



Redesigning CDC's Web Presence: Update

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Presentation Overview



- ❖ Knowledge management and access
- ❖ Content, content everywhere
- ❖ Site launch standardization
- ❖ Improving access
- ❖ Current Directions

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Knowledge management and access



- ❖ **In many instances, information is “out of reach” for people who need it**
 - Websites, distributed databases, file servers, people’s heads
 - Poor usability (content format, navigation, etc)
- ❖ **For information to become knowledge, it must be within reach**
 - Categorized and classified
 - Metadata, controlled vocabularies
 - Findable
 - Search or browsable taxonomies

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Content, Content Everywhere



- ❖ **Approximately 250,000 pieces of content**
- ❖ **Various file formats and locations**
 - HTML, ASP, PDF, Word, Excel, PowerPoint, etc.
 - Web servers, databases, file servers, etc.
 - Siloed and/or idiosyncratic file structures
- ❖ **Content freshness**
 - Wide range of “last updated”
- ❖ **Highly distributed publication environment**

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Content, Content Everywhere



❖ Water safety, specific to swimming

NCID/DPD: Healthy Swimming

Division of Parasitic Diseases
Healthy Swimming 2002

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Swimming or relaxing in "recreational water" such as swimming pools, waterparks, hot tubs, lakes, or the ocean is one of the most popular activities in the country. However, did you know that more than 15,000 swimmers became ill from swimming during the past decade?

This website provides information for raising awareness about the spread of recreational water illnesses (RWIs). Learning about healthy swimming behaviors may help protect swimmers from the spread of RWIs.

Put the mouse on the life preservers in the menu to promote healthy swimming.

Site Contents

Audiences

- Parents
- General Public
- Pool Staff
- Public Health Professionals
- Travelers
- In Spanish

Specific Information

- Brochures
- Fact Sheets
- Posters
- Questions and Answers
- Newsletter for Pool Staff
- Clean, Safe, and Fun
- Fatal Accident Resources
- Technical Information
- Outdoor Recreation

DPD Home

NCIPC: Drowning Prevention

National Center for Injury Prevention and Control

Fact Sheet
Resources
References

Search NCIPOD

Drowning Prevention

How large is the problem of unintentional drowning?

- In 1998, 4,406 people drowned, including 1,000 children.
- In 1992, the U.S. Coast Guard received 3,700 injuries and 616 deaths.

Which groups of people are more likely to drown?

Children: Drowning is the second leading cause of injury for children ages 1 through 19 years, with 1,940 deaths in 1998.¹

Males: In 1998, males comprised 81% of people who drowned.

Blacks: In 1998, the overall age-adjusted drowning rate for Blacks was 2.5 times higher than for whites. Blacks also have a higher drowning rate than whites in swimming pools, which are not as accessible.

Where do childhood drownings occur?

Most children drown in swimming pools. According to the U.S. Consumer Product Safety Commission (CPSC), 80% of childhood drownings occur in swimming pools.

NIOSH: Lifeguard Safety

New Jersey FACE Investigation #N401099

Lifeguard Electrocuted After Contacting An Energized Pump Motor Housing

Lifeguard Effectiveness: A Report of the Working Group

Use of Design Criteria to Reduce Drownings at Lakefront Facilities

although providing quality lifeguarding services at water recreational facilities is effective in preventing drowning, some decision makers may elect not to hire lifeguards. In that case, environmental modifications to the facility can still improve safety for patrons. This section describes some environmental design changes that one water recreation provider used to reduce drownings at facilities that did not employ lifeguards.

The U.S. Army Corps of Engineers is the second largest provider of outdoor recreation facilities in the United States, managing more than 7 million surface acres of water and 4 million acres of land. Corps lakes are located in 43 states, and in 1998 staff recorded 2.6 billion visitor hours at these lakes. Approximately 58% of these hours (1.5 billion hours) are attributable to water recreation, such as swimming, wading, boating, water skiing, and fishing.

As a policy developed to limit liability, the Corps does not assign lifeguards to its facilities; it has a "swim at your own risk" policy. However, to reduce the number of drownings occurring at its beaches, the Corps established specific design criteria for its lakefront swimming beaches in 1987. These design criteria appear to have helped. Between 1971 and 1987, before the criteria were implemented, an average of 330 swimmers drowned each year. The design criteria were introduced between 1988 and 1996, and over that decade the yearly average fell to 183 drownings. These criteria are intended for inland lakes rather than surf beaches, where surf action makes them difficult to implement.

The majority of the design criteria for Corps swimming beaches relate to environmental controls. The priorities in the design of a beach are safety of the user, effects the physical features of the site will have on the beach, and future operation and maintenance considerations.

NCIPC: Lifeguard effectiveness

MMWR: Drownings at Army Corp Recreation Facilities

MMWR

Weekly
May 15, 1992 / 41(10):1311-1313

Drownings at U.S. Army Corps of Engineers Recreation Facilities, 1986-1990

The U.S. Army Corps of Engineers, Department of the Army, is the largest federal provider of water-based recreation facilities in the United States. Each year, the Corps records more than 2.3 billion visitor hours at its 460 lakes and reservoirs and estimates that 25 million persons visit one of its facilities at least once each year (1). Since 1965, the Corps has promoted water safety through educational campaigns at its facilities nationwide. The Corps, in collaboration with CDC, reviewed information about drowning and water safety accidents for 1986 through 1990 to assist in improving its water-safety program. This report summarizes the assessment and describes water-safety measures the Corps is implementing to prevent drowning and other injuries.

The Corps compiles data on all deaths that occur at Corps recreation facilities. Data reported by park managers include demographic characteristics and information on the circumstances and locations of deaths.

From 1986 through 1990, 1107 persons drowned at Corps facilities. Of these, 334 (30%) were aged 16-25 years, 140 (13%) were aged 26-30 years, and 45 (4%) were children aged less than or equal to 5 years. Most persons who drowned (981 (89%)) were males. More than half of the drowning (577 (52%)) occurred on Saturday or Sunday (Figure 1). Rates of drowning (injuries per million water-days) were highest in 1986 (1.3) and lowest in 1988 (1.0); the death rate for drowning has remained stable after an initial decline in 1986.

For each year during 1986-1990, most drownings occurred during swimming and wading activities (483 (44%)), followed by boating activities (250 (23%)), and fishing from shore (187 (17%)) (Table 1). Of the swimming/wading-related drownings, 302 (62%) occurred outside the designated swimming area.

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Launch & Standardization



- ❖ **Public launch of new site in January 2004**
 - Home page
 - Topical section pages
 - Search
 - Content management
 - Controlled health thesaurus
- ❖ **Topics and Topical Hierarchies**
- ❖ **Look and Feel (creative design)**
- ❖ **Navigation**
- ❖ **Search**

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Defined Topical Hierarchies



Home | About CDC | Press Room | Funding | A-Z Index | Centers, Institute & Offices | Training & Employment | Contact Us

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

Search:

Health & Safety Topics

- Infectious Diseases
- Disabilities
- Diseases & Conditions
- Emergency Preparedness & Response
- Environmental Health
- Genetics and Genomics
- Health Promotion
- Injury & Violence Prevention & Control
- Travelers' Health
- Vaccines & Immunizations
- Workplace Safety & Health

Publications & Products

- Emerging Infectious Diseases Journal
- Morbidity & Mortality Weekly Report
- Preventing Chronic Disease Journal
- Subscriptions

Data & Statistics

- Growth Charts
- National Data
- Risk Data

Tick Tips
Prevent Lyme disease with "TICK CHECK" and a tick probe. Learn more.

Genomics
IMMPACT

CDC Announces New Goals
Learn more about the new operations that will allow CDC to meet its goals.

Genetic Prevention
Each year 300,000 Americans have a genetic condition. Learn more.

Central Policy
Learn about central policy at CDC.

West African Swine Flu
Learn more.

Traveling this summer?
Tips for safe and healthy travel.

Severe Acute Respiratory Syndrome
Comprehensive information.

Diseases & Conditions

See all Diseases & Conditions content alphabetically:
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

View by Topic:

Infectious & Other Diseases	Chronic Diseases and Conditions
<ul style="list-style-type: none"> Acute Respiratory Infections Bacterial Infections Chronic Diseases Drug-Resistant Infections Emerging Infectious Diseases Food-Related Diseases Healthcare-Associated Infections and Issues Immunization Infectious and Allergy-Related Diseases Sexually Transmitted Diseases Viral-Related Diseases 	<ul style="list-style-type: none"> Alcohol Asthma & Allergies Coronary Fatigue Statistics Diabetes Epilepsy Heart Disease Hepatitis Hypertension Stroke Obesity Other

Disorders

- Bleeding Disorders

Risk Factors

- Lack of Physical Activity
- Poor Nutrition
- Tobacco Use

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Search:

Health & Safety Topics | **Publications & Products** | **Data & Statistics** | **Conferences & Events**

Injury & Violence Prevention & Control

Injuries are a leading cause of death for Americans of all ages, regardless of gender, race or economic status. But injury deaths are only part of the picture. Millions of Americans are injured each year and survive. For many of them, the injury causes temporary pain and inconvenience, but for some, the injury leads to disability, chronic pain, and a profound change in lifestyle.

Like diseases, injuries are preventable - they do not occur at random. CDC uses the same scientific methods to prevent injuries that are used to prevent disease.

View by Topic:

- Acute Care
- Child Maltreatment
- Childhood Injury
- Crash Injuries
- Fall-Related Injuries
- Fire-Related Injuries
- Firearm Injuries
- Homicide
- Intimate Partner Violence
- Mass Trauma
- Motor Vehicle-Related Injuries
- Needlesticks
- Pedestrian Injury
- Poisoning
- Sexual Violence
- Serial Confinement
- Suicide
- Therapeutic Brain Injury (TBI)
- Water-Related Injuries
- Workplace Violence
- Youth Violence

Featured Items:

National Dog Bite Prevention Week
Man and woman's best friend bites more than 4.7 million people a year. Learn more about preventing dog bites. [more](#)

May is Trauma Awareness Month
Learn more about the value of trauma centers and trauma systems and how they save lives. [more](#)

New Funding Announcements
CDC's Injury Center funds various types of grants to support research in priority areas. [more](#)

Atlas of Injury Mortality Among American Indian and Alaska Native Children and Youth
Injury poses a particular threat to Native American children. [more](#)

World Health Day 2004
Family Road Safety: Protect the Ones You Love Information, resources, and tools to raise awareness about road traffic safety. [more](#)

3rd National Sexual Violence Prevention Conference, May 25-26, 2004
Registration still available. [more](#)

Mass Trauma Preparedness & Response
Information and tools to aid preparation for and response to mass trauma events. [more](#)

Key Resources

- WISQARS (Injury Data Reporting)
- Injury Maps
- Injury Charts for Download
- Injury Research Agenda
- Injury Calendar & Events
- Injury Data

Programs & Campaigns

- Core State Injury Program
- National Violent Death Reporting System
- Road Prevention and Education Grant Program
- Targeted Injury Intervention Programs
- Traumatic Brain Injury Surveillance Program
- Other Programs and Projects

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Improving Access to Content: Related Topic Areas



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Search:

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Search Results

You searched for: **Influenza**

Search again: [Search Tips](#)

Related Topic Areas

- Avian Influenza
- Human Parainfluenza Viruses
- Influenza
- Influenza Surveillance Data

1-50 of 3198 1 2 3 4 5 6 7 8 9 10 | next > [Hide Summaries](#)

Description	sort by Relevance	Date
CDC - Influenza (flu) Influenza A (H5N1) Outbreak Interim Guidance about Avian Influenza for Americans Living Abroad Feb 18 New! Interim Recommendations for Persons with Possible Exposure to Avian Influenza During Outbreaks Among Poultry in the United States Feb 24 New! Interim...		May 10, 2004
CDC - Influenza (flu) Clinical Description and Diagnosis In a recent study of influenza epidemics, approximately 19,000 influenza- associated pulmonary and circulatory deaths per influenza season occurred during 1976--1990, compared with approximately 36,000 deaths during 1990-- 1999. In ...		May 10, 2004
CDC - Influenza (flu) Weekly Report: Influenza Summary Update During week 18, WHO and NREVSS laboratories reported 349 specimens tested for influenza viruses, and 1 (0.3%) was positive for an influenza B virus. Of the 24,361 influenza A viruses, 7,190 (29.5%) have been subtyped; 7,188 (99.9%)...		May 14, 2004
CDC - Influenza (flu) Vaccination Influenza vaccination is the primary method for preventing influenza and its severe complications. Vaccination is associated with reductions in influenza- related respiratory illness and physician visits among all age groups, hosp...		May 10, 2004
CDC - Influenza (flu) About the Flu – Key Facts The disease, flu viruses, – Q & A 2003-		May 10, 2004

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Folic Acid Now Fact Sheet

What are neural tube defects (NTDs)?

Between the 17th and 30th day after conception (or 4 to 6 weeks after the first day of a woman's last menstrual period), the neural tube forms in the embryo (developing baby) and then closes. The neural tube later becomes the baby's spinal cord, spine, brain, and skull. A neural tube defect (NTD) occurs when the neural tube fails to close properly, leaving the developing brain or spinal cord exposed to the amniotic fluid. The two most common neural tube defects are **anencephaly** and **spina bifida**.

What are spina bifida and anencephaly?

Spina bifida and anencephaly are birth defects that occur in the first four weeks of pregnancy, before most women know that they are pregnant. Because about half of all pregnancies are unplanned, it is important to include 400 micrograms of folic acid in every childbearing age woman's diet.

Spina bifida occurs when the lower end of the neural tube fails to close. Thus, the spinal cord and back bones do not develop properly. Sometimes, a sac of fluid protrudes through an opening in the back, and a portion of the spinal cord is often contained in this sac. Paralysis of the infant's legs, loss of bowel and bladder control, water on the brain (hydrocephalus), and learning disabilities are among the disabilities associated with spina bifida. Eighty to ninety percent of infants born with spina bifida live. Despite varying degrees of disability, many lead successful and productive lives.

Anencephaly is a fatal condition in which the upper end of the neural tube fails to close. In these cases, the brain either never completely develops or is totally absent. Pregnancies affected by anencephaly often result in miscarriages. Infants who are born alive die very soon after birth.

What is folic acid and where can I get it?

Folic acid is a B-vitamin. The recommended amount to prevent spina bifida and other neural tube defects is 400 micrograms (0.4 milligram) of synthetic folic acid daily. This can be consumed in three ways:

Related Topic Areas

- Folic Acid
- Neural Tube Defects



Improving Access to Content: Related Topic Areas



- ❖ **Generated through use of metadata (driven from a controlled health thesaurus)**
- ❖ **Metadata are “mapped” to topics**
- ❖ **Search results “related topics”**
 - Utilizes thesaurus, including common misspellings, etc.
 - Limited to 4 in alpha-order
- ❖ **Content page “related topics”**
 - Relies on metatags assigned to content



Current Directions



- ❖ **As more content is tagged, search results increase in relevance**
- ❖ **Additional “facets” of topics to support broader navigation**
 - Consumer, clinician, public health professional ...
 - Infant, teen, young adult, pregnancy ...
 - Recommendation, guideline, press release, FAQ ...
 - Exposure management, infection control, prevention ...
- ❖ **Personalization**
 - Partners and more secure communication

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