

**CDC** Centers for Disease Control and Prevention  
Your Online Source for Credible Health Information

**Stop Ticks**  
Reduce Your Risk of Tick-borne Disease

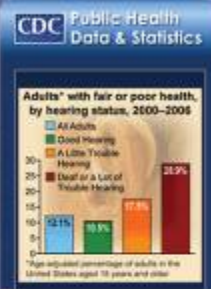
Health & Safety Topics

- Diseases & Conditions
- Healthy Living
- Emergency Preparedness & Response

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



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



**Beth's Blog**  
How the CDC is Cultivating Bloggers for its Public Awareness Campaign About Flu



CDC.gov, Interactive Media



CDC-INFO

**Social Media for Health Marketing**



CENTERS FOR DISEASE CONTROL AND PREVENTION  
www.cdc.gov



# Our Mission



## CDC Mission:

...to promote health and quality of life by preventing and controlling disease, injury and disability

## eHealth and CDC 2.0 Goal:

...to make CDC content, tools and services available when, where and how users want them

# Why Social Media



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
- Allows for tailored health messages
- Facilitates interactive communication and community
- Empowers people to make healthier and safer decisions

# CDC 2.0 eHealth Efforts



## Engaging Users on CDC.gov:

- Bookmark/Share
- Widgets
- eCards
- Viral Video
- Blogs
- Podcasts
- eMail Updates



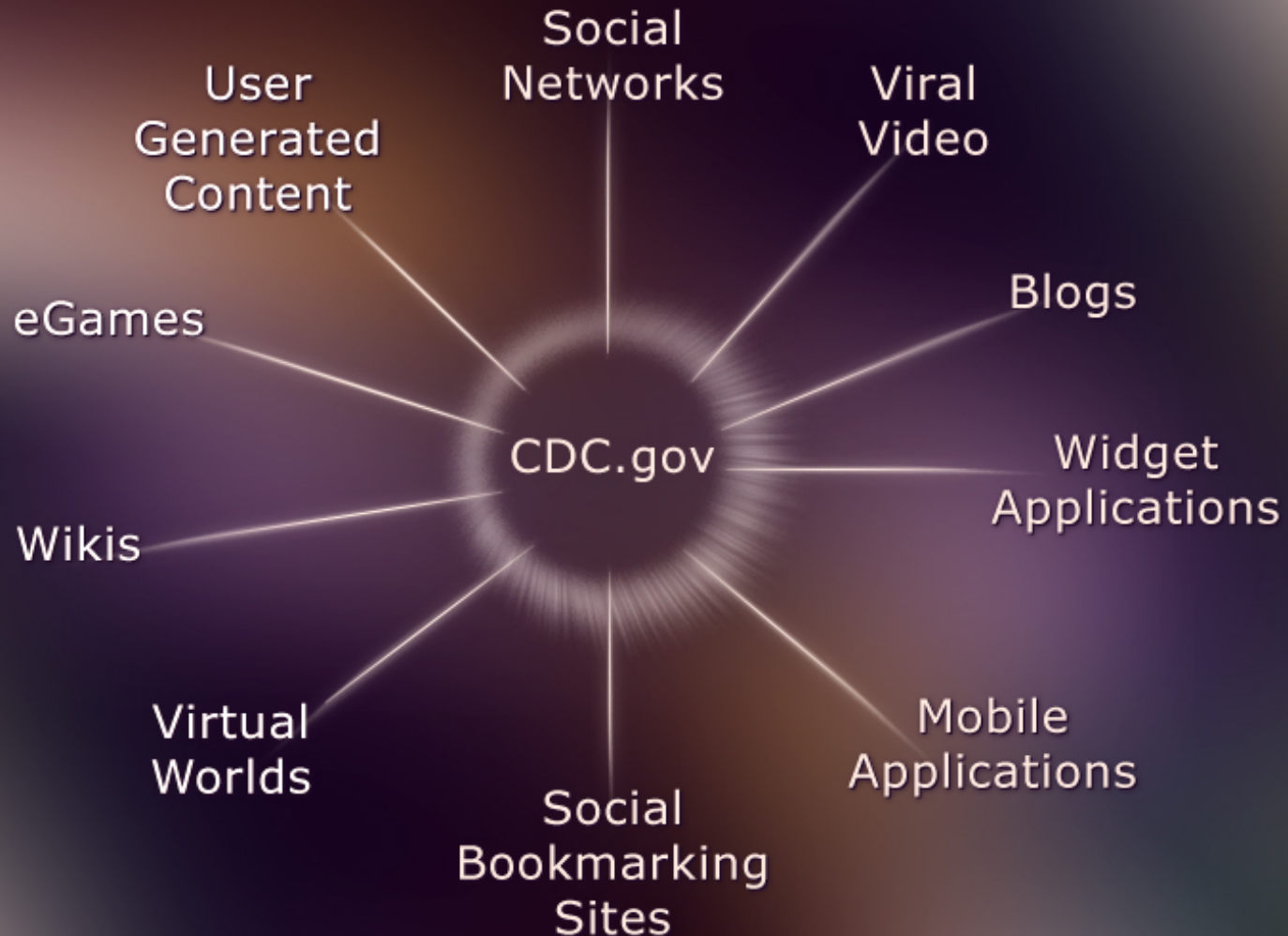
## Meeting Users Where They Are:

- Widgets
- Viral Video
- Virtual Worlds
- Social Networks
- Mobile Applications
- Photo-Sharing Sites
- User-Generated Content
- Content Syndication
- Text Messages
- Bloginars





# Web 2.0 Communication Strategy



# Peanut Product Recalls – Social Media Response



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

**Eat Safe and Check the Peanut Butter Recall List**  
[www.fda.gov](http://www.fda.gov) or 1-800-CDC-INFO

**Peanut Product Recall Blog**  
 January 31, 2009  
**Rick and Bertha During the Peanut Submerella Outbreak | Felix W. Stephen Sundler**

**Ingredient Driven Outbreaks: The Inside is Bigger than the Outside**  
 2009 February 21, 2009 at 4:23 AM

## Blogs

## Graphical Buttons

**ARE THEY SAFE?**  
**Do you have recalled food in your cabinets?**

## eCards

**FDA Salmonella**  
**Peanut Product Recall**  
 Information current as of  
 Mon, 23 Feb 2009 00:00:00 GMT

Search

- [Brownie Product Recalls](#)
- [Cake and Pie Product Recalls](#)
- [Candy Product Recalls](#)
- [Cereal Product Recalls](#)
- [Cookie Product Recalls](#)
- [Cracker Product Recalls](#)
- [Donut Product Recalls](#)
- [Dressing and Seasoning Product Recalls](#)
- [Fruit and Vegetable Product Recalls](#)
- [Ice Cream Product Recalls](#)

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

## Widgets

**DC Everyday Health**  
 Published on: Jan 30, 2009

**Salmonella**  
 Use FDA's online database to find out about recalled food

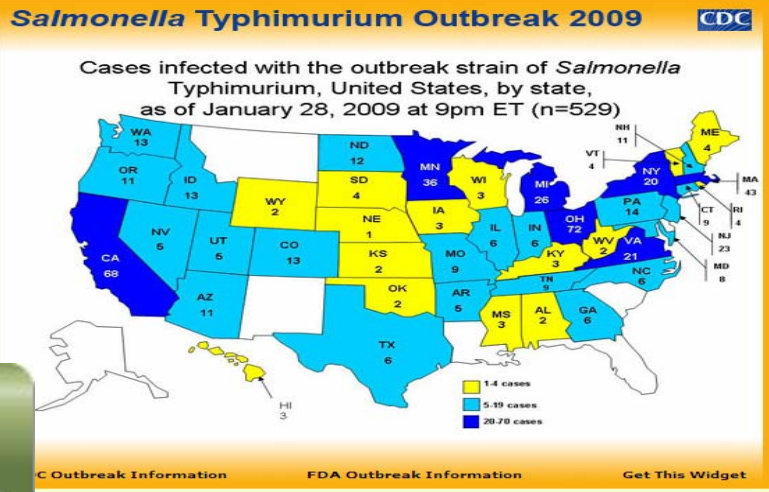
**FDArecalls**  
 The U.S. DHHS/FDA/CDC provide social media tools related to the ongoing peanut-containing product recalls - <http://www.cdc.gov/socialme...>

## Twitter

Check out CDC's new webpage highlighting several new social media tools developed for peanut-containing product recalls. <http://is.gd/idDg>

**CDC\_eHealth**

# Widgets



**CDC Everyday Health**

Published on: Jan 29, 2009

## SALMONELLA OUTBREAK

Check for recalled foods

Click image for more information

« Previous      Next »

share

**FDA Salmonella**

### Peanut Product Recall

Information current as of Mon, 23 Feb 2009 00:00:00 GMT

Search

- [Brownie Product Recalls](#)
- [Cake and Pie Product Recalls](#)
- [Candy Product Recalls](#)
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- [Donut Product Recalls](#)
- [Dressing and Seasoning Product Recalls](#)
- [Fruit and Vegetable Product Recalls](#)
- [Ice Cream Product Recalls](#)

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

share      info

Recall Widget Metrics:  
20 Million views and over 20,000 sites embedding the widget

- The **Salmonella Typhimurium Outbreak Map** provides up-to-date, visual information about the outbreak investigation.
- The **Everyday Health** widget provides tips on how to protect yourself and your family from salmonella.
- The **FDA database** widget increases access to and use of the product recall information it contains.

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





# Webinar for Bloggers



On February 3<sup>rd</sup>, 35 blog writers spoke with FDA and CDC subject matter experts about the *Salmonella* Typhimurium outbreak and peanut-containing products recall efforts, including current and future resources for bloggers during food safety incidents.

Bloggers were provided with Web graphics to share with their readers.



Metrics: 35 bloggers attended the webinar; 8 posts written by blog writers resulting in 1000+ views





# CDC Health-e-Cards





Send an electronic greeting card to friends, family, co-workers!


Tarjetas en Español

New e-Cards | All e-Cards

Select Category:

 Super Bowl Safety

 ARE THEY SAFE?  
Check for Recalls

 Do you have recalled food in your cabinets?  
Check the Recall List

- Citizens can become health advocates by sharing CDC and FDA messages about the recall while also including personalized messages.
- Four eCards with different recall-related messages, including one in Spanish, encourage health and safety.



Do not eat any peanut butter or peanut-containing products that that have been recalled.

Use [FDA's online database](#) to check if foods you're concerned about are on the recall list.

[Learn more about the Salmonella Typhimurium outbreak](#)

[www.cdc.gov](http://www.cdc.gov)  
Your Source for Credible Health Information



Metrics: Over 940 Salmonella-related ecards sent, and over 1,920 viewed since the launch (2/1/09)

# Content Syndication



In an effort to provide open access to federal Web content, CDC created content syndication that allows CDC partners to mirror CDC's Web content within their own site. Every time a change is made to the CDC.gov Salmonella Typhimurium outbreak Web page, that change is automatically made on the partner's Web page

Metrics: 100,000+ pages views.

home | About CDC | Press Room | A-Z Index | Contact Us

**CDC** Department of Health and Human Services  
Centers for Disease Control and Prevention

Salmonella

Salmonella | Salmonella Outbreak Investigations | Investigation Update: Outbreak of Salmonella Typhimurium Infections, 2008–2009

Investigation Update: Outbreak of Salmonella Typhimurium Infections, 2008–2009

Update for January 26, 2009 (next web update will be available Thursday, January 29)

**Today's Highlights**

- Case count is 501 in 43 states with latest confirmed, reported illness beginning on January 8, 2009
- Consumers may use [FDA's online database](#) to see if foods are on the recall list. Those without internet access may call 1-800-CDC-INFO (available 24 hours a day, seven days a week) for product recall information.
- [Additional Advice for Consumers](#)
- [CDC Podcast - What Kids Need to Know About Peanut Butter and Salmonella](#)
- [CDC's Role During a Multi-State Foodborne Outbreak Investigation](#)
- [Questions and Answers Related to the Salmonella Typhimurium Outbreak and Peanuts](#)
- [CDC Podcast - Salmonella Senftenberg Typhimurium Outbreak in Peanut Butter and Peanut Butter-Containing Products](#)
- [CDC's Role in Food Safety](#)
- [Salmonella Signs and Symptoms](#)

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• [Report a Foodborne Illness](#)  
• [DFBMO Home](#)  
• [Salmonella Information](#)

Contact CDC

**CDC**  
**CDC-INFO**  
800-CDC-INFO (724-6136)  
cdcinfo@cdc.gov

Ohio.gov Department of Health

Investigation Update: Outbreak of Salmonella Typhimurium Infections, 2008–2009

Update for January 29, 2009 (next web update will be available Monday, February 2)

**Today's Highlights**

- Case count is 529 in 43 states with latest confirmed, most recent reported illness beginning on January 15, 2009
- Consumers may use [FDA's online database](#) to see if foods are on the recall list. Those without internet access may call 1-800-CDC-INFO (available 24 hours a day, seven days a week) for product recall information.
- [Additional Advice for Consumers](#)
- [Salmonella Signs and Symptoms](#)
- [Questions and Answers Related to the Salmonella Typhimurium Outbreak and Peanuts](#)
- [Multi-State Outbreak of Salmonella Infections Associated with Peanut Butter and Peanut Butter-Containing Products — United States, 2007–2009: Morbidity and Mortality Weekly Report, January 29, 2009 \(160 \[Early Release\]\)](#)
- [Salmonella Signs, Tables for Outbreak Related to Peanut Butter and Peanut-Containing Products](#)
- [CDC Podcast - What Kids Need to Know About Peanut Butter and Salmonella](#)
- [CDC Podcast - Salmonella Senftenberg Typhimurium Outbreak in Peanut Butter and Peanut Butter-Containing Products](#)
- [CDC's Role During a Multi-State Foodborne Outbreak Investigation](#)
- [CDC's Role in Food Safety](#)

[Outbreak Investigation](#) | [Recommendations/Advice to Consumers](#) | [Clinical Features/Signs and Symptoms](#) | [CDC's Role in Food Safety](#) | [Division Updates](#)

# XML Product Recall Database



- As part of the commitment to be transparent, open and collaborative, FDA now provides Peanut Butter and Peanut-Containing Product Recalls data from their database in several formats (Excel, PDF and XML).
- This XML format will allow other institutions and citizens to incorporate this data into their own products and mashups.

Metrics: Recalls data in XML format 1,873,953 views as of 2/11/2009





# YouTube



**YouTube** Broadcast Yourself™  
Worldwide | English

Home Videos Shows Channels Community

**Swine Flu Crisis** (view all)

**CDCStreamingHealth**  
Outbreaks of swine flu, a strain of the influenza virus commonly found in pigs, are cropping up around the world. 149 people have died from the disease in Mexico, and cases have been reported in the U.S., Spain, Canada, and New Zealand. Learn more.

**Nathan Wolfe: Why we have virus ...**  
1 month ago  
28,506 views  
TEDtalksDirector  
★★★★★

**Symptoms Of Swine Flu**  
9 hours ago  
341 views  
CBS  
★★★★★

**Global Swine Flu Cases Close to ...**  
3 hours ago  
317 views  
AssociatedPress  
★★★★★

**Swine Flu - Closed Captioned**  
5 hours ago  
301 views  
CDCStreamingHealth  
★★★★★

Videos Being Watched Now (view all)

- 9 videos posted on YouTube
- 1.41 Million Views since April 24<sup>th</sup>
- “Symptoms of Swine Flu” was the 5<sup>th</sup> most viewed News and Politics video for May

**YouTube** English ▾  
Videos | Shows | Channels | Community | Upload

Sign Up | QuickList | Help | Sign In

Videos | Playlists | Groups | Subscribers | Subscriptions

**CDCStreamingHealth** **Subscribe**

**CDCStreamingHealth**  
Joined: April 19, 2007  
Last Sign In: 1 day ago  
Subscribers: 2,647  
Channel Views: 109,432

**DIRECTOR**

\*\*\* For questions about Swine Flu, please call 1-800-CDC-INFO (1-800-232-4636) or email cdcinfo@cdc.gov to reach English or Spanish-speaking representative, available 24 hours a day, 7 days a week. \*\*\*

The Centers for Disease Control and Prevention (CDC) is committed to using emerging communication channels to provide credible, researched-based health information.

More about the organization:  
The Centers for Disease Control and Prevention (or CDC) is an agency of the U.S. Department of Health and Human Services based in Atlanta, Georgia. Recognized as the leading United States government agency for protecting the public health and safety of people, the CDC provides credible information to enhance health decisions and promotes health through strong partnerships with state health departments and other organizations. The CDC focuses national attention on developing and applying disease prevention and control (especially infectious diseases), environmental health, health promotion and education activities designed to improve the health of the people of the United States.

Country: **United States**  
Interests and Hobbies: **health**  
Website: <http://www.cdc.gov>

🏆 #63 - Most Viewed (This Month) - Directors

Report profile image violation

**Connect with CDCStreamingHealth**

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<http://www.youtube.com/CDCStreamingHe...>

Embed This Channel:  
-cc=1&hl=en&gl=us&as\_s=1&as\_l=1&as\_p=1&as\_t=1&as\_v=1&as\_w=1&as\_x=1&as\_y=1&as\_z=1&as\_1=1&as\_2=1&as\_3=1&as\_4=1&as\_5=1&as\_6=1&as\_7=1&as\_8=1&as\_9=1&as\_10=1&as\_11=1&as\_12=1&as\_13=1&as\_14=1&as\_15=1&as\_16=1&as\_17=1&as\_18=1&as\_19=1&as\_20=1&as\_21=1&as\_22=1&as\_23=1&as\_24=1&as\_25=1&as\_26=1&as\_27=1&as\_28=1&as\_29=1&as\_30=1&as\_31=1&as\_32=1&as\_33=1&as\_34=1&as\_35=1&as\_36=1&as\_37=1&as\_38=1&as\_39=1&as\_40=1&as\_41=1&as\_42=1&as\_43=1&as\_44=1&as\_45=1&as\_46=1&as\_47=1&as\_48=1&as\_49=1&as\_50=1&as\_51=1&as\_52=1&as\_53=1&as\_54=1&as\_55=1&as\_56=1&as\_57=1&as\_58=1&as\_59=1&as\_60=1&as\_61=1&as\_62=1&as\_63=1&as\_64=1&as\_65=1&as\_66=1&as\_67=1&as\_68=1&as\_69=1&as\_70=1&as\_71=1&as\_72=1&as\_73=1&as\_74=1&as\_75=1&as\_76=1&as\_77=1&as\_78=1&as\_79=1&as\_80=1&as\_81=1&as\_82=1&as\_83=1&as\_84=1&as\_85=1&as\_86=1&as\_87=1&as\_88=1&as\_89=1&as\_90=1&as\_91=1&as\_92=1&as\_93=1&as\_94=1&as\_95=1&as\_96=1&as\_97=1&as\_98=1&as\_99=1&as\_100=1&as\_101=1&as\_102=1&as\_103=1&as\_104=1&as\_105=1&as\_106=1&as\_107=1&as\_108=1&as\_109=1&as\_110=1&as\_111=1&as\_112=1&as\_113=1&as\_114=1&as\_115=1&as\_116=1&as\_117=1&as\_118=1&as\_119=1&as\_120=1&as\_121=1&as\_122=1&as\_123=1&as\_124=1&as\_125=1&as\_126=1&as\_127=1&as\_128=1&as\_129=1&as\_130=1&as\_131=1&as\_132=1&as\_133=1&as\_134=1&as\_135=1&as\_136=1&as\_137=1&as\_138=1&as\_139=1&as\_140=1&as\_141=1&as\_142=1&as\_143=1&as\_144=1&as\_145=1&as\_146=1&as\_147=1&as\_148=1&as\_149=1&as\_150=1&as\_151=1&as\_152=1&as\_153=1&as\_154=1&as\_155=1&as\_156=1&as\_157=1&as\_158=1&as\_159=1&as\_160=1&as\_161=1&as\_162=1&as\_163=1&as\_164=1&as\_165=1&as\_166=1&as\_167=1&as\_168=1&as\_169=1&as\_170=1&as\_171=1&as\_172=1&as\_173=1&as\_174=1&as\_175=1&as\_176=1&as\_177=1&as\_178=1&as\_179=1&as\_180=1&as\_181=1&as\_182=1&as\_183=1&as\_184=1&as\_185=1&as\_186=1&as\_187=1&as\_188=1&as\_189=1&as\_190=1&as\_191=1&as\_192=1&as\_193=1&as\_194=1&as\_195=1&as\_196=1&as\_197=1&as\_198=1&as\_199=1&as\_200=1&as\_201=1&as\_202=1&as\_203=1&as\_204=1&as\_205=1&as\_206=1&as\_207=1&as\_208=1&as\_209=1&as\_210=1&as\_211=1&as\_212=1&as\_213=1&as\_214=1&as\_215=1&as\_216=1&as\_217=1&as\_218=1&as\_219=1&as\_220=1&as\_221=1&as\_222=1&as\_223=1&as\_224=1&as\_225=1&as\_226=1&as\_227=1&as\_228=1&as\_229=1&as\_230=1&as\_231=1&as\_232=1&as\_233=1&as\_234=1&as\_235=1&as\_236=1&as\_237=1&as\_238=1&as\_239=1&as\_240=1&as\_241=1&as\_242=1&as\_243=1&as\_244=1&as\_245=1&as\_246=1&as\_247=1&as\_248=1&as\_249=1&as\_250=1&as\_251=1&as\_252=1&as\_253=1&as\_254=1&as\_255=1&as\_256=1&as\_257=1&as\_258=1&as\_259=1&as\_260=1&as\_261=1&as\_262=1&as\_263=1&as\_264=1&as\_265=1&as\_266=1&as\_267=1&as\_268=1&as\_269=1&as\_270=1&as\_271=1&as\_272=1&as\_273=1&as\_274=1&as\_275=1&as\_276=1&as\_277=1&as\_278=1&as\_279=1&as\_280=1&as\_281=1&as\_282=1&as\_283=1&as\_284=1&as\_285=1&as\_286=1&as\_287=1&as\_288=1&as\_289=1&as\_290=1&as\_291=1&as\_292=1&as\_293=1&as\_294=1&as\_295=1&as\_296=1&as\_297=1&as\_298=1&as\_299=1&as\_300=1&as\_301=1&as\_302=1&as\_303=1&as\_304=1&as\_305=1&as\_306=1&as\_307=1&as\_308=1&as\_309=1&as\_310=1&as\_311=1&as\_312=1&as\_313=1&as\_314=1&as\_315=1&as\_316=1&as\_317=1&as\_318=1&as\_319=1&as\_320=1&as\_321=1&as\_322=1&as\_323=1&as\_324=1&as\_325=1&as\_326=1&as\_327=1&as\_328=1&as\_329=1&as\_330=1&as\_331=1&as\_332=1&as\_333=1&as\_334=1&as\_335=1&as\_336=1&as\_337=1&as\_338=1&as\_339=1&as\_340=1&as\_341=1&as\_342=1&as\_343=1&as\_344=1&as\_345=1&as\_346=1&as\_347=1&as\_348=1&as\_349=1&as\_350=1&as\_351=1&as\_352=1&as\_353=1&as\_354=1&as\_355=1&as\_356=1&as\_357=1&as\_358=1&as\_359=1&as\_360=1&as\_361=1&as\_362=1&as\_363=1&as\_364=1&as\_365=1&as\_366=1&as\_367=1&as\_368=1&as\_369=1&as\_370=1&as\_371=1&as\_372=1&as\_373=1&as\_374=1&as\_375=1&as\_376=1&as\_377=1&as\_378=1&as\_379=1&as\_380=1&as\_381=1&as\_382=1&as\_383=1&as\_384=1&as\_385=1&as\_386=1&as\_387=1&as\_388=1&as\_389=1&as\_390=1&as\_391=1&as\_392=1&as\_393=1&as\_394=1&as\_395=1&as\_396=1&as\_397=1&as\_398=1&as\_399=1&as\_400=1&as\_401=1&as\_402=1&as\_403=1&as\_404=1&as\_405=1&as\_406=1&as\_407=1&as\_408=1&as\_409=1&as\_410=1&as\_411=1&as\_412=1&as\_413=1&as\_414=1&as\_415=1&as\_416=1&as\_417=1&as\_418=1&as\_419=1&as\_420=1&as\_421=1&as\_422=1&as\_423=1&as\_424=1&as\_425=1&as\_426=1&as\_427=1&as\_428=1&as\_429=1&as\_430=1&as\_431=1&as\_432=1&as\_433=1&as\_434=1&as\_435=1&as\_436=1&as\_437=1&as\_438=1&as\_439=1&as\_440=1&as\_441=1&as\_442=1&as\_443=1&as\_444=1&as\_445=1&as\_446=1&as\_447=1&as\_448=1&as\_449=1&as\_450=1&as\_451=1&as\_452=1&as\_453=1&as\_454=1&as\_455=1&as\_456=1&as\_457=1&as\_458=1&as\_459=1&as\_460=1&as\_461=1&as\_462=1&as\_463=1&as\_464=1&as\_465=1&as\_466=1&as\_467=1&as\_468=1&as\_469=1&as\_470=1&as\_471=1&as\_472=1&as\_473=1&as\_474=1&as\_475=1&as\_476=1&as\_477=1&as\_478=1&as\_479=1&as\_480=1&as\_481=1&as\_482=1&as\_483=1&as\_484=1&as\_485=1&as\_486=1&as\_487=1&as\_488=1&as\_489=1&as\_490=1&as\_491=1&as\_492=1&as\_493=1&as\_494=1&as\_495=1&as\_496=1&as\_497=1&as\_498=1&as\_499=1&as\_500=1&as\_501=1&as\_502=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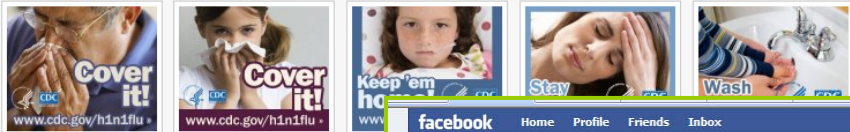
# Facebook



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**CDC's Photos - Badges**  
Back to CDC

6 photos | Back to CDC's Photos | Edit Photos | Organize Photos | Add More Photos



Help spread the word about H1N1 Flu (swine flu) and how to prevent your Web site visitors know how to stop the spread of H1N1 Flu (swine flu). To add the badge, please visit <http://www.cdc.gov/socialmedia/h1n1/buttons.html>

Added about a week ago · Comment · Like

11 people like this.

Rema Venu at 9:36pm May 2  
Need to add a message about when/how to dispose of the used tissues.

AC Carlisle at 2:58pm May 3  
These pictures show sneezing into a tissue in your hands. We all know to do that if we have a tissue. Sneezing into your elbow when you don't have one is NEW advice. There should be a button for that.

Yixing Chen at 1:49am May 4  
There isn't a button but I wonder if iPhones will have an app for that.

Susan Hay Hales at 2:35pm May 4  
I agree -- I have taught my 5-yaer-old to sneeze into her elbow, not her hand!

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**CDC**  
SAFER • HEALTHIER • PEOPLE

Wall Info Photos Boxes Video Notes +

Basic Info  
Location: [www.cdc.gov/socialmedia](http://www.cdc.gov/socialmedia)  
Disclaimer: Posted comments and images do not necessarily represent the views of CDC.  
Phone: 1-800-CDC-INFO (1-800-232-4636) TTY: (888) 232-6348, English and Spanish 24 Hours/Every Day or e-mail [cdcinfo@cdc.gov](mailto:cdcinfo@cdc.gov)

Detailed Info  
Website: <http://www.cdc.gov>  
<http://www.cdc.gov/h1n1flu>  
<http://www.cdc.gov/socialmedia>  
<http://www.cdc.gov/healthmarketing>  
<http://www.cdc.gov/healthmarketing/ehm>  
<http://www.cdc.gov/CDC-TV>  
<http://www.cdc.gov/podcasts>  
<http://www.cdc.gov/ecdards>  
<http://www.cdc.gov/widgets>  
<http://m.cdc.gov>  
<http://www.cdc.gov/media>  
[http://www.youtube.com/cdcstreaminghealth...](http://www.youtube.com/cdcstreaminghealth)  
[http://www.myspace.com/cdc\\_eHealth](http://www.myspace.com/cdc_eHealth)  
[http://twitter.com/CDC\\_eHealth](http://twitter.com/CDC_eHealth)  
<http://dailystrength.org/groups/cdc>  
[http://www.flickr.com/cdc\\_e-health](http://www.flickr.com/cdc_e-health)

Public Transit:  
Welcome to the Centers for Disease Control and Prevention. For over 60 years, CDC has been dedicated to protecting health and promoting quality of life through the prevention and control of disease, injury, and disability. We are committed to programs that reduce the health and economic consequences of the leading causes of death and disability, thereby ensuring a long, productive, healthy life for all people. For more information, please go to: <http://www.cdc.gov>

Edit Information

Connect With More Friends

Share the Facebook experience with more of your friends. Use our simple invite tools to start connecting.

More Ads

Fans  
6 of 5,486 fans See All

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**Links on "CDC"**  
Back to CDC

Displaying both links.

CDC posted a link to a video.  
May 6 at 6:19am.



**Clean Hands Help Prevent the Flu**

Source: [www.youtube.com](http://www.youtube.com)

Clean hands can help prevent the spread of infectious diseases, such as flu. This podcast explains the proper way to wash your hands.

**Post a link**

Post

Share on Facebook

Right click the button above and choose "Add to Favorites..." to add it to your Favorites so that you can quickly share content with your friends.

More details >

**Links Help**

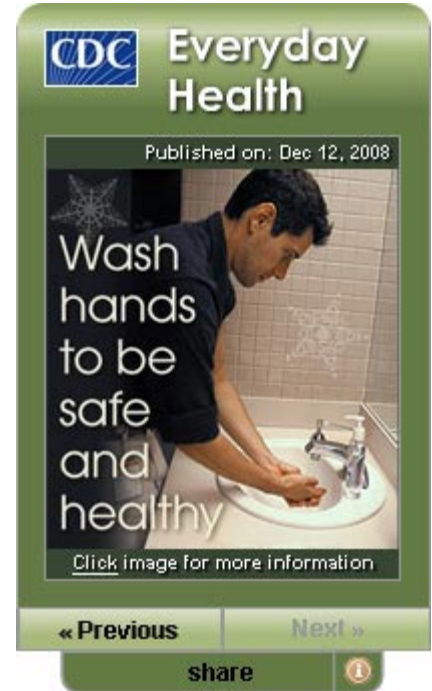
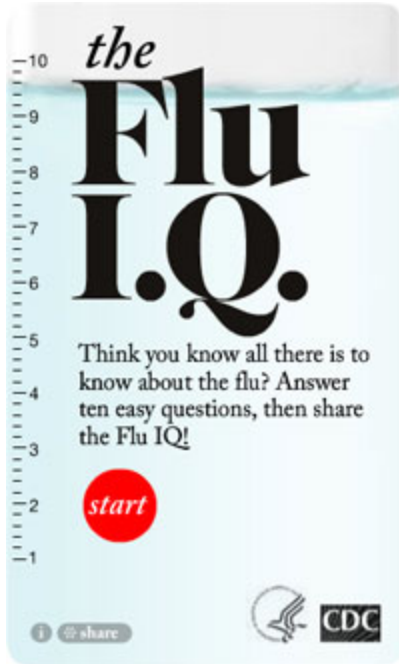
Explore how Share works >

Add Share to your site >

5,966 fans since  
CDC Facebook  
page launched on  
May 1<sup>st</sup>



# Widgets



957,936 views of H1N1-related widgets since April 24<sup>th</sup>

**H1N1 (Swine Flu)** **H1N1 (Swine Flu)**

Help spread the word about H1N1 Flu (swine flu) and how to prevent it! Add a widget to your Web site, portal home page or on your blog. Let your Web site visitors know how to stop the spread of H1N1 Flu (swine flu) and where to get more information about H1N1 Flu (swine flu). To add the widget, copy the code next to the widget and paste it into your Web page.

Copy This Code for the H1N1 (Swine Flu) Widget

```
<div id="start-widget-focus" style="margin-left: 20px; margin-bottom: 10px;"><a href="http://www.cdc.gov/widgets/h1n1/alt/tips.htm" style="font-weight: bold; font-size: .9em;"
```

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

# Twitter



Home Profile Find People Settings Help Sign out

Update 5/10/09: 2532 total cases of novel H1N1 flu, 3 deaths, 44 states affected in US:<http://bit.ly/Wropx>  
#swineflu #h1n1

2 minutes ago from web

CDCFlu  
CDC Flu

- 165,547 followers on 3 CDC Twitter profiles
- 351,660 clickthroughs to CDC.gov content from links posted on Twitter since April 24<sup>th</sup>

Hey there! CDCemergency is using Twitter.

Twitter is a free service that lets you keep in touch with people through the exchange of quick, frequent answers to one simple question: What are you doing? **Join today** to start receiving CDCemergency's updates.

**Join today!**

Already using Twitter from your phone? [Click here.](#)

**CDCemergency**

Name CDC Emergency  
Location Atlanta, GA  
Web <http://emergency...>  
Bio CDC Emergency Preparedness and Response: increasing the nation's ability to prepare for and respond to public health emergencies.

74 following 120,225 followers

Updates 194

Favorites

Following

RT @CDCFlu Daily update: (5/8/09): 1639 confirmed cases of novel H1N1 flu, 2 deaths & 43 states affected in US: <http://bit.ly/X0U0U>  
about 23 hours ago from web

Wildfire smoke can hurt eyes, irritate respiratory systems, and worsen heart and lung diseases <http://bit.ly/XFCCG>  
7:56 AM May 8th from web

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Latest: RT @CDCemergency White House Briefing on Swine Flu today at 12:30pm ET - Watch It Here - <http://bitly.com/GOZOT> less than 5 seconds ago

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**CDC\_eHealth** RT @CDCemergency White House Briefing on Swine Flu today at 12:30pm ET - Watch It Here - <http://bitly.com/GOZOT> less than 5 seconds ago from web

**CDCemergency** White House Briefing on Swine Flu 12:30pm ET - Watch It Here - <http://bitly.com/GOZOT> 7 minutes ago from web

**CDCemergency** 20 swine flu cases in U.S. confirmed by CDC: CA - 7, KS - 2, NYC - 8, OH - 1, TX - 2: <http://bit.ly/HmUhc> #swineflu 14 minutes ago from web

**CDCemergency** New CDC swine flu investigation update posted, 11:30 AM ET. 20 confirmed cases in U.S.: <http://bit.ly/HmUhc> #swineflu 18 minutes ago from web

**CDCemergency** Transcript from 04/25 CDC press conference on swine flu at <http://bit.ly/R8CAV> about 2 hours ago from web

**CDC\_eHealth** Have Swine Flu questions? Please call CDC INFO at 1-800-232-4636 for all health questions. Available in English & Spanish 24/7. about 3 hours ago from web

**CDC\_eHealth**

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# Email Updates



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## CDC Email Updates

### Keep Informed

The Centers for Disease Control and Prevention (CDC) is happy to offer a free email subscription service, which allows CDC.gov users to receive alerts by e-mail when new information is available. With a subscription profile, you get the updated information on the items of interest to you automatically without having to return to the Web site and check for changes.

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To ensure delivery of our email updates to your inbox, please add [cdc@service.govdelivery.com](mailto:cdc@service.govdelivery.com) to your email address book, adjust your spam settings, or follow the instructions from your email provider on how to prevent our emails from being marked as "Spam" or "Junk Mail."

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Centers for Disease Control and Prevention 1600 Clifton Rd. Atlanta, GA 30333, USA  
800-CDC-INFO (800-232-4636) TTY: (888) 232-6348, 24 Hours/Every Day - [cdcinfo@cdc.gov](mailto:cdcinfo@cdc.gov)



- 196,373 subscribers to H1N1 flu email updates
- 1.90 Million H1N1 flu related emails sent



 Your Mobile Source for Credible Health Information

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**[1] H1N1 Flu (Swine Flu)**

- [Daily Update](#)
- [H1N1 Flu and You](#)
- [Key Facts](#)

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**[2] Features**

- [Drinking Water](#)
- [Community Guide](#)
- [Disability Causes](#)
- [Mother's Health](#)

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**[3] Emergency Preparedness and Response**

- [H1N1 Flu \(Swine Flu\)](#)
- [Hurricane Health and Safety](#)
- [Responding to Terrorist Bombings](#)


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**[4] Seasonal Flu**

- [Summary of Updates in 2008 ACIP Recommendations](#)
- [Key Facts About Flu](#)



27,438 views of mobile H1N1 flu pages since April 24<sup>th</sup>

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**H1N1 Flu**

- [Daily Update](#)
- [H1N1 Flu and You](#)
- [Key Facts](#)
- [Case Definitions to be Used For Investigations of H1N1 Cases](#)
- [Antiviral Drugs](#)
- [Taking Care of a Sick Person in Your Home](#)
- [Screening for H1N1 in Regions with Few or No Reported Cases](#)
- [Information for Concerned Parents and Caregivers](#)
- [Information for Child Care Providers](#)
- [Prevention and Treatment of H1N1 Influenza Virus Infection in Young Children](#)
- [EMS Management of Patients with Confirmed or Suspected H1N1 Infection](#)
- [Pregnant Women and H1N1 Influenza: Considerations for Clinicians](#)
- [Specimen Collection, Processing, and Testing for Patients with Suspected H1N1 Virus](#)
- [Care of Patients with Confirmed or Suspected H1N1 Virus Infection in a Healthcare Setting](#)
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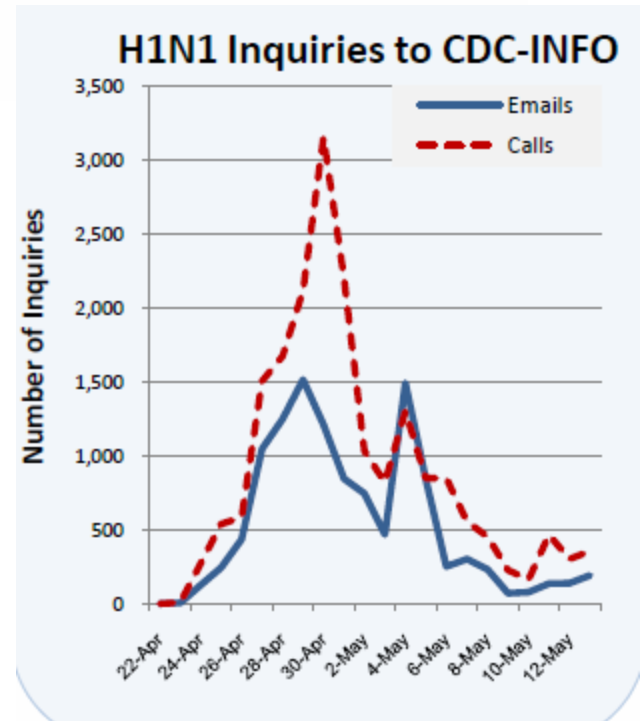
## CDC National Contact Center

Representatives are available 24/7 to answer your questions in English and Spanish. For up-to-date information about 2009 H1N1 Flu and hundreds of other health and safety topics:

- **Call: 1-800-CDC-INFO (1-800-232-4636), TTY: (888) 232-6348, English/Spanish, 24 Hours/Every Day**
- **Email: [cdcinfo@cdc.gov](mailto:cdcinfo@cdc.gov)**
- **Postal Mail:**  
Centers for Disease Control and Prevention  
1600 Clifton Rd,  
Atlanta, GA 30333  
U.S.A.

## Key H1N1 CDC-INFO Stats:

|   | Daily<br>(May 14) | Total<br>(Apr 22 – May 14) |
|---|-------------------|----------------------------|
| <b>Calls:</b> Calls Answered Related to H1N1 Flu    | 357               | 19,995                     |
| <b>Wait Times:</b> Avg. for English Emergency Queue | 0:03 Min          | 1:32 Min                   |
| <b>Wait Times:</b> Avg. for Spanish Emergency Queue | 0:07 Min          | 1:45 Min                   |
| <b>Emails:</b> Emails Answered Related to H1N1 Flu  | 193               | 12,005                     |



# CDC Social Media Resources



- **Social Media Tools**

- Peanut and Butter and Peanut Containing Product Recalls: <http://www.cdc.gov/socialmedia/peanuts.html>
- Novel H1N1 Flu: <http://www.cdc.gov/socialmedia/H1N1/>
- Novel H1N1 Flu (Spanish): <http://www.cdc.gov/spanish/mediossociales/>

- **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)

- **Social Networks**

- Facebook [www.facebook.com/CDC](http://www.facebook.com/CDC)
- My Space [http://myspace.com/cdc\\_ehealth](http://myspace.com/cdc_ehealth)
- Daily Strength <http://dailystrength.org/groups/cdc>

- **Mobile**

- [m.CDC.gov](http://m.CDC.gov)
- [www.cdc.gov/mobilehealth](http://www.cdc.gov/mobilehealth)



# CDC Social Media Resources



- **CDC.gov Widgets**  
<http://www.cdc.gov/widgets>
- **Twitter**  
[http://twitter.com/CDC\\_eHealth](http://twitter.com/CDC_eHealth)  
<http://twitter.com/CDCflu>  
<http://twitter.com/CDCemergency>
- **User-Generated Content Sites**  
You Tube <http://youtube.com/cdcstreaminghealth>  
Flickr [http://flickr.com/cdc\\_e-health](http://flickr.com/cdc_e-health)
- **About CDC.gov**  
[http://www.cdc.gov/Other/about\\_cdcgov.html](http://www.cdc.gov/Other/about_cdcgov.html)
- **CDC TV**  
<http://www.cdc.gov/CDCTV/>
- **Use of graphical images - Link to CDC.gov**  
<http://www.cdc.gov/Other/link.html>

# CDC Social Media Resources



- **eHealth Data Briefs**  
<http://www.cdc.gov/healthmarketing/ehm/databriefs/>
- **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>
- **Virtual Worlds**
  - Second Life <http://secondlife.com> (191, 86)  
(<http://slurl.com/secondlife/CDC%20Island/191/86/22>)
  - Whyville <http://www.whyville.net/>
- **Email Updates**  
<http://www.cdc.gov/emailupdates/>



Thank you

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Centers for Disease Control and Prevention

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