Slide 1: Helping People Make Better Health Care Choices: Why Web 2.0?

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Slide 2: Untitled

   page from the smokefree.gov Web site.

Slide 3: Knowledge-Practice Gap

- Evidence-based treatments can double or even triple success rates, but only a small percentage of smokers actually use them.
- People search for smoking-cessation information but do not find it.
- We have not done an effective job disseminating this information in a way that motivates people to act on it. Why not?

Slide 4: A Crowded Marketplace

- Competing demands
    - o 9.5 hours per day consuming media
    - o 40 Web sites per day
    - o Everything is louder than everything else
    - o Attention is a fragmented and scarce commodity

Slide 5: Why Web 2.0?

- Web 2.0 and mobile technologies offer tools that can help us get noticed in a crowd
    - o Increase reach/visibility
    - o Increase engagement
        - ▪ Add value
        - ▪ Make it easier for people

Slide 6: Reach

- Reach more people
    - o Social media can help raise awareness
        - ▪ Start   conversation about your content
        - ▪ SFW Video contest
    - o Focus on partner networks (Twitter)
- Reach different people
    - o Support networks
    - o Diabetes patients who do not adhere to treatment?

Slide 7: Add Value

- Social connectedness
    - People want to be connected
        - SFW Facebook Page
    - Social support, self-management, self-monitoring
- Relevance
    - Focus on end-users' needs (tailoring)
    - Location-aware (mobile)
    - Preference-aware
    - Real-time (cravings support)

Slide 8: Make It Easy

- Microengagements
    - Keep content small and fast
    - Microcontent (key messages)
    - Microinteractions

Slide 9: Attention Is   Scarce Commodity…

- How can we increase our visibility?
    - Marketing
    - Partner networks
- How can we be relevant instead of being another piece of spam?
- How can keep content small and fast and create opportunities for microengagements?
    - Micro-content
    - Key messages
- How can we build in value to content?
    - Connectedness