

Know Your HIV Status?
To find HIV Test Centers near you:
Text: Your Zip Code to: KnowIt or 566948

Seasonal Flu updates sent directly to your mobile phone

800-CDC-INFO (232-4636)
cdcinfo@cdc.gov
TTY: 888-232-6348
In English/en Español-24/7

Public Health Data & Statistics

Adults* with fair or poor health, by hearing status, 2000-2006

Hearing Status	Percentage
All Adults	12.1%
Good Hearing	10.5%
A Little Trouble Hearing	17.5%
Deaf or a Lot of Trouble Hearing	28.9%

Beth's Blog
A place to capture and share ideas, experiment with and design, visual thinking, creativity, ICT in the developing world.

How the CDC is Cultivating Bloggers for its Public Awareness Campaign About Flu

Health is always a good catch.
Health e-card

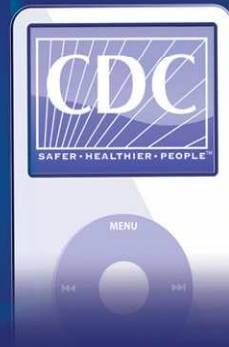
CDC.gov, Interactive Media



CDC-INFO

**The CDC National Contact Center:
Lessons Learned from CDC-INFO**

**Digital Government Institute
Government Customer Service Conference
December 3, 2009**



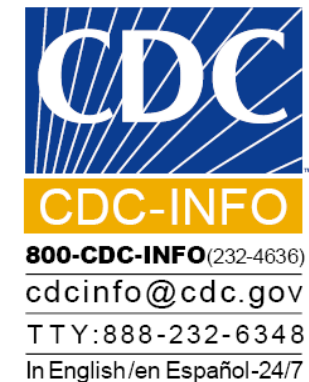
CENTERS FOR DISEASE CONTROL AND PREVENTION
www.cdc.gov



What is CDC-INFO?



- Launched in 2005
- Delivers health information 24/7/365 via phone, email, and postal mail
- Audience: THE PUBLIC
 - Consumers, healthcare providers and professionals
- English/Spanish
- Rigorous third-party evaluation: QA, customer service, and health impact
- Publications warehouse: Distribution of CDC health information materials



Challenges



- **Budget**
 - Do more with less \$ - RIGHT NOW
 - Prove ROI to Agency
- **Collaboration**
 - Little collaboration with other CDC channels (existing and emerging)

How'd We Do It?



- **Guiding Principles:**
 - Evolution, not revolution
 - Focus on the public
- **Strategic Planning (YAWN):**
 - Don't wait for someone to tell you what your program should do
 - Remember what mom said: Just because everyone else is doing it doesn't mean you have to
 - Research, research, research – what works?

Impact:

- **Budget**
 - Demonstrated Agency savings of 7M+ per year due to consolidation
 - Deep budget cuts – but we're still here

Collaboration

- Successful integration with eHealth channels: Web and social media team at CDC

eHealth Integration



- What We've Done So Far:
 - Data and metrics – looking at our response comprehensively across all eHealth channels
 - Cross-promotion of INFO across social media channels and Web, and vice versa
 - Web as INFO referral source for additional information on and vice versa
- Much to Do:
 - Content development and response – How do we ensure accuracy and consistency of message across eHealth channels? Where is the feedback loop? How do we identify content gaps?
 - Social media - FB, YouTube, etc. – Is there a role for INFO in responding to public inquires on these channels? How does INFO support these efforts?
 - Finding out more about our users – determine health information seeking behavior and IMPACT across and among eHealth channels
 - State/local support and outreach for – what do they need, how can we provide?

Tools and Resources



- CDC National Contact Center
 - <http://www.cdc.gov/cdc-info/>
- CDC eHealth Metrics
 - <http://www.cdc.gov/metrics>
- CDC Social Media
<http://www.cdc.gov/socialmedia/>
- Federal Government Contact Center Council (G3C)
 - <http://www.usaservices.gov/communities/CouncilofGovernmentContactCenterLeaders.php>