visit the Centers for Disease Control and

Influenza Research Update

Report of the Blue Ribbon Panel on Influenza Research (PDF)

NIAID has awarded $23 million per year for seven years to establish six **Centers of Excellence for Influenza Research and Surveillance**.
Read the press release.

Influenza Research at NIAID

- How the Flu Virus Changes
- Diagnostic Progress
- Advances in Treatment
- Prevention: Vaccines and Healthy Habits
- Pandemic Flu Research
- NIAID Media Interviews
- Congressional Testimony
- Resources for Researchers
- Funding
- Meetings
- Scientific Publications
- Clinical Studies
- Influenza Research at NIAID Labs

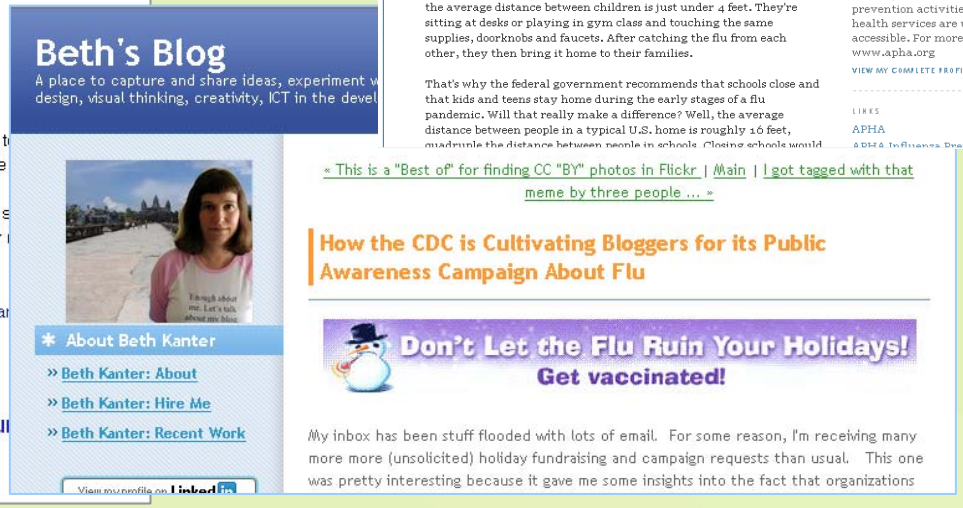
News and Events

NIAID Media Availability: NIH Scientists Describe Ways to Accurately Assess Mortality Benefits of Influenza Vaccine in the Elderly

Research Feature

Blood from survivors of the deadly 1918 flu is helping a modern researcher understand

Webinar for Blog Writers



Seasonal Flu New Media

Virtual Worlds

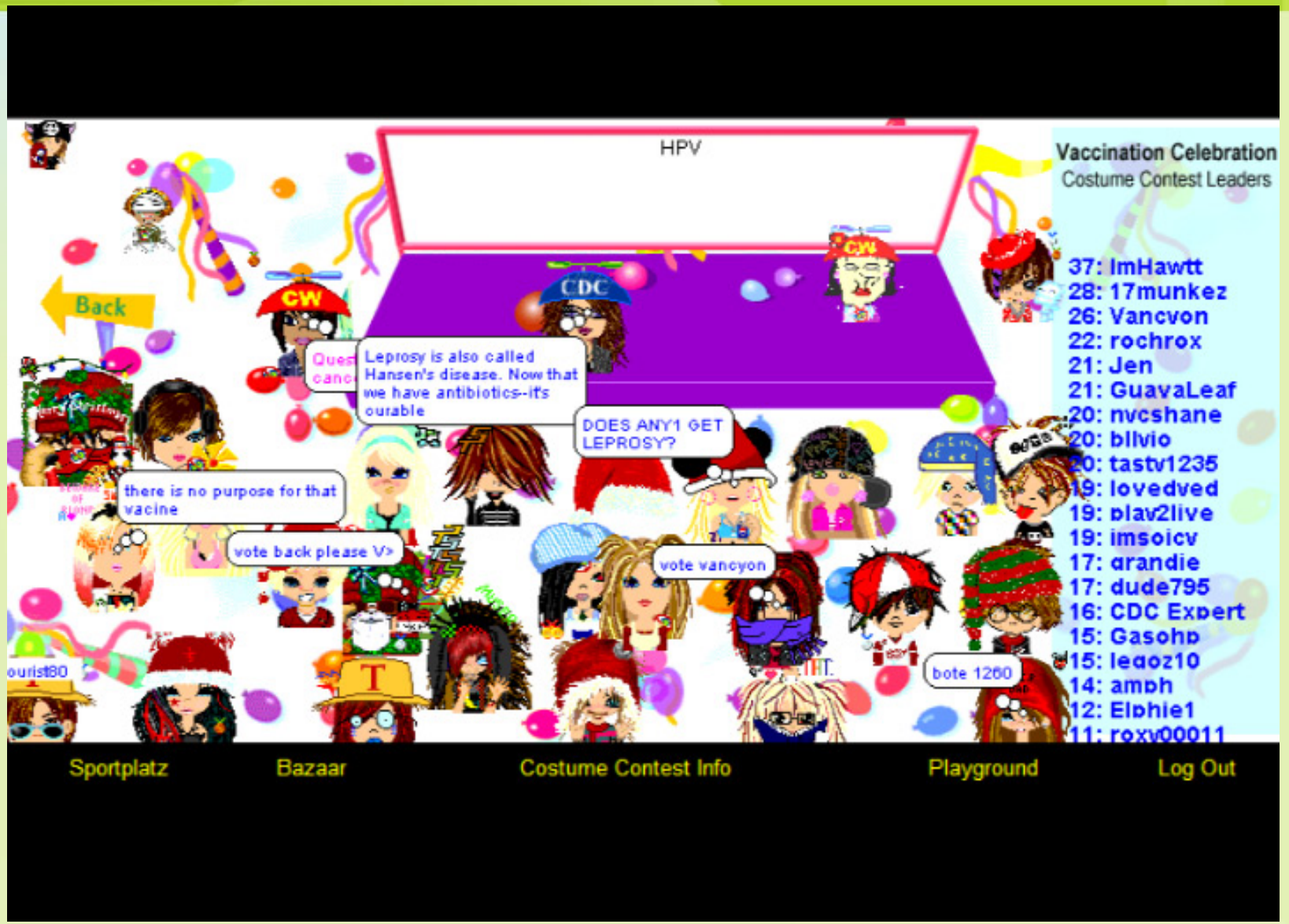
eGames – Whyville 2006

Engaged in learning

Empowered as public health advocates

20k Whyvillians Vaccinated in 6 wks;
135k visited the CDC Flu Clinic

CDC 2.0: Whyville 2007



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

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Division of eHealth Marketing
National Center for Health Marketing
Centers for Disease Control and Prevention

www.cdc.gov
www.cdc.gov/healthmarketing