

# Web 2.0 per “guadagnare salute”

Eugenio Santoro

*Laboratorio di Informatica Medica*

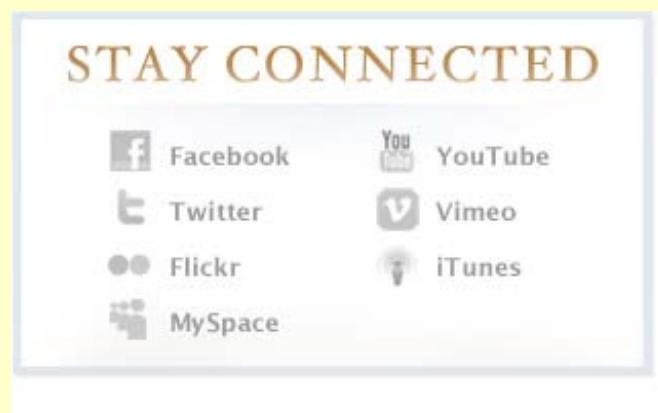
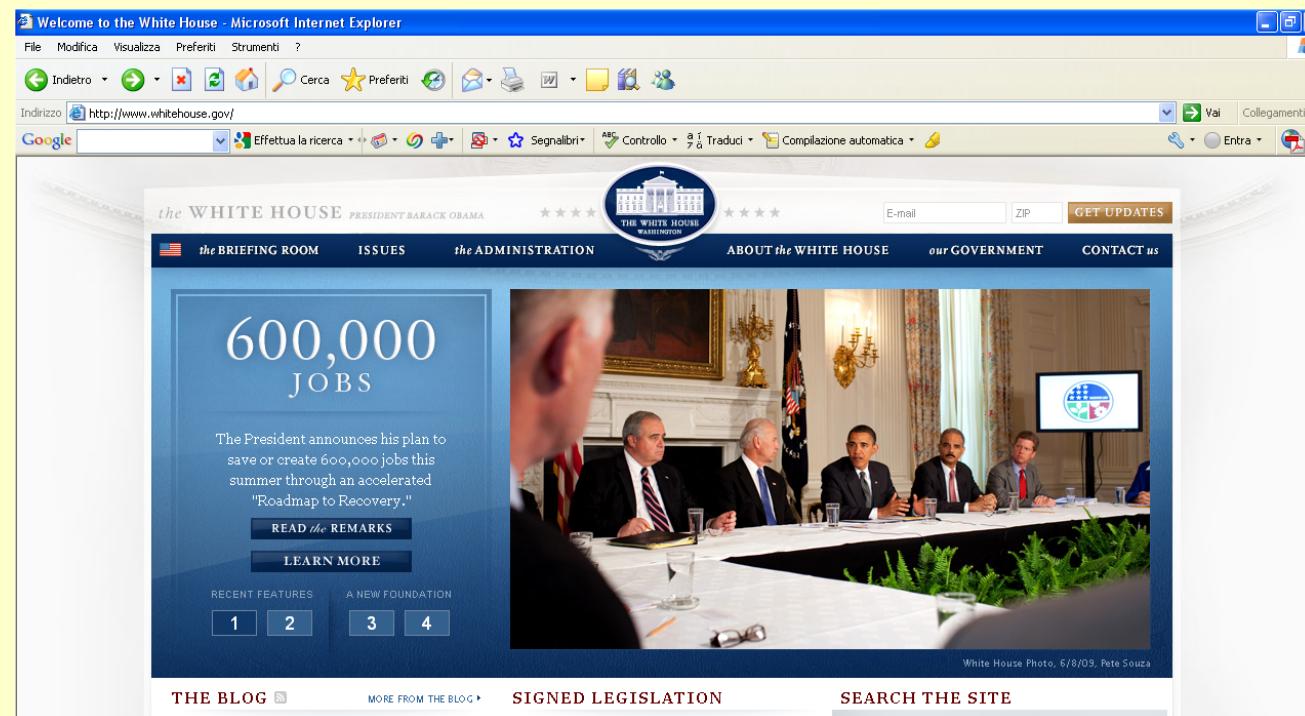
*Dipartimento di Epidemiologia*

*Istituto di Ricerche Farmacologiche “Mario Negri”*

**E. Santoro, Bologna, 15 ottobre 2009**

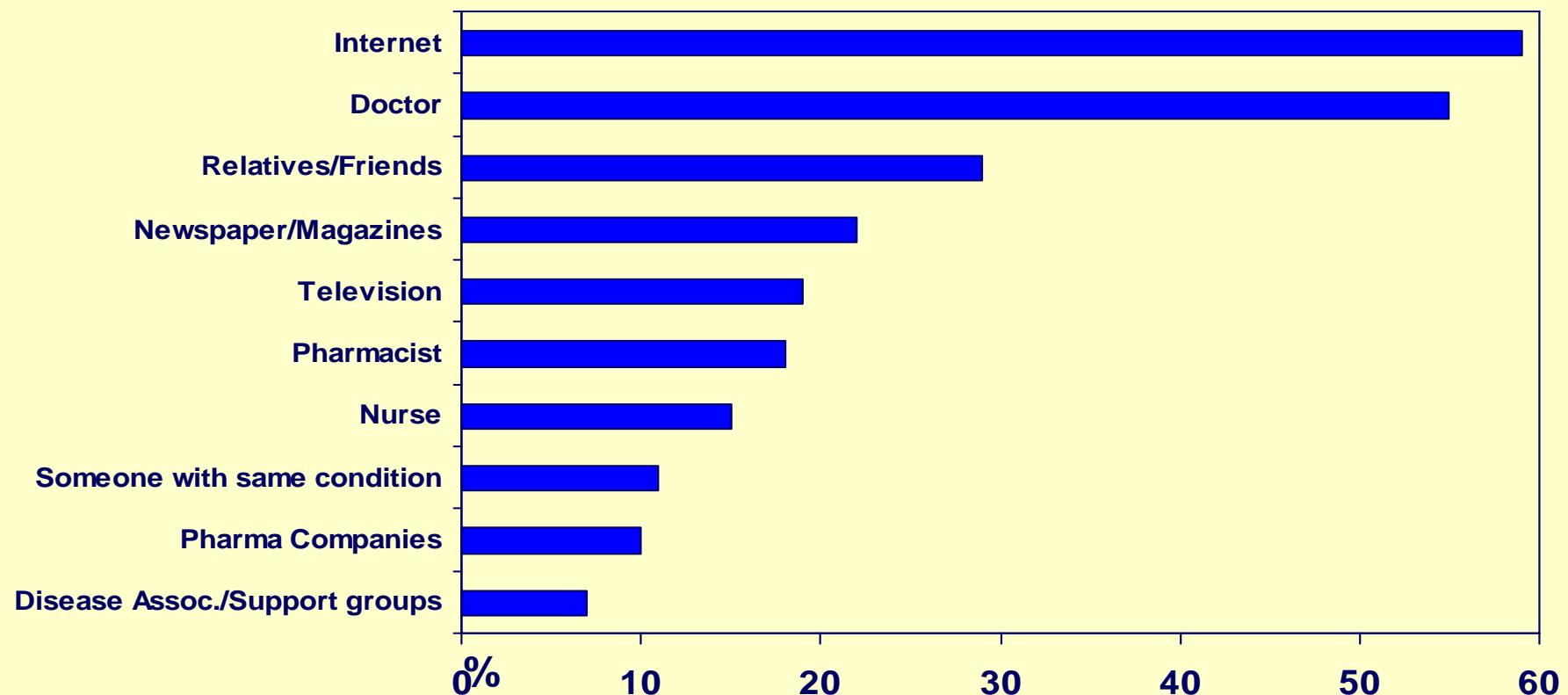
# Il web 2.0

- La definizione forse più corretta è quella che la avvicina al mondo dell' "**open access**", inteso come luogo (virtuale) al quale chiunque può **liberamente** accedere attraverso l'impiego di **software gratuito** al fine di **condividere** informazioni e **collaborare** per creare **nuova conoscenza**, e nel quale gli utenti siano al tempo stesso **produttori** e **fruitori** dell'informazione.



**E. Santoro, Bologna, 15 ottobre 2009**

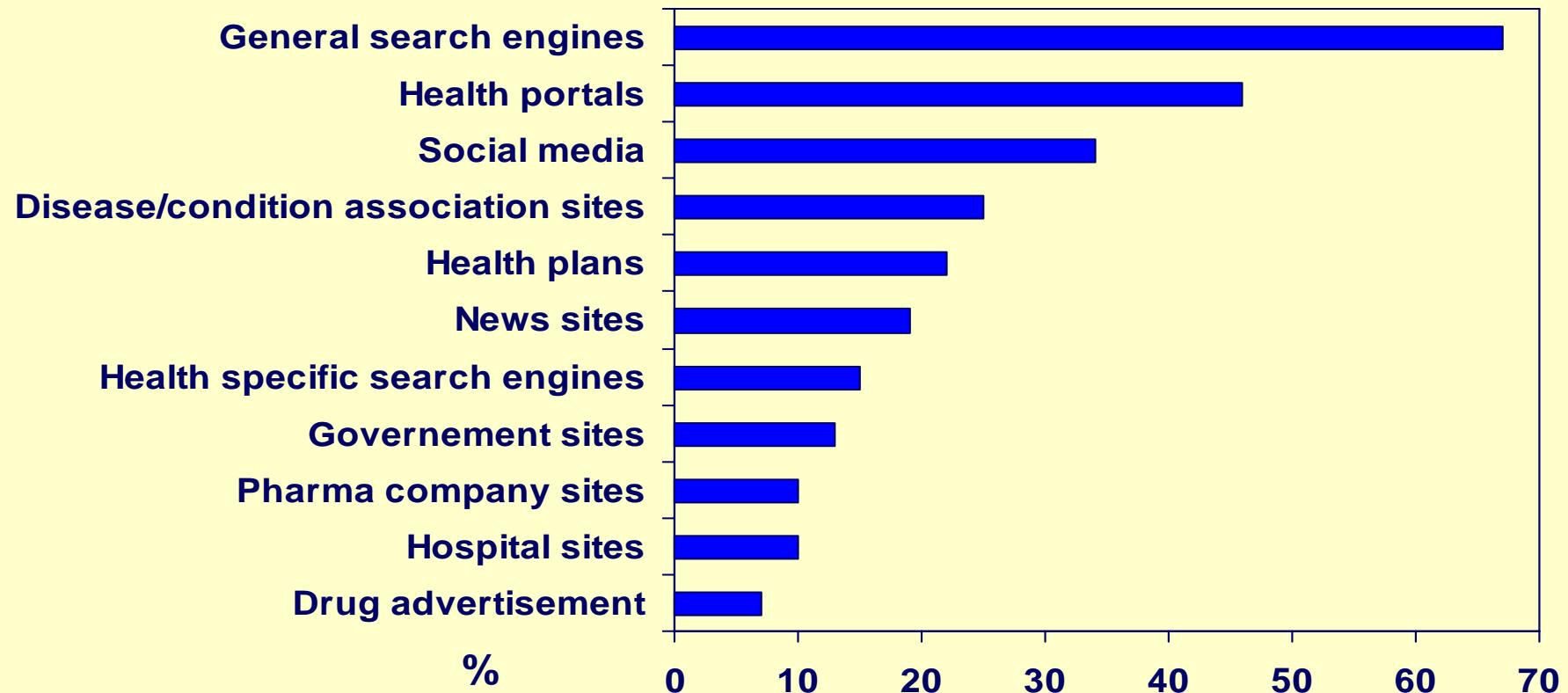
## Sources used to find or access health information



Fonte: iCrossing. How America searches: health and wellness. Gennaio 2008

E. Santoro, Bologna, 15 ottobre 2009

# Online tools and resources used to locate health information



Fonte: iCrossing. How America searches: health and wellness. Gennaio 2008

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# **Web 2.0 e comunicazione della salute**

**E. Santoro, Bologna, 15 ottobre 2009**

File Modifica Visualizza Preferiti Strumenti ?



Indirizzo http://www.cdc.gov/socialmedia/h1n1/#

Vai Collegamenti &gt;

Google

g

Effettua la ricerca



CDC Home



Centers for Disease Control and Prevention

Your Online Source for Credible Health Information

SEARCH

A-Z Index 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 #

## Social Media Tools for Consumers and Partners

### 2009 H1N1 Flu (Swine Flu)

The Centers for Disease Control and Prevention (CDC) and the U.S. Department of Health and Human Services (HHS) are working together to provide consumers and partners with social media tools that access information about the ongoing 2009 H1N1 Flu outbreak. Visit the [CDC.gov 2009 H1N1 Flu](#) and [PandemicFlu.gov](#) Web sites for information on 2009 H1N1 Flu.

### 2009 H1N1 Flu Social Media Tools

To encourage information sharing, collaboration, and interactivity, CDC provides social media tools. Widgets, mobile information, online videos and the like reinforce and personalize messages, reach new audiences, and build a communication infrastructure based on open information exchange.

Sign up for email updates to receive announcements of new products we add to this page.

#### Widgets

A widget is a CDC.gov application that displays the featured content directly on your web page. You can embed content in personalized home pages, blogs, and other sites. Once you've added the widget, there's no technical maintenance. CDC.gov will update the content automatically.

Adding a CDC.gov widget to your page means that you will have up-to-date, credible health and safety content in your favorite spaces – no more searching or browsing. Stay informed about the health content that is most meaningful to you—all of our widgets are available at [http://www.cdc.gov/widgets/](#).

#### [H1N1 \(Swine Flu\)](#)



#### CDC 2009 H1N1 Flu Widget

Help spread the word about H1N1 Flu and how to prevent it. Add a widget to your Web site, portal home page or on your blog. Let your Web site visitors know how to stop the spread of H1N1 Flu and where to get more information about H1N1 Flu. You can find, download and share this widget at [http://www.cdc.gov/widgets/](#).

#### On this page

- Widgets
- Mobile Information
- Buttons
- Online Videos
- Podcasts
- eCards
- RSS Feeds
- Twitter/Microblogs Updates
- Image Sharing
- Social Networking
- More Information
- Phone/Email
- Social Media Tools for Other Topics

Text size: S M L XL

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#### Contact Us:

Centers for Disease Control and Prevention  
1600 Clifton Rd  
Atlanta, GA 30333

800-CDC-INFO  
( 800-23... )  
 TTY: (888... )  
English/Spanish  
24 Hours/Every Day

cdcinfo@cdc.gov

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Indirizzo <http://twitter.com/cdcemergency>

Google [cdc twitter](#)



Login Join Twitter!

## Hey there! CDCemergency is using Twitter.

Twitter is a free service that lets you keep in touch with people through the exchange of quick, frequent answers to one simple question: What are you doing? **Join today** to start receiving **CDCemergency's** updates.

**Join today!**

Already using Twitter from your phone? [Click here.](#)



## CDCemergency

RT @CDC\_eHealth Access important CDC info including H1N1 flu via the mobile CDC Website at <http://m.cdc.gov>

3:09 PM May 16th from web

Transcript & Audio of yesterday's (May 15) CDC Press Conference on H1N1 flu: <http://bit.ly/xYIAF> #swineflu

12:49 PM May 16th from web

Update 5/15/09: 4714 total cases of novel H1N1 flu, 4 deaths, 47 states affected: <http://bit.ly/vnwWn7> #swineflu

Name CDC Emergency  
Location Atlanta, GA  
Web <http://emergency....>  
Bio CDC Emergency Preparedness and Response: increasing the nation's ability to prepare for and respond to public health emergencies.

74 following\_profile 165,090 followers\_profile

Updates 208

Favorites

Following



CDC | Facebook - Microsoft Internet Explorer

File Modifica Visualizza Preferiti Strumenti ?

Indirizzo http://www.facebook.com/CDC Vai Collegamenti »

Google Effettua la ricerca Segnalibri Trova ABC Controllo Traduci Compilazione automatica Entrare

# facebook

Remember Me Forgot your password?  
Email Password Login

**Sign Up** CDC is on Facebook  
Sign up for Facebook to connect with CDC.

**CDC**

Wall Info Photos Boxes Video Notes

CDC Just Fans

**CDC** **Halting Obesity**  
What CDC Is Doing to Prevent Obesity ~ CDC is addressing obesity to create places where Americans can make healthy choices about nutrition and physical activity and where such choices are available, affordable, and accessible.  
2:06pm

**CDC** **CDC Today** (May 19) is World Hepatitis Day. An estimated 4.5 million Americans are living with chronic hepatitis B or hepatitis C virus infection, which represent the major cause of chronic liver disease and liver cancer. In 2006, chronic viral hepatitis contributed to about 15,000 U.S. deaths. Get more information at <http://www.cdc.gov/hepatitis>.

**CDC** **Index | CDC Viral Hepatitis**  
Source: [www.cdc.gov](http://www.cdc.gov)  
Home Page of Viral Hepatitis  
Yesterday at 12:59pm

**CDC** **CDC Update** 5/19/09: 5,469 total cases of novel H1N1 flu, 6 deaths, 48 states affected.

Operazione completata Internet

Segui l'espansione dell'Influenza Suina con Google Maps - Totumweb - Microsoft Internet Explorer

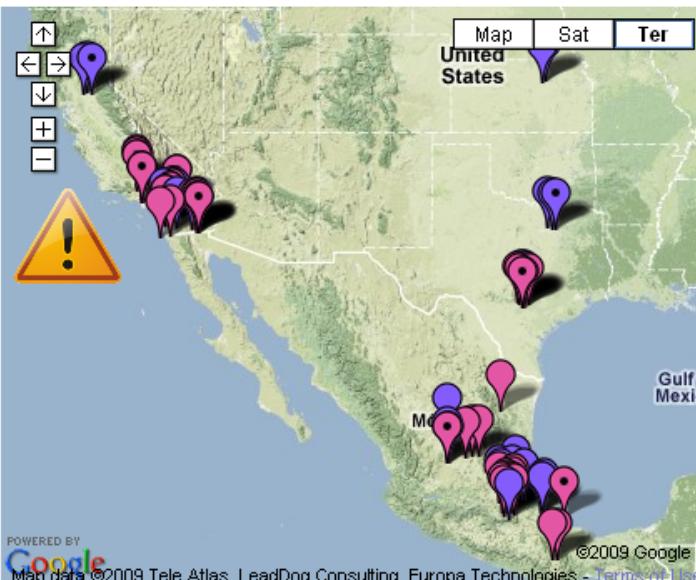
File Modifica Visualizza Preferiti Strumenti ?

Indirizzo http://totumweb.com/2009/04/seguì-l'espansione-dell'influenza-suina-con-google-maps/ Vai Collegamenti Entrà

Google influenza a maps Effettua la ricerca Segnalibri Trova ABC Traduci Compilazione automatica

In questo modo tutta la diffusione dell'influenza possa essere seguita sul famoso Google Maps. In questo modo gli utenti possono osservare e documentarsi su tutti i casi di infezione. Potete spostarvi in tutto il globo, zoommare, cliccare sui vari asterischi e riceverete immediatamente informazioni riguardo al caso trovato.

In basso ho inserito la mappa di Google constantemente aggiornata che potrete immediatamente osservare. Gli asterischi di porpora indicano i casi d'influenza, viola casi possibili, gialli casi non d'influenza suina.



Map Sat Ter United States Gulf of Mexico Mexico

POWERED BY Google Map data ©2009 Tele Atlas, LeadDog Consulting, Europa Technologies - [Terms of Use](#)

View [H1N1 Swine Flu](#) in a larger map

[Speak English?](#) [Stati uniti](#)  
Metti alla Prova il Tuo Inglese con Il Viaggi da favola 2009 Scoprite il  
Nostro Test Online Gratuito! Mediterraneo con Royal Caribbean

[Annunci Google](#)

Ti è piaciuto l'articolo? Allora cosa aspetti iscriviti al nostro FEED!! I FEED ti permetteranno di essere aggiornato sui nuovi post direttamente dal tuo computer!

Backup automatico del Computer Monitorizza i click dei link su Twitter Condividi lo screen e lavora online con i tuoi colleghi contemporaneamente Genera un'immagine della tua email ed evita lo SPAM

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Internet Internet

# **Web 2.0 e monitoraggio della salute**

**E. Santoro, Bologna, 15 ottobre 2009**

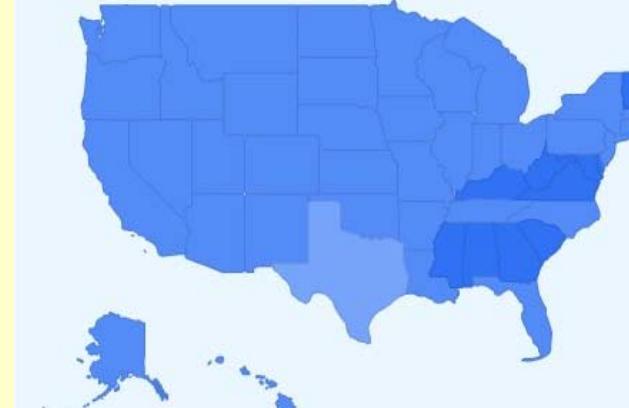
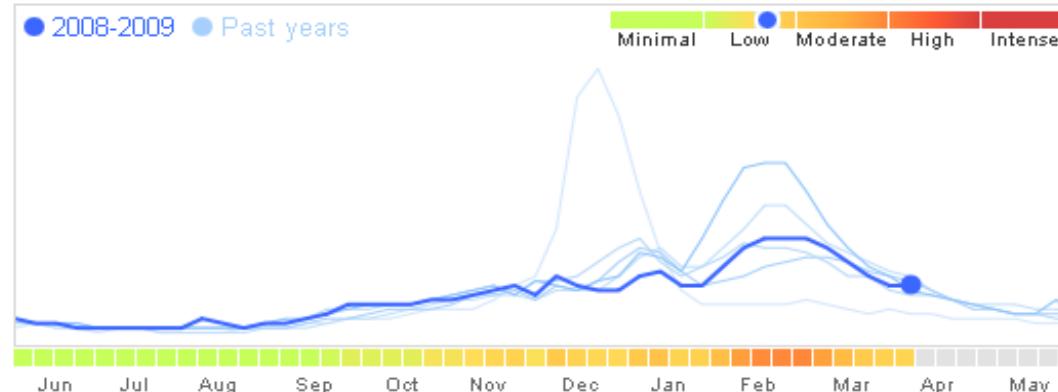
# Prevention – Users collaboration

Explore flu trends across the U.S.

We've found that certain search terms are good indicators of flu activity. Google Flu Trends uses aggregated Google search data to estimate flu activity in your state up to two weeks faster than traditional systems. [Read more »](#)

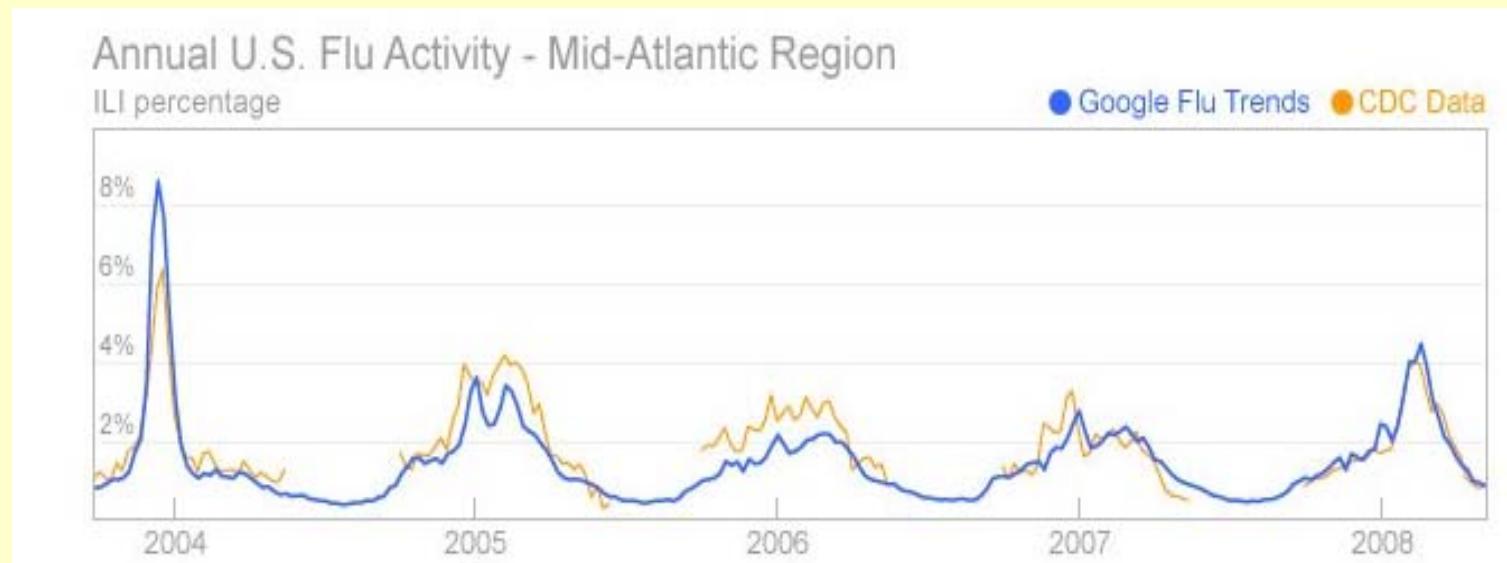
United States flu activity: ■ Low

Entire United States ▾



E. Santoro, Bologna, 15 ottobre 2009

# Confronto dati Google Flu Trends – CDC periodo 2004-2008



E. Santoro, Bologna, 15 ottobre 2009

NEJM -- Digital Disease Detection -- Harnessing the Web for Public Health Surveillance - Microsoft Internet Explorer

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PERSPECTIVE

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## Digital Disease Detection — Harnessing the Web for Public Health Surveillance

John S. Brownstein, Ph.D., Clark C. Freifeld, B.S., and Lawrence C. Madoff, M.D.

The Internet has become a critical medium for clinicians, public health practitioners, and laypeople seeking health information. Data about diseases and outbreaks are disseminated not only through online announcements by government agencies but also through informal channels, ranging from press reports to blogs to chat rooms to analyses of Web searches (see Digital Resources for Disease Detection). Collectively, these sources provide a view of global health that is fundamentally different from that yielded by the disease reporting of the traditional public health infrastructure.<sup>1</sup>

Over the past 15 years, Internet technology has become integral to public health surveillance. Systems credited with reducing the time to recognition of an outbreak, preventing governments from supressing health responses to outbreaks and emerging diseases. Because Web-based sources frequently corroborate communication channels, they are useful to public health agencies, including the Global Outbreak Alert and Response Network (GOARN) and the World Health Organization (WHO), which relies on such sources for daily surveillance activities.

Early efforts in this area were made by the International Society for Infectious Diseases' Program for Global Health Monitoring, which was founded in 1994 and has grown into a large, publicly available reporting system, with more than 100 countries disseminating information on outbreaks by e-mailing and posting case reports, including many gleaned from the Internet. In 2005, Canada, in collaboration with the WHO, created the Global Public Health Intelligence Network (GPHIN).

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TOOLS & SERVICES

NEJM -- Influenza A (H1N1) Virus, 2009 -- Online Monitoring - Microsoft Internet Explorer

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PERSPECTIVE

◀ Previous Volume 360:2156 May 21, 2009 Number 21 Next ►

## Influenza A (H1N1) Virus, 2009 — Online Monitoring

John S. Brownstein, Ph.D., Clark C. Freifeld, B.S., and Lawrence C. Madoff, M.D.

The value of Web-based information for early disease detection, public health monitoring, and risk communication has never been as evident as it is today, given the emergence of the current influenza A (H1N1) virus. Many ongoing efforts have underscored the important roles that Internet and social-media tools are playing in the detection of and response to this outbreak.

In March and early April, while much of the world was focusing on the threat of avian influenza originating in Asia, intelligence-gathering systems were also extracting evidence of an epidemic of acute respiratory infections in Mexico. Early informal reports from the Mexican press indicated that a

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TOOLS & SERVICES

- ▶ Add to Personal A
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# **Web 2.0 e prevenzione della salute**

**E. Santoro, Bologna, 15 ottobre 2009**

come misurare il battito del cuore: istruzioni per l'uso



0:20 / 3:38

[watch in high quality](#)

Rate: ★★★★☆ 14 ratings



Share

14 ratings

YouTube - Il canale di mayoclinic - Microsoft Internet Explorer

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**MAYO CLINIC** *The needs of the patient come first.* Mayo Clinic's Primary Value

Video | Preferiti | Playlist | Gruppi | Amici | Iscritti | Iscrizioni

**Mayo Clinic Channel** **Iscriviti**

 **mayoclinic**  
Iscritto il: 15 giugno 2006  
Ultimo accesso: 1 giorno fa  
Iscritti: 800  
Visualizzazioni canale: 56643

**NONPROFIT**

The Mayo Clinic Channel is a place to see what makes Mayo Clinic special, and to watch videos about Mayo's latest research and treatment advances. For information on how you can support Mayo Clinic's research, check here <http://www.mayoclinic.org/c...>

Mayo Clinic is the first and largest integrated, not-for-profit group practice in the world. Doctors from every medical specialty work together to care for patients, joined by common systems and a philosophy of "the needs of the patient come first." More than 3,300 physicians, scientists and researchers and 46,000 allied health staff work at Mayo Clinic, which has sites in Rochester, Minn., Jacksonville, Fla., and Scottsdale/Phoenix, Ariz. Collectively, the three locations treat more than half a million people each year.

Città: Rochester, MN; Jacksonville, FL; Phoenix/Scottsdale AZ  
Città natale: Rochester, MN  
Paese: Stati Uniti  
Professione: Health Care, Medicine  
Sito web: <http://www.mayoclinic.org/>

**Contatta mayoclinic**

 Invia messaggio  
Aggiungi commento  
Condividi canale

  
0:04 / 4:48 HD

**Linda Rockey's Mayo Clinic Story**  
Da: mayoclinic  
Visualizzazioni: 1281

**Playlist** **121 video**

**Mayo Clinic Medical Edge 121 Video**  
Mayo Clinic Medical Edge is a weekly medical news insert for television newscasts. Our professionally produced segments feature people-focused stories covering medical advances and compelling general health information.

Under the oversight of Mayo Clinic physicians, all stories undergo rigorous evaluation for medical validity and newsworthiness.

Riproduci tutti Condividi

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YouTube - Il canale di CDCStreamingHealth - Microsoft Internet Explorer

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Video | Playlist | Iscrizioni

**CDCStreamingHealth** Iscriviti

**CDC** SAFER + HEALTHIER + PEOPLE DIRECTOR

**CDCStreamingHealth**  
Stile: Emittente  
Iscritto il: 19 aprile 2007  
Ultimo accesso: 2 ore fa  
Iscritti: 4211  
Visualizzazioni canale: 204878

\*\*\* For questions, please call 1-800-CDC-INFO (1-800-232-4636) TTY: 1-888-232-6348 or email cdcinfo@cdc.gov to reach English or Spanish-speaking representative, available 24 hours a day, 7 days a week. \*\*\*

The Centers for Disease Control and Prevention (CDC) is committed to using emerging communication channels to provide credible, researched-based health information.

More about the organization:  
The Centers for Disease Control and Prevention (or CDC) is an agency of the U.S. Department of Health and Human Services based in Atlanta, Georgia. Recognized as the leading United States government agency for protecting the public health and safety of people, the CDC provides credible information to enhance health decisions and promotes health through strong partnerships with state health departments and other organizations. The CDC focuses national attention on developing and applying disease prevention and control (especially infectious diseases), environmental health, health promotion and education activities designed to improve the health of the people of the United States.

Paese: Stati Uniti  
Hobby e interessi: health  
Sito web: <http://www.cdc.gov>

These links will take you to pages on [www.cdc.gov](http://www.cdc.gov)

Diseases & Conditions Healthy Living

Emergency

**A TIME TO ACT**

0:00 / 3:41 HQ

**A Time To Act**  
Da: CDCStreamingHealth  
Visualizzazioni: 430

**Playlist**

**Novel H1N1 Influenza** 19 Video  
For accurate information surrounding the novel H1N1 (Swine) Flu outbreak.  
Riproduci tutti Condividi

**HIV/AIDS and STDs** 15 Video  
For accurate information surrounding HIV/AIDS and STDs.  
Riproduci tutti Condividi

**Emergency Preparedness and Response** 8 Video  
Important messages on what you can do to protect yourself and others from the dangers caused by hurricanes.  
Riproduci tutti Condividi

(1 oggetti rimanenti) Apertura pagina http://www.youtube.com/user/CDCStreamingHealth... Internet

# Wikipedia as source of information for disease prevention?

## Scope, Completeness, and Accuracy of Drug Information in Wikipedia

Kevin A Clauson, Hyla H Polen, Maged N Kamel Boulos, and Joan H Dzenowagis

*Ann Pharmacother 2008; 42: 1814-21*

“Wikipedia was able to answer significantly fewer drug information questions (40%) compared with Medscape Drug Reference (82.5%)”

“Wikipedia may be a useful point of engagement for consumers, but is not authoritative and should only be a supplemental source of drug information”

E. Santoro, Bologna, 15 ottobre 2009

# **Web 2.0 e condivisione di aspetti legati a salute e stili di vita**

**E. Santoro, Bologna, 15 ottobre 2009**

# Blogs for patients

Diabetes Mine  
A gold mine of straight talk and encouragement for people living with diabetes

Home | Diabetes Essentials | Personal Stories | Products | Food | D-News Examined | Health 2.0 | Books & Resources | Fun Stuff | Marketplace

**Halozyme for Turbo-Fast Insulin Delivery?**

What is the biggest problem with treating Type 1 diabetes? The experts all say it's that the insulin we have to inject simply aren't fast enough; they don't really mimic the effect of natural pancreas delivery because they take too long to kick in.

Several companies are rushing to solve this problem with the obvious: super-fast-acting insulin analogs, such as the relatively new Glulisine (aka Apidra), and BioDel's ViaInject, currently being submitted for FDA review.

**WEEKLY HUGGETS**

NO MORE COZMO INSULIN  
Smith Medical will halt manufacturing. Got questions? Click the link above.

FDA DECLARES ONGLYZA SAFE  
New Bristol-Myers pill for Type 2 appears free from heart-related side effects."

NEW FAST-ACTING INSULIN UP FOR FDA APPROVAL  
Islet transplant – better than other rapid-acting analog?

ALL-NEW HEALTH 2.0 TV  
Submit your own 2-min video on the future of US healthcare.

**RECENT POSTS**

**RECENT COMMENTS**

Aged

Trovai: gambe riposo Avanti Indietro Evidenza tutto gambe riposo

Welcome to CarePages.com - Support and Community for Coping with Illness - Microsoft Internet Explorer

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Indietro http://www.carepages.com/ Google Effettua la ricerca Segnalibri Trovi Controllo Traduci Compilazione automatica

**Welcome to CarePages.com - Support and Community for Coping with Illness**

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Indietro http://www.carepages.com/ Google Evidenza tutto Segnalibri 247 bloccati Controllo Invia a www.academyweb.it

**CarePages®**

connect. share.care.

Home CarePages Resource Centers Departments Community Tools About us

Welcome to CarePages!

Support & Community for Everyone Coping with Illness

"Support on CarePages helps me stay focused on our motto: Failure is not an option!" -Beth

Read our story

Da La Crot Family Brone Family Langmuir Family Create A Free CarePage

Interact & Meet Others

**The Faces of CarePages**

Read and Follow the Stories of Inspiration

**Jodie** Jodie knows what it takes to live life fully, maybe because her own life has been so threatened by Cancer in the last year. Watch Jodie's story as it aired on NBC-5.

**Jason** This 31-year-old keeps busy caring for his wife and 2 children while managing his Mesothelioma.

revolution health

We are excited to announce that CarePages is now part of Revolution Health.

Read the Press Release.

Celebrate our CarePages Moms!

Meet the CarePages Moms!

(2 oggetti rimanenti) Download immagine http://www.carepages.com/images/home/erc\_banner.jpg

# Online Health Communities

- Applicazione dei *social network* al mondo medico/sanitario
- Rivolte al pubblico e i pazienti
  - Collaborazione
  - Informazione
  - Scelta consapevole

## **Social network – Patients and consumers - 1**



**Diabetes: 367**

**Italian groups on FB:**    **Diet: 500+**

**Cancer: 500+**

**Tumor: 318**

Breast cancer - Macmillan's Online Community - Microsoft Internet Explorer

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Indietro Avanti Rinnova Cerca Preferiti E-mail Stampare Segnalibri Controllo Traduci Compilazione automatica cancer bacup Effettua la ricerca Segnalibri Controllo Traduci Compilazione automatica cancer bacup Entrà Collegamenti >

Google™ cancer bacup Effettua la ricerca + Segnalibri ABC Controllo Traduci Compilazione automatica cancer bacup Traduci

WE ARE MACMILLAN. CANCER SUPPORT

# WE ALL SUPPORT EACH OTHER

Home About Us Cancer information How we can help Online community Get involved Fundraising

What's New

**Forums**

Blogs

People

Chat

Groups

Photos & Videos

My Homepage

All our forums

Cancer Experiences

General cancer discussions

New to the site

Chat

Practical issues

Emotional issues

Cancer treatments

Friends and family

Living beyond cancer

Coping with loss

Chemotherapy

Radiotherapy

Surgery

Cancer Types

These are now within cancer type groups.

Anal Cancer

Bile Duct Cancer

Bladder Cancer

Breast Cancer

Colon Cancer

Cervical Cancer

Endometrial Cancer

Gastric Cancer

Lung Cancer

Melanoma

Ovarian Cancer

Pancreatic Cancer

Prostate Cancer

Stomach Cancer

Thyroid Cancer

Uterine Cancer

Breast cancer

This post has 1,773 Replies | 10 Followers

Heatherann Posted: 7 Mar 2009 8:46 AM

Posts 26

Hello my name is Heather I have just been diagnosed with breast cancer last week for the first time (and last I hope) Both my sisters have had cancer, one died seven month ago Im a bit scared of what to expect with the chemo. Can anyone tell me how soon after the treatment do you start to feel ill? How soon do you lose your hair?

chelle1 replied on 7 Mar 2009 9:37 AM

Posts 199

Dear Heatherann,

I'm so very sorry to hear that you're going through this awful situation. Especially as you have had so much sadness before your diagnosis.

Like you, I have breast cancer and was diagnosed in December. I have just begun chemo this week and so far apart from feeling queasy at times and very tired, it hasn't been too bad (early days, I know)! So far I haven't lost any hair, although it's been told it usually happens after a couple of weeks.

The way I'm trying to tackle it is by having fun with wigs, headscarves and hats. I also realize that I cannot have any

Search this site

Sign in to our online community

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Password

Forgotten your password?

Donate

## ONLINE COMMUNITY

Forums Help

Using our forums can be confusing. Ask questions and get answers in the Help & Guides group

Community guidelines

Forum Links

- Posts you have not read
- All active forum topics

Internet

Macmillan and social media - Facebook, Twitter, YouTube and Flickr - Macmillan Cancer Support - Microsoft Internet Explorer

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Indietro Avanti Home Cerca Preferiti Indirizzo [http://www.macmillan.org.uk/AboutUs/News/social\\_media.aspx](http://www.macmillan.org.uk/AboutUs/News/social_media.aspx) Vai Collegamenti »

Google cancer bacup Effettua la ricerca Segnalibri ABC Controllo Traduci Compilazione automatica cancer bacup Entra Traduci

Google™ Questa pagina è in Inglese. Tradurre la pagina con Google Toolbar? [Ulteriori informazioni](#)

Home > About us > News > Macmillan and social media

**Macmillan and social media**

You can now follow Macmillan Cancer Support and the work that we do on our favourite social media sites. Become a fan on Facebook, follow our tweets on Twitter or upload your fundraising videos and photos on YouTube and Flickr.

**Facebook**

Find us on Facebook By becoming a fan of Macmillan Cancer Support you can help us spread the word to thousands of new supporters. You'll also be able to watch our Macmillan videos, add your own photos and find out the latest news first.

**Twitter**

Everyone's talking about Twitter and we're 'tweeting' along with the rest of them! If you haven't signed up to Twitter yet, you might wonder what all the fuss is about, but this micro-blogging website lets you find out what Macmillan is up to instantly. Follow our bite-sized news on fundraising, campaigns and new services and talk to us directly about your involvement with Macmillan.

**Flickr**

Have you taken part in a Macmillan fundraising event or challenge? Or perhaps you've volunteered your time to help make a difference. Whatever you've done to get involved with Macmillan, your help has made a real difference for people affected by cancer – so show off your photos and videos here on our Macmillan Flickr account.

**YouTube**

Broadcast Yourself™ If you've ever wanted to see how Macmillan uses the money you raise, you can now watch us at work on our YouTube video channel. Find the latest videos about our amazing supporters and what we do to help people affected by cancer. We've also got a few clips of our brilliant fundraisers actually raising the money.

**Social bookmarking websites**

Social bookmarking and sharing websites, such as [Delicious](#), [Digg](#) and [Stumbleupon](#), allow you to store links to your favourite articles and web pages in one central place on the internet, and share them with friends or people with similar interests. [Find out more](#).



# Partecipasalute

Il portale sulla salute per partecipare e decidere consapevolmente



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Medicina e interesse

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Il sito della settimana

Marketing sociale e progetti di comunità

Pillole sì, pillole no

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Decisioni condivise

Web 2.0 e dintorni

## Accademia del cittadino



L'Accademia del cittadino [\[scarica il programma\]](#) nasce con la finalità di formare ai temi della salute e della sanità rappresentanti di associazioni di cittadini & pazienti. È disponibile il programma dettagliato del primo modulo [\[scarica il primo modulo\]](#), con lezioni e relatori. Questo progetto di formazione è una iniziativa congiunta della Regione Toscana e del progetto PartecipaSalute. Il percorso di formazione è completamente gratuito. Scarica e compila la domanda di iscrizione [\[scarica la scheda di adesione\]](#). [\[leggi tutto\]](#)

## Influenza: che fare?

Silvio Garattini e Giuseppe Remuzzi rispondono alle domande più frequenti sull'influenza H1N1 [\[Leggi tutto\]](#)



## Appello per il Servizio sanitario nazionale

## In primo piano

Malattie cardiache: i supplementi di vitamina b non hanno effetto protettivo

Diagnosi di infezione virale in pronto soccorso: risultati promettenti per i test rapidi

Stimolatore elettrico transcutaneo per il trattamento dell'osteoartrite: nessuna evidenza lo raccomanda

Blog Scire

Sul Test del PSA a 40 anni è tutto da rifare

La vita e la morte

Il potenziamento muscolare progressivo aiuta gli anziani nelle attività quotidiane

Usare creme o gel rubefacenti può dare sollievo dal dolore?

La nuova influenza punto per punto

Caccia ai volontari per trial clinici? Adesso anche sui social network!

Cancro: sopravvissuti ma disoccupati

Disease mongering. la società odierna è troppo medicalizzata

Indagine sull'impiego dei servizi socio-sanitari della CRS

Pubblicità ai farmaci. Una volta si chiamava réclame

All'estero si possono votare i medici, su Internet. E se si facesse in Italia?



## Segnalati e commentati

Scire – Post 51: Luci e ombre dei vaccini per l'A(H1N1)v

Uno scudo per una pubblica lapidazione | Occhio Clinico

Déjà vu:  
Una epidemia di diagnosi di melanoma  
(25/08/2005)

Discussioni in corso sul testamento biologico

## Il Progetto

Cerca

## Newsletter

E-mail: \*



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Indirizzo [http://www.partecipasalute.it/cms\\_2/node/874](http://www.partecipasalute.it/cms_2/node/874)

Vai Collegamenti &gt;

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Effettua la ricerca



Partecipasalute  
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Web 2.0 e dintorni

## Web 2.0 e dintorni

Web 2.0 descrive una serie di strumenti informatici (come i social network, i blog e i wiki) disponibili nella rete internet. Anche l'ambito della salute è interessato dall'evolversi di applicazioni web condivise, funzioni di partecipazione degli utenti, banche dati interrogabili. La rubrica seguirà lo sviluppo di questa particolare esperienza di navigazione.

1864 lettura



## Articoli

Caccia ai volontari per trial clinici? Adesso anche sui social network!

03-Set-2009

Indagine sull'impiego dei servizi socio-sanitari della CRS

31-Ago-2009

Il web 2.0 per capire la nuova influenza II

14-Giu-2009

Il web 2.0 per capire la nuova influenza

04-Giu-2009

I servizi socio-sanitari della Carta Regionale della Lombardia non decollano

12-Maggio-2009

Un libro web 2.0

13-Mar-2009

La Carta regionale dei servizi della regione: prova su strada

30-Gen-2009

Google Flu Trends e la previsione di epidemie

30-Nov-2008

Conoscenza, accesso libero

05-Nov-2008

Google Health e le cartelle sanitarie on line: una nuova sfida per Google

25-Giu-2008

Benvenuti nella giungla di internet, purché siate attrezzati

23-Giu-2008

Cartelle cliniche informatizzate: un aiuto alla pratica clinica e alla ricerca medica

28-Maggio-2008

Le cartelle cliniche personali

29-Apr-2008

Health Vault: la salute secondo Microsoft

29-Apr-2008



## Segnalati e commentati

Scire – Post 51: Luci e ombre dei vaccini per l'A(H1N1)v

Uno scudo per una pubblica lapidazione | Occhio Clinico

Déjà vu:  
Una epidemia di diagnosi di melanoma (25/08/2005)

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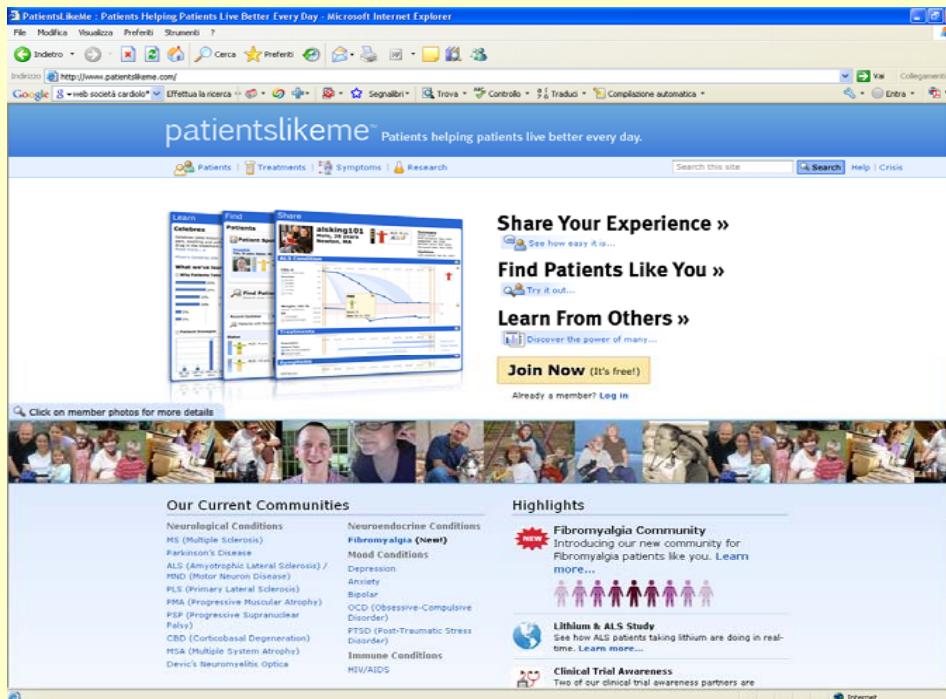
## Il Progetto

Cerca

## Newsletter

E-mail:

# Social network – Patients and consumers



“Around 3,000 to 5,000 new cases of ALS are diagnosed every year in the United States alone. Imagine knowing every medication, supplement, or device used to treat your disease. Imagine knowing what treatments work for people just like you — and having the ability to easily connect with those people. That’s what makes PatientsLikeMe different. Patients share their treatments and outcomes not just to help themselves, but to help others. Become part of making a difference for everyone with ALS today. “

E. Santoro, Bologna, 15 ottobre 2009

stickK – Expert Word - Microsoft Internet Explorer

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Indirizzo http://www.stickk.com/articles.php?communityID=17 Vai Collegamenti »

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| Login | Register

put a **contract** out on **YOURSELF!**

Home >> The Expert Word

## The Expert Word

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 **Eating for a Health Heart**  
By REBECCA MOHNING [View more articles by this author](#)

September 29, 2009

Add a Comment |  |  |  SHARE   

It is time to find ways to be healthier to protect your heart. The American Heart Association recommends a dietary pattern that keeps intake of trans fats and saturated fats as low as possible (with less than 10 percent of daily calories coming from trans fats and saturated fats combined), as both of these are associated with an increased risk of heart disease. Don't be confused trans fat is worse than saturated fat since it raises the bad cholesterol (LDL) and also lowers the good cholesterol (HDL) unlike saturated fat which only raises the bad cholesterol. As a result, the debate has been settled, margarine is worse for us than butter because most margarines are processed using a method which results in unhealthy trans fats. [View Full Article](#)

 **The Skinny on Fad Diets**  
By JULIE C.H. BRAKE [View more articles by this author](#)

September 29, 2009

Add a Comment |  |  |  SHARE   

A fad diet is any diet that becomes popular for a short period of time due to stories of success from a relatively small number of people. They are advertised as quick ways to lose weight. Most of these diets require a low intake of specific foods or nutrients for a certain period of time. Some of them have various stages to reintroduce the limited food or nutrient. Here are some examples of fad diets and why they don't work: [View Full Article](#)

 **Feed Your Family Better and Cheaper!**  
By DAN DEFIGIO [View more articles by this author](#)

September 29, 2009

Add a Comment |  |  |  SHARE   

The USDA reports that food prices rose more over the last two years than they have in almost 20 years. Many people are looking for less expensive ways to feed their families. Sure, a fast-food hamburger or a box of prepared Mystery Helper is an inexpensive way to put calories into your family's stomach. But how

Articles Home Author Index

**stickK Expert Word**

- Career
- Diet & Healthy Eating
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- Exercise & Fitness
- Family & Relationships
- Health & Lifestyle
- Money & Finance
- Quit Smoking
- Sports, Hobbies & Recreation
- Weight loss

Operazione completata Internet

SugarStats.com - Simple, Online Blood Sugar Tracking for Diabetes Management - Microsoft Internet Explorer

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Google sugarstats Effettua la ricerca Segnalibri Trova Controllo Traduci Compilazione automatica

Home Community & Groups Tour Plans and Pricing Login

# SugarStats

**SugarStats provides online diabetes management, community support and collaborative sharing to motivate and improve health.**

Every diabetic knows that better control means better health, lower medication intake and thus lower medication costs.

**With SugarStats you will be able to:**

- **Visualize your progress** with easy to read graphs and trends
- **Meet other diabetics** with community groups and discussion forums
- **Share your statistics** with your family, friends or physicians
- **Get rid of that pen & paper log** It's all online!
- **Track & manage** meds, foods\* and activity\*
- **Drill down** into specific timeframes to get a clear picture of your stats over time

SugarStats gives you a simple and easy-to-use interface to input and access your data from home, school, work, when you're on the road or just about anywhere at all. All you need is a web browser and the desire to take control of your diabetes.

## Why use SugarStats?

**Graphs and Trends**  
Visualize your progress via graphs and trends based on your daily stats.

**Quick and Simple**  
SugarStats offers quick and simple input via Web, Email and more.

12:28PM	Sugar	150 mg.
12:28PM	Food	Big Salad

**Easy to Use**  
SugarStats was designed with simplicity and ease of use in mind.

**Stats & Trends**

Sugar:	Perce
Total Entries: 8	In Ra

**Share your Statistics**  
Share your stats with your friends, family or health-care professionals.

Operazione completata Internet



File Modifica Visualizza Preferiti Strumenti ?



Indirizzo <http://www.sugarstats.com/>

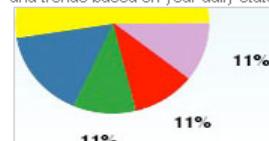
Vai Collegamenti >

Google sugarstats

## Why use SugarStats?

### Graphs and Trends

Visualize your progress via graphs and trends based on your daily stats.



### Quick and Simple

SugarStats offers quick and simple input via Web, Email and more.

12:28PM	Sugar	150 mg/dL
12:28PM	Food	Big Salad
12:28PM	Med	5.0 Units

### Easy to Use

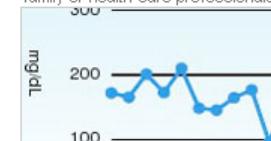
SugarStats was designed with simplicity and ease of use in mind.

#### Stats & Trends

**Sugar:**  
Total Entries: 8  
Average: 148 mg/dL  
Lowest: 90 mg/dL  
**Perce:**  
In Range: 75%  
Out of Range: 25%  
Very Low: 0%  
Very High: 0%

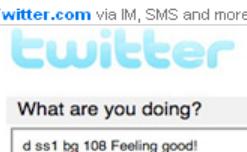
### Share your Statistics

Share your stats with your friends, family or health-care professionals.



### Twitter Integration

Quickly input your entries from Twitter.com via IM, SMS and more.



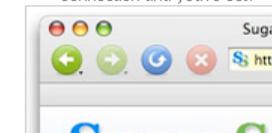
### Mobile Edition

View and add entries from your mobile phone or PDA on the go.



### Access Anywhere

All you need is a browser and internet connection and you're set.



### Talk with your Endo

Exchange messages to your endo, family and diabetic support team.



## See Plans and Pricing or Take a tour

View Discussions: [Most Popular](#) [Newest](#) [Top Voted](#)

### Newest Discussions

	Discussion Topic	Replies
	<a href="#">How Would Your "Perfect" Glucose Monitor Work?</a>	1
	<a href="#">Sleep Apnoea</a>	3
	<a href="#">Needlessly Suffering From Regular Low Blood Sugar Attacks</a>	4
	<a href="#">How Does Your BG React When You're Sick?</a>	3
	<a href="#">New Question :) I'm Learning!</a>	8
	<a href="#">Long Haul Flying</a>	10
	<a href="#">Insurance</a>	3

### Community Activity

Marston A. started a discussion: [How would your "Perfect" Glucose Monitor work?](#) about 2 hours ago

Marston A. replied to: [How Would Your "Perfect" Glucose Monitor Work?](#) and said: A curious question... In your perfect world, how would your perfect glucose meter work and what features would it have? Or is a CGMS, in your mind, already the perfect... [View](#) about 2 hours ago

Team Sugarstats ... posted a new journal entry: [Sugarstats Security Notice: Phishing Email Scam Alert](#) about 3 hours ago



[View more community activity](#)



Internet

Diabetes Community Center - Simple Online Diabetes Management Platform and Social Support Commu - Microsoft Internet Explorer

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Indietro ▶ ➤ Cerca Preferiti ➤ Indirizzo http://manage.sugarstats.com/community ➤ Vai Collegamenti »

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# SugarStats

**LANTUS®: 24-HOUR BLOOD SUGAR CONTROL NO PRONOUNCED PEAK**  
INDIVIDUAL RESULTS MAY VARY

**LANTUS**  
Insulin glargine [rDNA origin] Injection  
PRESCRIBING INFORMATION

**IMPORTANT SAFETY INFORMATION FOR LANTUS®**  
Lantus® SoloStar® is a disposable insulin delivery device (insulin pen). **Needles and the SoloStar® pen must not be shared.**

**Internet Explorer 6 is Not Supported**  
It seems you're using Internet Explorer 6. We've removed support for IE6 because it doesn't support web standards. This site will work better for you if you upgrade to Internet Explorer 8 or switch to another browser such as Safari or Firefox.  
Have a look at: [Safari](#), [Firefox](#) or consider [upgrading to Internet Explorer 8](#)

[Close this alert](#)

Main Community Page Newest Discussions Newest Journals Newest Members All Groups

## Community, Groups and Discussions

### Latest Community Activity

 **Marston A.**  started a discussion: [How would your "Perfect" Glucose Monitor work?](#)  
about 2 hours ago

 **Marston A.**  replied to: [How Would Your "Perfect" Glucose Monitor Work?](#) and said: A curious question... In your perfect world, how would your perfect glucose meter work and what features would it have? Or is a CGMS, in your mind, already the perfect... [View](#)  
about 2 hours ago

 **Team Sugarstats ..**  posted a new journal entry: [Sugarstats Security Notice: PHISHING Email Scam Alert](#)  
about 3 hours ago

 **Daerrick L.**  replied to: [iPhone Applications](#) and said: Hi Kathy, Glad its working on your blackberry. Please keep us posted as to how you like the mobile version. [View](#)  
about 4 hours ago

### Newest Discussions

Discussion Topic	Replies
<a href="#">How Would Your "Perfect" Glucose Monitor Work?</a>	1
<a href="#">Sleep Apnoea</a>	3
<a href="#">Needlessly Suffering From Regular Low Blood Sugar Attacks</a>	4
<a href="#">How Does Your BG React When You're Sick?</a>	3
<a href="#">New Question :) I'm Learning!</a>	8
<a href="#">Long Haul Flying</a>	10
<a href="#">Insurance</a>	3
<a href="#">... (truncated)</a>	4

**Active Groups**

- Type 1 Diabetics** Members: 11 Topics: 8
- Diabetes Diet And Nutrition** Members: 7 Topics: 6
- Friends And Family Of Diabetics** Members: 6 Topics: 4
- Parent Of A Diabetic** Members: 4 Topics: 3
- Type 2 Diabetics** Members: 9 Topics: 2
- Pens And Needles** Members: 3 Topics: 2
- Pre Diabetics** Members: 3 Topics: 1
- Continuous Glucose Monitoring Systems** Members: 1 Topics: 1

[View more groups...](#)

Operazione completata

# Programmi di monitoraggio attraverso il web

- Monitoraggio malattie croniche\*
  - Scompenso cardiaco
  - Diabete
  - Ipertensione
- Monitoraggio stili di vita
  - Obesità
  - Mantenimento della dieta
  - Fumo

\* Journal of Diabetes Science and Technology 2009

E. Santoro, Bologna, 15 ottobre 2009

# Monitoraggio asma

- Studio randomizzato assistenza web-based vs braccio tradizionale (12 mesi)
- Migliorata qualità della vita (Asthma Quality of Life Questionnaire)
- Miglioramento nel controllo dell'asma (Asthma Control Questionnaire)
- Miglioramento della funzionalità polmonare
- Riduzione dei sintomi della malattia nelle precedenti due settimane dalla valutazione
- Riduzione contatti/visite

Van der Meer V et al. Ann Intern Med. 2009;151:110-20.

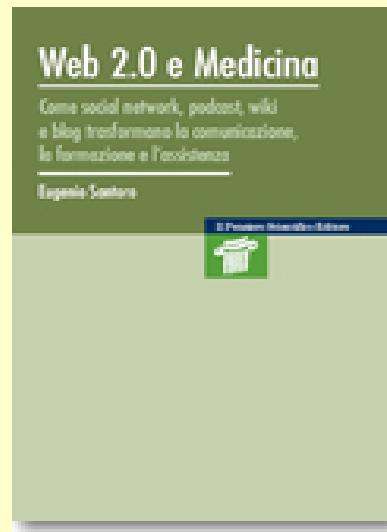
# Monitoraggio diabete tipo 2

- Studio randomizzato assistenza web-based vs braccio tradizionale (6 mesi)
- Migliorata qualità della vita (SF-12 )
- Miglioramento nel controllo del diabete
- Diminuzione dei livelli pressori e del livello di emoglobina nei pazienti “trattati”

Holbrook A et al. CMAJ 2009;181:37-44

# Per saperne di più

<http://www.pensiero.it/catalogo/scheda.asp?IDPubblicazione=584>



**Santoro E. “web 2.0 e medicina”. Roma 2009,  
Il Pensiero Scientifico editore**

**E. Santoro, Bologna, 15 ottobre 2009**

**Grazie**

**E. Santoro, Bologna, 15 ottobre 2009**