



Public Health Information Architecture: A Framework

- ❖ Ensure people have intuitive and useful access to public health information when, where and how it's needed:
 - Information architecture as a standards-based process and methodology
 - Aggregate, organize and store information such that it is useful and accessible through multiple channels & devices (Web, kiosk, blackberry, phone, etc..)
 - Enable content push and pull – deliver content to the person, don't make them come to the content.
 - Use a shared vocabulary to describe and classify information



Information Architecture Defined

The art and science of structuring, organizing, and labeling information to help people find and manage that information. And focuses on the interrelations among the user, the context and the content.

Core components:

Metadata	Title, Language, Description, Topic/Subject
Controlled Vocabularies	Authority Lists, Classification Schemes, Thesauri
Information Organization	Associative, Structured, Labeling



Information Organization and Delivery Methodologies

- ❖ User research shows that public health information should be primarily organized into “topics” with secondary schemes being alphabetical indexes or audience.
- ❖ It’s not just browsers anymore. . . Blackberries, cell phones, kiosks, refrigerators, etc.
- ❖ Content should be able to be repurposed to different formats and contexts
- ❖ Content should be delivered to individuals as opposed to depending on individuals to constantly check a site for new and pertinent information



Information Structuring Methodologies

❖ Metadata

- Works as the “glue” in an information-rich environment that enables and supports:
 - Relevant and ranked information discovery (search)
 - Personalization and notification
 - Identification & presentation of strategic pieces of content, e.g. guidelines, recommendations, FAQs, etc.

❖ Controlled Health Thesaurus

- Begins to establish common vocabulary to facilitate content retrieval and exchange
- Based on existing standard vocabularies and identified public health gap terms.
- Provided a demonstration of current thesaurus prototype



Key Questions Asked (or Imperatives Stated)

- ❖ We need to stop the session
- ❖ When will the public health thesaurus be available for local use and where can it be obtained?
- ❖ Will the metadata schemas be available for review and download?
- ❖ What COTS products will the CDC be using to support the redesign of its Web site?
- ❖ Will CDC be working with other standards organizations, e.g. National Library of Medicine?
- ❖ How does user testing play a role in information architecture?