

A decade of hints

*Quantifying the Health Information Revolution
through Data Innovation and Collaboration*



January 9-10, 2014 | Rockville, MD
NCI Shady Grove, 9609 Medical Center Drive



Health Information National Trends Survey (HINTS): A Foundation for Strategic and Integrated Health Communication & Marketing Initiatives

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Health Information National Trends Survey (HINTS) Users Meeting
January 9-10, 2014

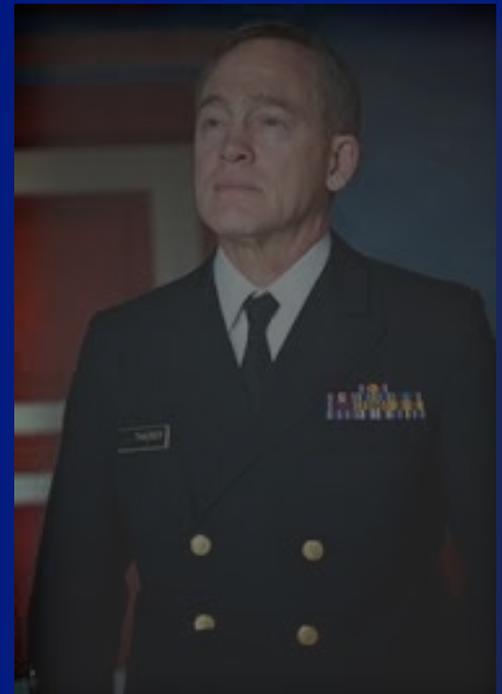
**“IN PUBLIC HEALTH, WE CAN’T DO
ANYTHING WITHOUT SURVEILLANCE.
THAT’S WHERE PUBLIC HEALTH
BEGINS.”**

**— DAVID SATCHER, MD, PHD, U.S.
SURGEON GENERAL, 1998–2002**



“PUBLIC HEALTH SURVEILLANCE IS THE FOUNDATION FOR DECISION MAKING IN PUBLIC HEALTH AND EMPOWERS DECISION MAKERS TO LEAD AND MANAGE MORE EFFECTIVELY BY PROVIDING TIMELY, USEFUL EVIDENCE.”

—THACKER, QUALTERS, & LEE, 2012



CDC'S VISION FOR PUBLIC HEALTH SURVEILLANCE IN THE 21ST CENTURY

THE PURPOSE OF PUBLIC HEALTH SURVEILLANCE

Address and define
a public health
problem or question



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graph TD; A[Address and define a public health problem or question] --> B[Use the data to guide efforts that will protect and promote population health.];
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Use the data to
guide efforts that will
protect and promote
population health.

1. Thacker SB, Berkelman RL. History of public health surveillance. In: Public Health Surveillance, Halperin W, Baker EL (Eds.): New York; Van Norstrand Reinhold, 1992.
2. CDC. Introduction. In: Challenges and opportunities in public health surveillance: a CDC Perspective. MMWR 2012;61(Suppl; July 27, 2012):1-2.

How CDC Has Used HINTS

Partnering Against Cancer Today: A Blueprint for Coordinating Efforts Through Communication Science --
Journal of the National Cancer Institute Monographs

CDC's Vision of Public Health Surveillance in the 21st Century - *July 2012 MMWR*

Evaluating Campaign Effectiveness

Cervical

Ovarian

Uterine

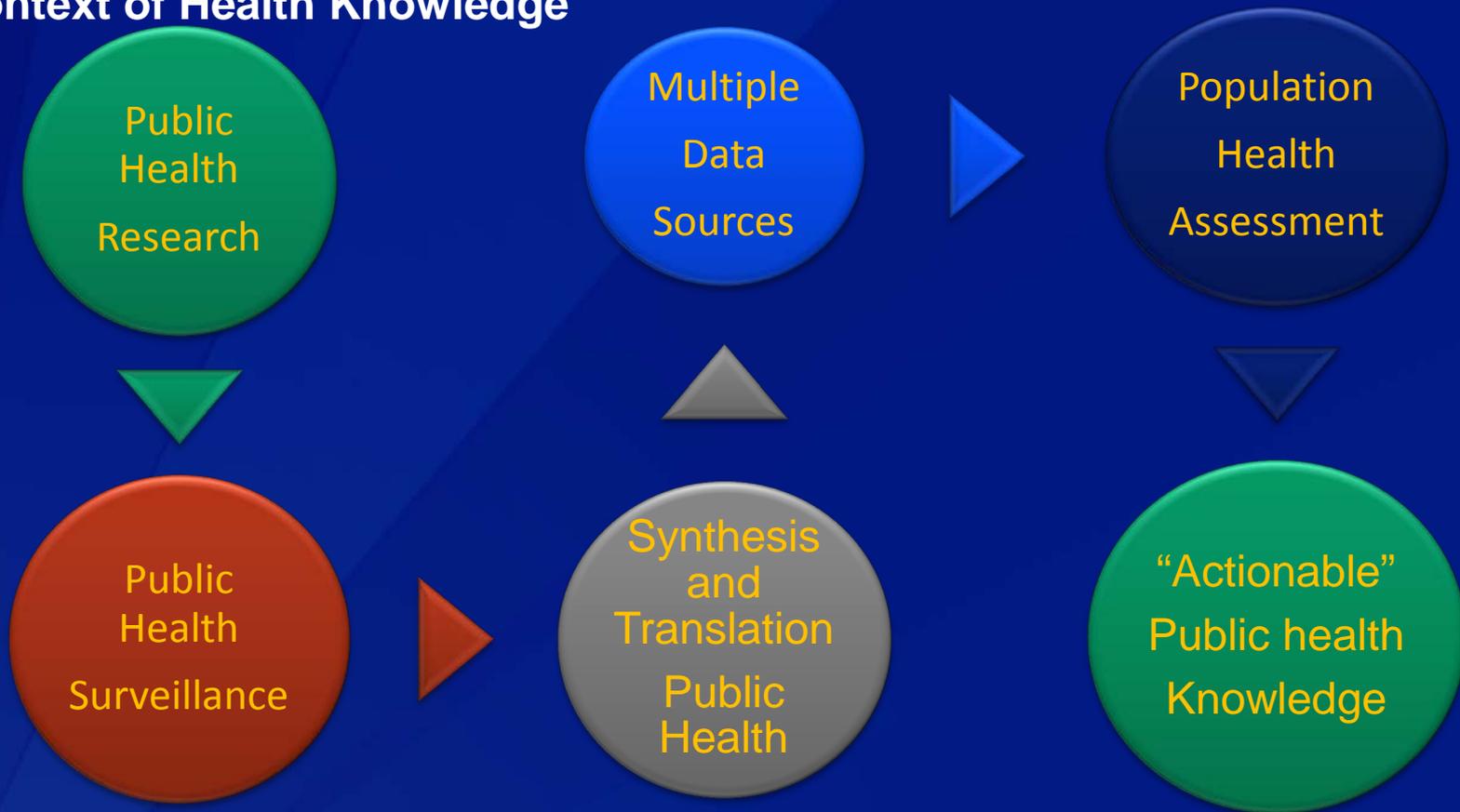
Vaginal

Vulvar

Get the facts about
gynecologic cancer.



Public Health Surveillance in the Larger Context of Health Knowledge



1. Thacker SB, Berkelman RL. History of public health surveillance. In: Public Health Surveillance, Halperin W, Baker EL (Eds.): New York; Van Norstrand Reinhold, 1992.
2. CDC. Introduction. In: Challenges and opportunities in public health surveillance: a CDC Perspective. MMWR 2012; 61(Supplement; July 27, 2012):1-2.



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The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.