

Information Dissemination Systems for the Public

Public Health Information Network
Conference Session 6a

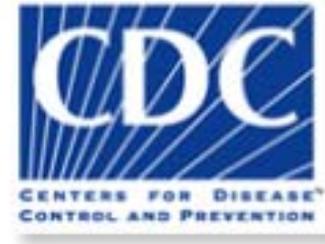
Wednesday, May 14 2003

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Public Health Information Architecture: A Framework



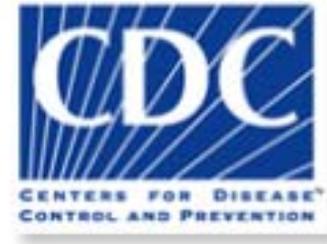
- Ensure people have intuitive and useful access to public health information when, where and how it is needed:
 - Use a shared vocabulary to describe and classify information (Session 4D)
 - Aggregate, organize and store information such that it is useful and accessible through multiple channels & devices (Web, kiosk, blackberry, phone, etc..)
 - Enable the delivery of content to the person, not relying only on the person coming to the content.

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Objectives



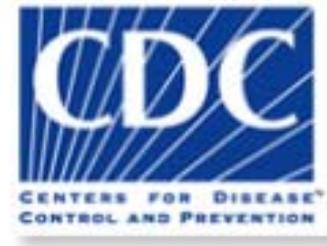
- For the past year, CDC has been working internally to describe and implement a vision for the organization and delivery of information to the public and with its partners.
- Today, we would like to broaden the scope of this effort to solicit and include partners' reviews, comments, and needs in order to evolve and refine this new information strategy.

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Information Dissemination for the Public



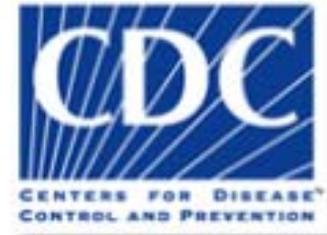
- Finding information at the new CDC Web site
- Delivering content that is accessible to the public – translations and literacy levels
- Enabling partners to quickly and easily incorporate CDC content within their context
- Keeping partners informed of the latest additions and changes to CDC information

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Current Site



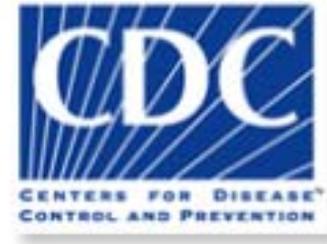
- Received approximately 43,375,000 page requests in March 2003
- Contains approximately 130,000 static pages
- Based on Nielsen's Netratings, CDC is one of the most frequently visited sites for public health information, especially in a public health emergency

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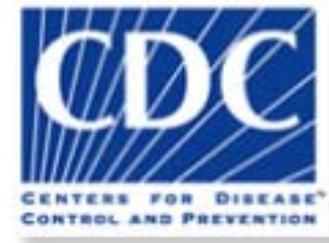
Challenges - Finding Information



- Currently, the primary information structure of the site mirrors the organizational structure of CDC
 - It is difficult for the public and partners to locate information
 - May not receive a cohesive presentation of all CDC content about a particular topic

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Topic-centered Organization

- Visitors intuitively look for content by topics
- By organizing by topics, a site bring cross-organization content together in one “topical area”. For example, water safety:

NCID/DPD: Healthy Swimming

Division of Parasitic Diseases
Healthy Swimming 2002

Home | Contact Us

Site Contents

Audiences

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

Specific Information

- Brochures
- Fact Sheets
- Posters
- Questions and Answers
- Resources for Pool Staff
- Child, Labor, and Water
- Fatal Accident Database
- Technical Information
- Outbreak Resources

DPD Home



NCIPC: Drowning Prevention

National Center for Injury Prevention and Control

Drowning Prevention

How large is the problem of unintentional drowning?

- In 1990, 4,406 people drowned, including 940 deaths in 1990.¹
- In 1992, the U.S. Coast Guard received 3,700 injuries and 816 deaths.²

Which groups of people are more likely to drown?

Children:
Drowning is the second leading cause of injury to children in the United States. In 1990, 940 deaths in 1990.¹

Males:
In 1990, males comprised 81% of people who drowned.

Races:
In 1990, the overall age-adjusted drowning rate for whites was 2.5 times the drowning rate for blacks, and 2.5 times the drowning rate for whites, which are not as accessible to swimming pools, which are not as accessible to swimming pools, which are not as accessible to swimming pools.

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

Lifeguard Electrocuted After Contacting An Energized Pump Motor Housing

February 1, 1995

Summary

On June 14, 1994, a 20-year-old male lifeguard was electrocuted after entering the pump room to check a pump. He had taken a brief rest before going into the pump room to check the pump. He was contacted by the metal pump housing that had been energized during a routine maintenance check. He was pronounced dead 2 1/2 hours after being brought to the hospital. He died 10 days later.

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. The section describes some environmental design changes that one water recreation provider used to reduce drownings at facilities that did not employ lifeguards.

NCIPC: Lifeguard effectiveness

Lifeguard Effectiveness: A Report of the Working Group

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Use of Design Criteria to Reduce Drownings at Lakefront Facilities

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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 a million acres of land. Corps lakes are located in 43 states, and in 1990 staff recorded 2.6 billion visitor hours at these lakes. Approximately 50% of these hours (1.3 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 1973 and 1987, before the criteria were implemented, an average of 320 swimmers drowned each year. The design criteria were introduced between 1988 and 1990, 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 of the physical features of the site will have on the beach, and future operation and maintenance.

MMWR: Drownings at Army Corp Recreation Facilities

MMWR

Weekly

May 15, 1992 • 147(10):201-202

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 provider of water-based recreation facilities in the United States. Each year, the Corps records more than 2.6 billion water-based recreation visits and estimates that 25 million persons visit one of its facilities at least once each year (1). Since 1986, the Corps has provided water safety through educational campaigns at its facilities nationwide. The Corps, in collaboration with CDC, reviewed information about drowning and water-safety activities for 1986 through 1990 to assist in improving its water safety program. This report summarizes the assessment and descriptive water-safety measures the Corps is implementing to prevent drowning and other injuries. The Corps monitors 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, 1187 persons drowned at Corps facilities. Of these, 334 (28%) were aged 16-25 years, 140 (12%) were aged 26-30 years, and 65 (5%) were children aged 0-15 years. Most persons who drowned (96%) were males. More than half of the drownings (57%) occurred on Saturday or Sunday (Figure 1). Rates of drowning (number per million water-based visits) were highest in 1986 (1.3) and lowest in 1990 (1.0); the death rate for drowning has remained stable after an initial decline in 1986.

For each year during 1986-1990, most drowning occurred during swimming and wading activities (44%), followed by boating activities (23%), and fishing (10%). Drowning occurred during other water-based activities (22%) (Table 1). Of the remaining water-based activities, 30% (22%) occurred outside the designated swimming areas.

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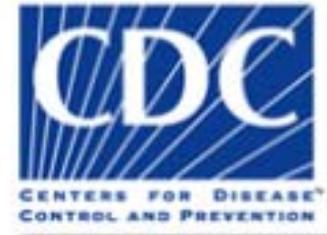
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Search Challenges



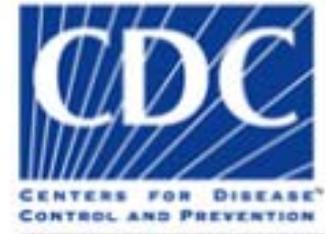
- Current CDC search solution is an excellent example of a non-information architecture approach. A search result for 'folic acid' returns:
 - #1 A scanned image of a newspaper article
 - #2 A map of Cameron County, Texas
 - #3 A page if you answered the wrong question on the folic acid quiz
 - ...
 - #17 Folic acid home page

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Search Challenges



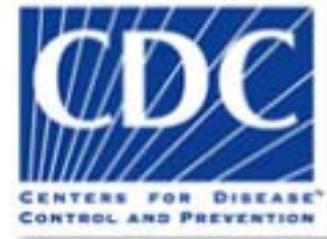
- Current search bases relevancy on frequency of words within the document
- No integration with a thesaurus to ‘normalize’ and associate terminology or to correct misspellings:
 - Top search term for December 2002 – Anthrax
 - 2nd top term antrax
 - 5th top search term antrak

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Envisioned Search



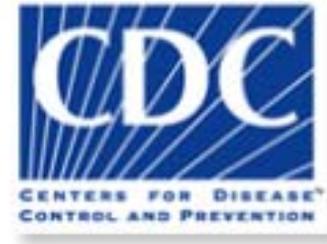
- Content should be ascribed with metadata with values drawn from a controlled vocabulary to classify and describe the content
- Search engines should integrate with the controlled vocabulary to “normalize” search terms, correct misspellings, and associate relevant and synonymous terms
- Search results should be integrated with the topic navigation to augment visitor’s ability to find the most relevant information
- Search experience should support the most common tasks that users perform

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Delivering Content Accessible to the Public



Public Health sites are now frequently accessed by the public. As such:

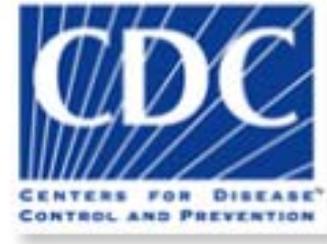
- There is a need for content in multiple languages and multiple literacy levels
 - Scientific and “plain language”
 - Multiple languages based on context (e.g. Chinese for SARs)
- Of course, this presents additional challenges. Multiple versions of the same content require synchronization:
 - Need to ensure source and its translations are continuously in synch. Not only within the CDC, but also at partners

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Delivering Accessible Content to the Public



In the next year, CDC will have in place:

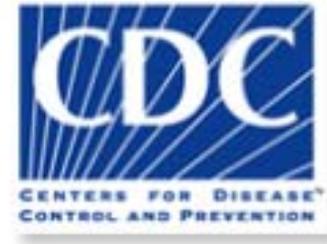
- Multilingual Translations
 - Translation of content into dozens of the most spoken languages in the US and across the world.
- Consumer Content
 - (initiative goal) To provide an easy way for consumers to access useful and actionable health information from or through CDC
 - Possibility of syndication in the future

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CDC Content into Multiple Contexts and Formats



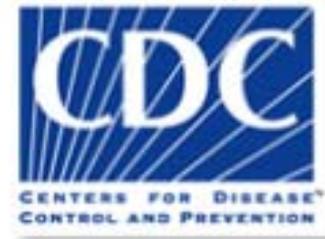
- Content delivered from the CDC tends to be:
 - Unstructured. As such, it is difficult to determine, in an automated fashion, the different parts of the content (i.e. title, abstract, recommendation, summary, etc.)
 - Proprietary or HTML format – it is difficult to translate, in an automated fashion, the content to another format, especially if you do not have the program that reads the format the content was saved in.

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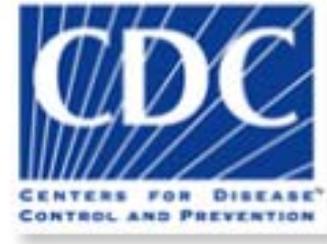
- Deliver content in a structured format that allows partners through standards-based technologies to quickly repurpose content to meet their needs.
 - Content to be stored and distributed as XML (eXtensible Markup Language)
 - Partners can use XSLT (eXtensible Stylesheet Language Transformation) to add partner-specific information fairly seamlessly and quickly
 - For example, the ability to add state or local health provider contact information and place the content in brochure format suitable for printing by running a simple script

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Keeping Partners Informed



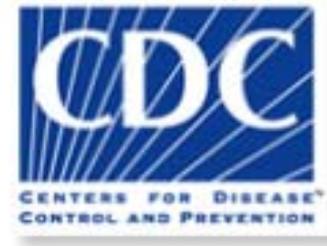
- How do you know that information on a particular topic has been:
 - Published
 - Removed from publication (errata, refined)
 - Modified
- Lack of a consistent, proactive method for discovering new, removed, or refined content

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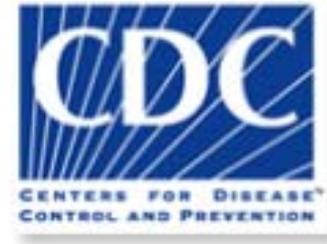
- As content is published and/or updated, partners are notified in the appropriate manner and information repositories are updated, as appropriate.
 - Alerts
 - Self-subscribed notifications
 - Content syndication/Web Services

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In Summary



- Content will be easier to find by browsing as well as searching
- A topic will aggregate multiple resources across the CDC and will be accessible from multiple places (i.e. search, indexes, cross-linking, primary navigation)
- Content will be available in multiple languages and reading levels
- Content will be structured as XML to allow rapid repurposing by partners to different contexts and formats
- Processes will be in place to notify partners of additions and modifications to content
- Partners will have the ability to syndicate CDC content

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Final Looks...

Today's Home Page

Draft Possible Home Page



1996 H

[Text version]



- About CDC
- What's New?
- Health Information
- Travelers' Health
- Publications & Products
- Data & Statistics
- Training & Employment
- Funding



In general all information presented in these login password and id. If this is the case you not for redistribution by you unless you are

- Contents
 - In the News
 - Travelers' Health
 - Health Topics A-Z
 - Publications, Software & Products
 - Data & Statistics
 - Training & Employment
 - Subscriptions
 - Other Sites
 - Visitor Survey
- Highlighted Resources
 - Terrorism and Public Health
 - CDC En Español
 - CDC Fact Book 2000/2001
 - CDC FOUNDATION
 - CDC Privacy Rule
 - CDC Recommends
 - EMERGING INFECTIOUS DISEASES Journal
 - Hoaxes and Rumors
 - MMWR
 - Select Agent Program
 - BAM! Kids' Page

Centers for Disease Control

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Log In | My CDC | CDC en Espanol

Search:

SPOTLIGHTS

- Severe Acute Respiratory Syndrome (SARS)**. The latest information about the disease.
- Smallpox Information**. Comprehensive and Up-to-Date Information on Smallpox Disease and Vaccination
- Terrorism and Public Health** - info for partners, professionals and the public.
- May is **Osteoporosis Awareness and Prevention Month**.
- Live Webcasts: **Plenary Sessions of CDC's Safety in Numbers Conference**
- May is **Older Americans Month**. This year's theme is "What We Do Makes a Difference."

About CDC
Information about CDC's organization, facilities, p

Announcements
A calendar of events, current topics, and recent n

Data and Statistics
CDC health data standards, scientific data, surve reports and laboratory information.

Funding Opportunities
Information about grant and cooperative agreemer

Health Topics A-Z
Fact sheets, disease prevention and health inform Anthrax, Cancer, Drownings, Zoster).

In the News
Press releases and current health news.

Other Sites
CDC information networks, public health partners departments, and web resources.

- Health & Safety Topics**
 - Birth Defects
 - Disabilities
 - Diseases & Conditions
 - Environmental Health
 - Genetics & Genomics
 - Immunizations & Vaccinations
 - Injury & Violence Prevention
 - Lab Testing & Practices
 - Terrorism & Public Health
 - Travelers' Health
 - Workplace Safety & Health
- Lifestyle & Wellness**
 - Infant & Child Health
 - Adolescent Health
 - Women's Health
 - Men's Health
 - Senior's Health
 - Workplace Health Promotion
 - more...
- Publications & Products**
 - MMWR
 - Emerging Infectious Diseases Journal
 - more...
- Data & Statistics**
 - National Data
 - State Data
 - Growth Charts
 - more...

Wellness	Public Health	Alcohol Awareness
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Programs & Campaigns

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[Programs | Campaigns](#)

Conferences & Events

July 14, 2003
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November 21, 2003
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[All Conferences & events...](#)

Partnerships

CDC Foundation



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 CHILD HEALTH • GLOBAL PARTNERSHIPS • MINORITY OUTREACH • MONITORING HEALTH • COMMUNITY PARTNERSHIPS
 SAFER • HEALTHIER • PEOPLE • SAFER • HEALTHIER • PEOPLE • SAFER • HEALTHIER • PEOPLE • SAFER • HEA
 HEALTH EDUCATION • EPIDEMIOLOGY • WORKPLACE HEALTH • IMMUNIZATION • WORKPLACE SAFETY • TRAINING • C
 LTH • PREVENTION RESEARCH • PRIVATE SECTOR PARTNERSHIPS • PUBLIC HEALTH WORKFORCE • WOMEN'S HEALT