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
  - 9.5 hours per day consuming media
  - 40 Web sites per day
  - Everything is louder than everything else
  - 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
  - Increase reach/visibility
  - Increase engagement
    - Add value
    - Make it easier for people

Slide 6: Reach

- Reach more people
  - Social media can help raise awareness
    - Start conversation about your content
    - SFW Video contest
  - Focus on partner networks (Twitter)
- Reach different people
  - Support networks
  - 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 we keep content small and fast and create opportunities for microengagements?
  - Micro-content
  - Key messages
- How can we build in value to content?
  - Connectedness