



Sezione di Igiene, Epidemiologia e Sanità Pubblica

Università degli Studi di Brescia

Promozione della Salute e Internet:

Analisi dei Siti Web delle Aziende Sanitarie Locali d'Italia

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Milano, 22 settembre 2009

Workshop SItI Lombardia su "Prevenzione: quale divenire per il Dipartimento"

Internet Users in the European Union

European Union	489,111,662	300,233,365	61.4 %	218.1 %	100.0 %
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<u>EUROPEAN UNION</u>	<u>Population (2008 Est.)</u>	<u>Internet Users, Latest Data</u>	<u>Penetration (% Population)</u>	<u>User Growth (2000-2008)</u>	<u>Users % Table</u>
Austria	8,205,533	5,601,700	68.3 %	166.7 %	1.9 %
Belgium	10,403,951	7,006,400	67.3 %	250.3 %	2.3 %
Bulgaria	7,262,675	2,368,000	32.6 %	450.7 %	0.8 %
Cyprus	792,604	324,880	41.0 %	170.7 %	0.1 %
Czech Republic	10,220,911	4,991,300	48.8 %	399.1 %	1.7 %
Denmark	5,484,723	4,408,100	80.4 %	126.1 %	1.5 %
Estonia	1,307,605	854,600	65.4 %	133.1 %	0.3 %
Finland	5,244,749	4,353,142	83.0 %	125.9 %	1.4 %
France	62,150,775	40,858,353	65.7 %	380.7 %	13.6 %
Germany	82,369,548	55,221,183	67.0 %	130.1 %	18.4 %
Greece	10,722,816	4,932,495	46.0 %	393.2 %	1.6 %
Hungary	9,930,915	5,215,400	52.5 %	629.4 %	1.7 %
Ireland	4,156,119	2,410,549	58.0 %	207.5 %	0.8 %
Italy	58,145,321	28,388,926	48.8 %	115.1 %	9.5 %
Latvia	2,245,423	1,324,800	59.0 %	783.2 %	0.4 %
Lithuania	3,565,205	2,103,471	59.0 %	834.9 %	0.7 %
Luxembourg	486,006	363,900	74.9 %	263.9 %	0.1 %
Malta	403,532	95,000	23.5 %	137.5 %	0.0 %
Netherlands	16,645,313	13,791,800	82.9 %	253.6 %	4.6 %
Poland	38,500,696	20,020,362	52.0 %	615.0 %	6.7 %
Portugal	10,676,910	4,249,200	39.8 %	70.0 %	1.4 %
Romania	22,246,862	7,430,000	33.4 %	828.8 %	2.5 %
Slovakia	5,455,407	3,018,400	55.3 %	364.4 %	1.0 %
Slovenia	2,007,711	1,300,000	64.8 %	333.3 %	0.4 %
Spain	40,491,051	28,552,604	70.5 %	429.9 %	9.5 %
Sweden	9,045,389	7,295,200	80.7 %	80.2 %	2.4 %
United Kingdom	60,943,912	43,753,600	71.8 %	184.1 %	14.6 %

REPORT: HEALTH, MOBILE, WEB 2.0

The Social Life of Health Information

by *Susannah Fox, Sydney Jones*
Jun 11, 2009



CALIFORNIA
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RESEARCH TOOLKIT

Summary of findings

Summary of findings

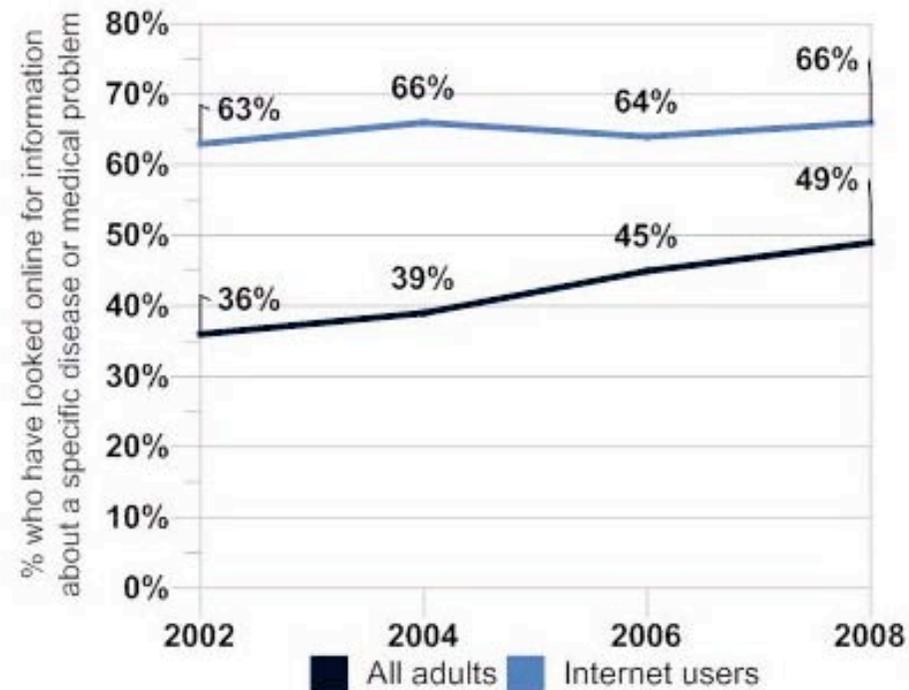
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61% of American adults look online for health information.

In 2000, 46% of American adults had access to the internet, 5% of U.S. households had broadband connections, and 25% of American adults looked online for health information. Now, 74% of American adults go online, 57% of American households have broadband connections, and 61% of adults look online for health information. We use the term "e-patient" to describe this group.

Specific disease or medical problem

The percentage of internet users and adults who have looked online for information about a specific disease or medical problem, 2002-2008.



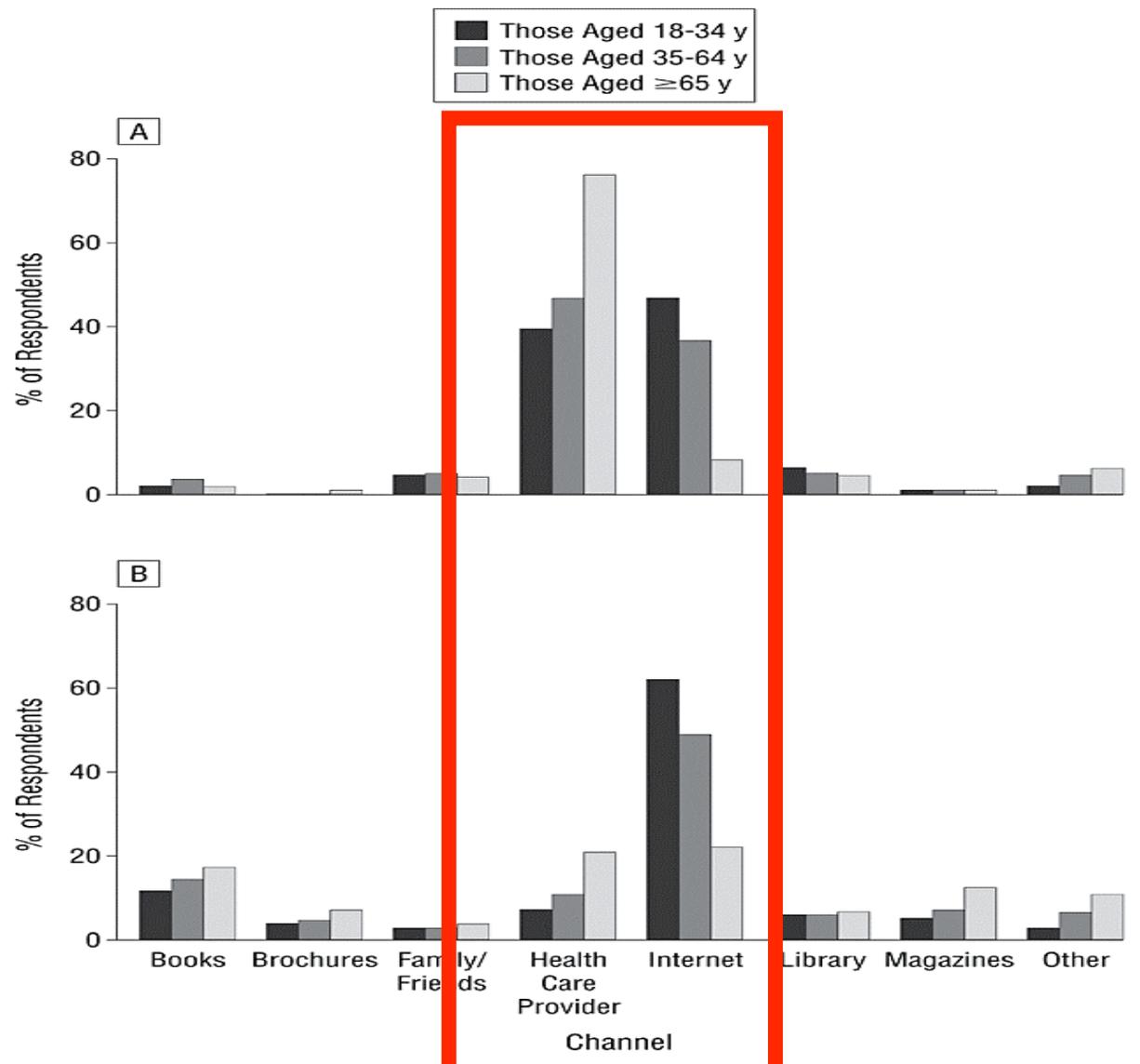
Source: Pew Internet & American Life Project 2008 Fall Tracking Survey, November-December 2008. Interviews conducted in English or Spanish. N=2,253 and margin of error is +/-2% based on all adults, and n=1,650 and margin of error is ±3% based on internet users.

Health Topics

% of internet users who have looked online for information about...

66%	a specific disease or medical problem
55%	certain medical treatment or procedure
52%	exercise or fitness
47%	doctors or other health professionals
45%	prescription or over-the-counter drugs
38%	hospitals or other medical facilities
37%	health insurance, including private insurance, Medicare or Medicaid
35%	alternative treatments or medicines
33%	how to lose weight or how to control your weight
28%	depression, anxiety, stress or mental health issues
26%	any other health issue
20%	experimental treatments or medicines
12%	how to stay healthy on a trip overseas

83% of internet users, or 61% of adults, have looked online for information about at least one of these topics



I soggetti esprimono la preferenza di ricevere informazioni dai professionisti dalle salute (A) ma rispondono che utilizzano il web come prima fonte di informazioni (B)

(Hesse 2005)

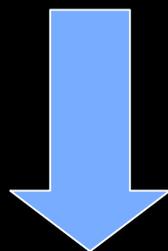
OBIETTIVO

- Valutare come il tema della Promozione della salute viene affrontato nei diversi siti analizzando i servizi e i contenuti di promozione alla salute

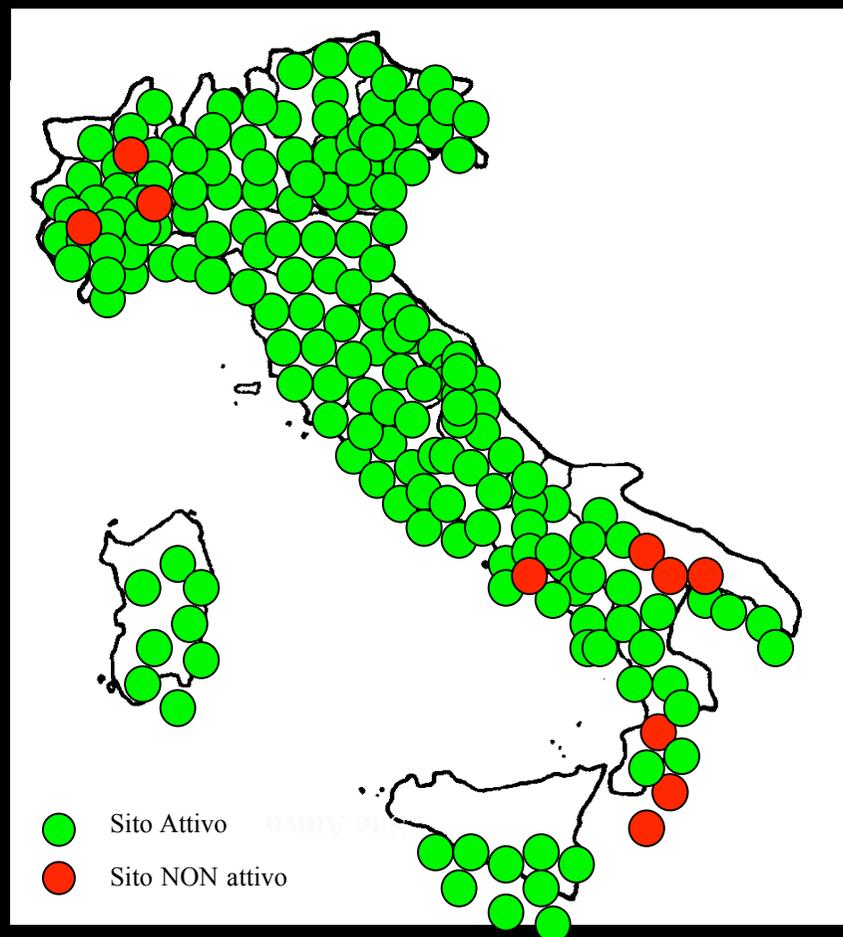
RISULTATI

Siti delle ASL d'Italia (gennaio – marzo 2009)

187 ASL



177 con
sito attivo



Caratteristiche tecniche di Trasparenza e Accessibilità

	Area Nord N=82		Area Centro N=41		Area Sud N=37		Area ISole N=17		TOT N=177	
	n	%	n	%	n	%	n	%	n	%
Motore di Ricerca Interno	58	70,7	25	61	18	48,7	8	47,1	109	61,8
Mappa Sito	31	37,8	19	46,4	10	27,0	10	8,8	70	40,0
Certificati	26	31,7	19	46,4	6	16,2	1	5,9	52	29,4
Aggiornamento	21	5,6	15	36,6	5	13,5	10	58,8	51	28,8
Contatore Accessi	8	9,8	4	9,8	8	21,6	0	0	0	11,3
Suggerimenti	1	1,2	2	4,9	1	2,7	0	0	4	2,3

Servizi dedicati alla Promozione della Salute

**Dipartimento di
Prevenzione**

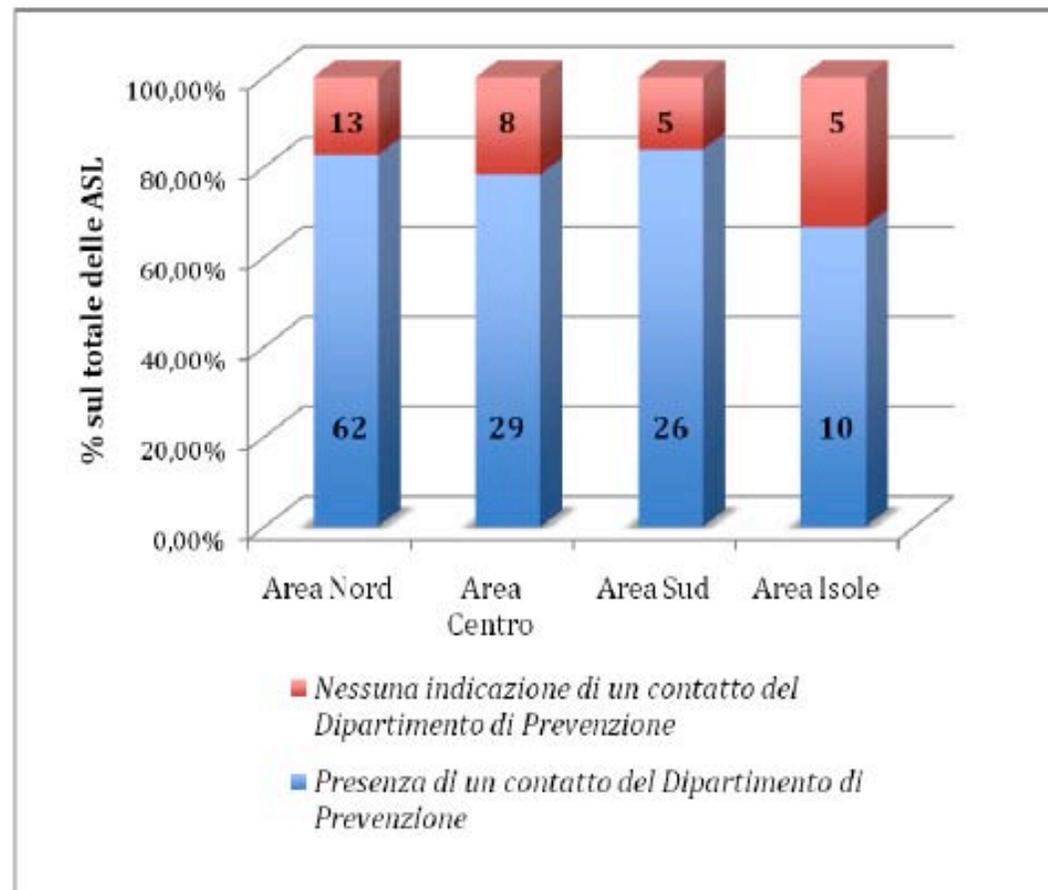


```
graph TD; A([Dipartimento di Prevenzione]) --> B([90% dei Siti]);
```

90% dei Siti

LOMBARDIA: 93.3 % dei siti

Figura 6. Presenza di un contatto del Dipartimento di Prevenzione delle ASL distribuite per macroarea geografica.



LOMBARDIA: 78.6 contatto

Servizi dedicati alla Promozione della Salute

**Servizi di
Interfaccia
Diretta tra
Cittadino e ASL**

**2
LOMBARDIA**

**17 siti
(9,7%)**

8 Nord

9 Centro

Servizi dedicati alla Promozione della Salute

FORUM

```
graph TD; FORUM((FORUM)) --> Siti(6 siti (3,4%)); Siti --> Generico(Generico);
```

6 siti (3,4%)

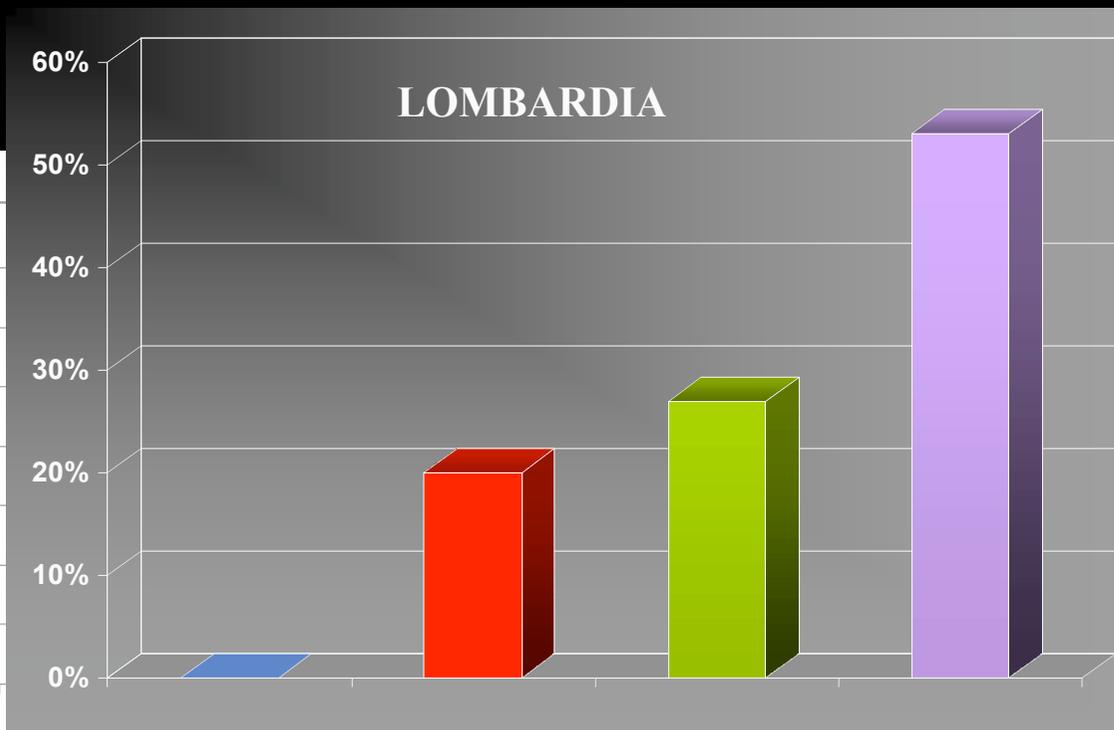
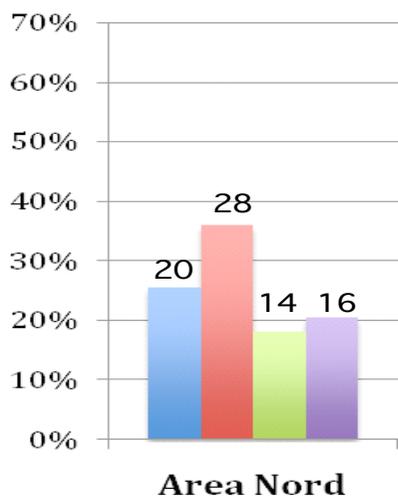
LOMBARDIA: nessun forum

Generico

**NON ESISTONO FORUM DEDICATI ESCLUSIVAMENTE
ALLA PREVENZIONE**

Numero di contenuti presenti all'interno del sito

% sui siti con contenuti di promozione



- Presenti da 1 a 3 contenuti
- Presenti da 4 a 6 contenuti
- Presenti da 7 a 9 contenuti
- Presenti più di 10 contenuti

Contenuti di Promozione della Salute

	SITI	
	n	%
Vaccinazioni	107	60,5
Prevenzione Oncologica	89	50,3
Malattie Infettive	65	36,7
Alimentazione	60	33,9
Medicina Scolastica	50	28,2
Fumo e Alcol	49	27,7
Sal. Materno-Infantile	47	26,6
Medicina Lavoro	46	26,0
Prom. Stili Vita Sani	44	24,9
Ambiente	29	16,4
Argomenti vari	29	16,4
Dipendenze	26	14,7
Prev. Amb. Domestico	25	14,1
Patologie varie	23	13,0
Salute Anziani	18	10,2
Prev. Strada	15	8,5
Prev. Cardiovascolare	12	6,8
Prevenzione Veterinaria	12	6,8
Medicina. Migrazioni	11	6,2
Uso Sicuro Farmaci	10	5,7

LOMBARDIA (%)

Vaccinazioni	100
Prev oncologica	93
Alimentazione	87
Malattie infettive	80
Medicina del lavoro	67
Dipendenze	67
Medicina scolastica	60
Promozione stili di vita sani	60
Fumo e alcol	60
Salute materno-infantile	53
Prev ambiente domestico	53
Ambiente	47
Argomenti vari	47
Medicina delle migrazioni	40
Anziani	33
Prev incidenti stradali	27
Prev Cardiovascolare	13
Veterinaria	13
Patologie varie	13
Farmaci	0

CONCLUSIONI

- Tutte le ASL d'Italia possiedono un sito Internet
- Il livello di accessibilità e trasparenza è molto variabile tra ASL e ASL
- Decisamente scarsi i servizi di interfaccia diretta cittadino/ASL
- Bassissima presenza di forum
- Presenti nella maggior parte dei siti argomenti di promozione della salute, con accessibilità e numerosità variabile tra le aree
- Presenza del dipartimento di Prevenzione di “natura istituzionale”



Health Marketing

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Podcasts - eHealth Marketing

Introduction

CDC offers a library of podcasts, or digital audio and video files, designed to deliver health information in a convenient and enjoyable format. You can listen to or view the podcasts from the CDC Web page, or copy the files to your computer desktop or to a mobile device, like an iPod, Zune or other portable player. For CDC, podcasting is a unique opportunity to share information on a variety of subjects while allowing listeners to select specific topics relevant to them. Looking for information on flu vaccines? Want to learn more about the benefits of washing your hands? Check out the most popular CDC podcasts!



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We released the [CDC podcast site](#) in July 2006, and now, over 1600 podcasts are downloaded a day from CDC.gov, with approximately 300,000 downloaded in the first year. Podcasts are developed at CDC as a series, such as "A Cup of Health with CDC," an MMWR series, but also as stand alone podcasts, such as

Health-e-Cards - eHealth Marketing

Introduction

Electronic greeting cards, or eCards, are sent via e-mail to encourage healthy living, promote safe activities, or celebrate a health- and safety-related event.



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Currently, over 30 [Health-e-Cards](#) are available on [CDC.gov](#), with topics including general health, physical activity, nutrition, immunizations and much more. **Selected Health-e-Cards** expands on the health and safety message.

CDC launched Health-e-Cards in conjunction with the 2007 National Immunization Awareness Week, and nearly 3,000 Health-e-Cards were sent through the program.



Public Health Impact

Many of today's interactive media activities are based on the theme of user-generated content. By providing a mechanism where personal messages can be integrated with CDC's research and science, users are empowered to become advocates for CDC's health messages. In addition, the viral spread of the medium (those receiving cards also go on to send one themselves) takes advantage of the dynamic nature of today's online activities.

HOME PAGE

VEDERE

CERCARE

BETA
ULSS20 TV

Una TV per la vostra salute

Google[™] Ricerca personalizzata

Canali Tematici

- ALIMENTAZIONE
- AMBIENTE
- ANIMALI
- ANZIANI
- BAMBINI
- CASA
- CULTURA
- DISABILI
- FARMACI
- GIOVANI
- LAVORO
- ATTIVITÀ SPORTIVA
- STILI DI VITA

ULTIMI VIDEO

The main video player displays a video titled "Questione Di Pelle" with a duration of 2:10. The video is paused at 0:01. The URL shown is <http://www.youtube.com/watch?v=r&lang=it>. To the right of the main player is a grid of 8 smaller video thumbnails, each with a duration. The thumbnails are: 1. "Miochie sulla pelle" (2:11), 2. "Ri scoti fragole lupp..." (3:10), 3. "Lenti a contatto" (2:38), 4. "Chirurgia rino chiru..." (7:00), 5. "Trattori agricoli e d..." (5:19), 6. "Anorexia" (4:45), 7. "Fleboze pronto cuo..." (3:42), 8. "Previdone infermi..." (5:09). The grid is labeled "1-8 of 15".

ALTRI VIDEO
[Benessere e cura del corpo](#), [Comunicazione](#), [Diabete](#), [Diagnosi precoce](#), [Genitori](#), [Malattie](#), [Ospedale](#), [Prevenzione](#), [Psicologia](#), [Soccorso](#), [Vaccinazioni](#)

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