







http://ec.europa.eu/health/heidi



#### Experts Group on Health Information

08 December 2011, Luxembourg

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European Commission, DG Health and Consumers

Health Information Unit







State of play
 Next steps
 Editorial Board















#### What is the aim?

Create THE one-stop-shop for health information in the EU: to contain data, information, indicators, analysis, reports, links, references, bibliography,...

Involve the wider health community throughout EU in providing and maintaining information

European added-value by providing a single central health reference for the EU

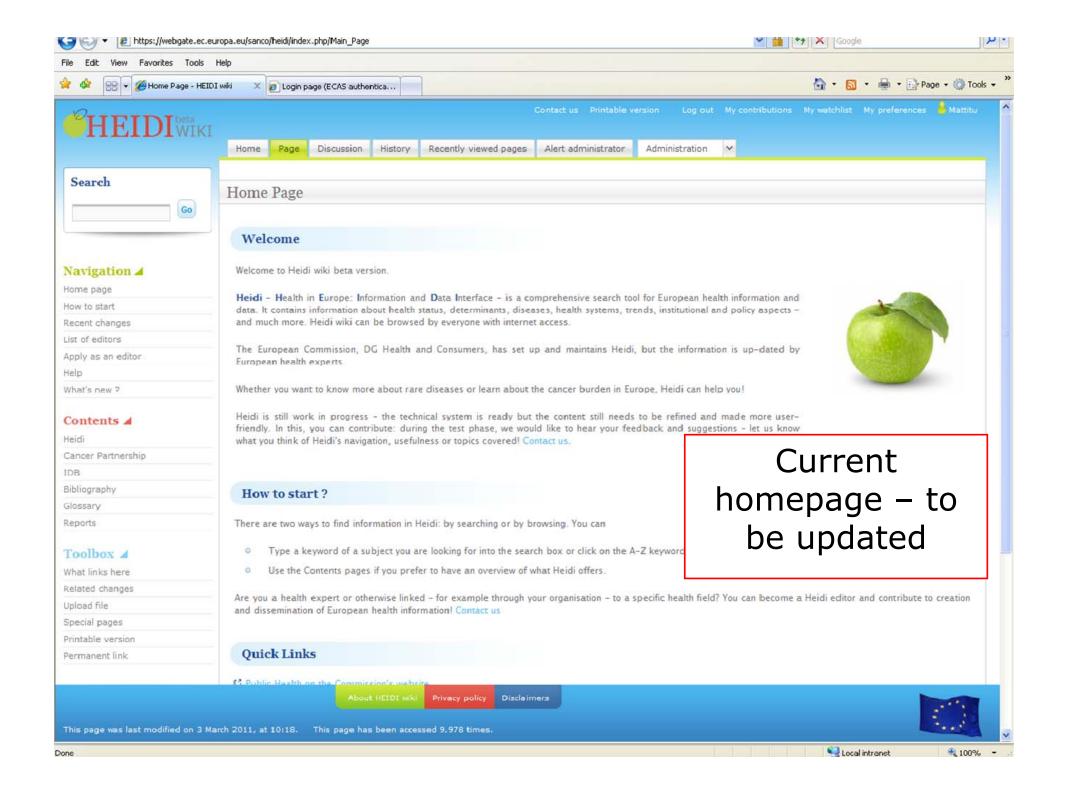






### Heidi vs. Health Portal vs. EC Public Health Website...

- Linkage between platforms
- No overlapping; Heidi is:
  - Content driven
  - Primarily targeted to experts
  - Not limited to Commission activities









#### Work during 2011

- Heidi on-line, but still in test/beta phase
- Texts revised (external contractor + EPHA)
- Comments from experts and MS taken on board
- Content re-organised







#### **Before revision**

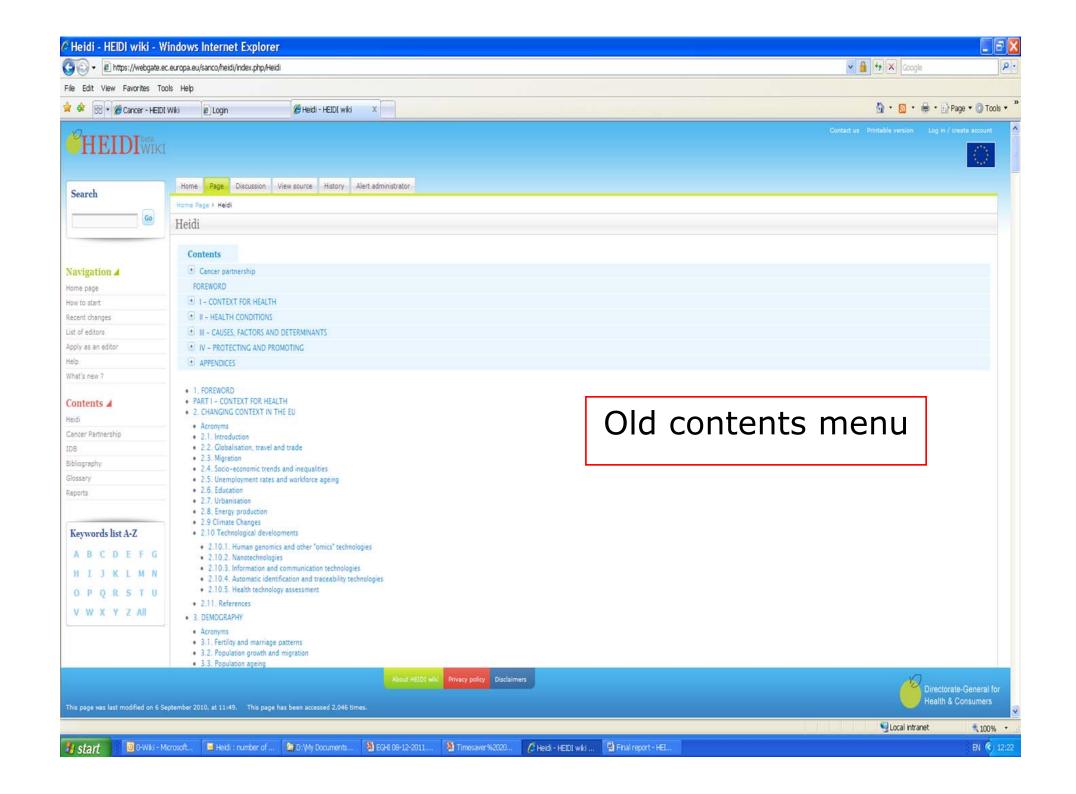
- 550 pages
- 200 empty pages
- Random order of titles
- Content dispersed

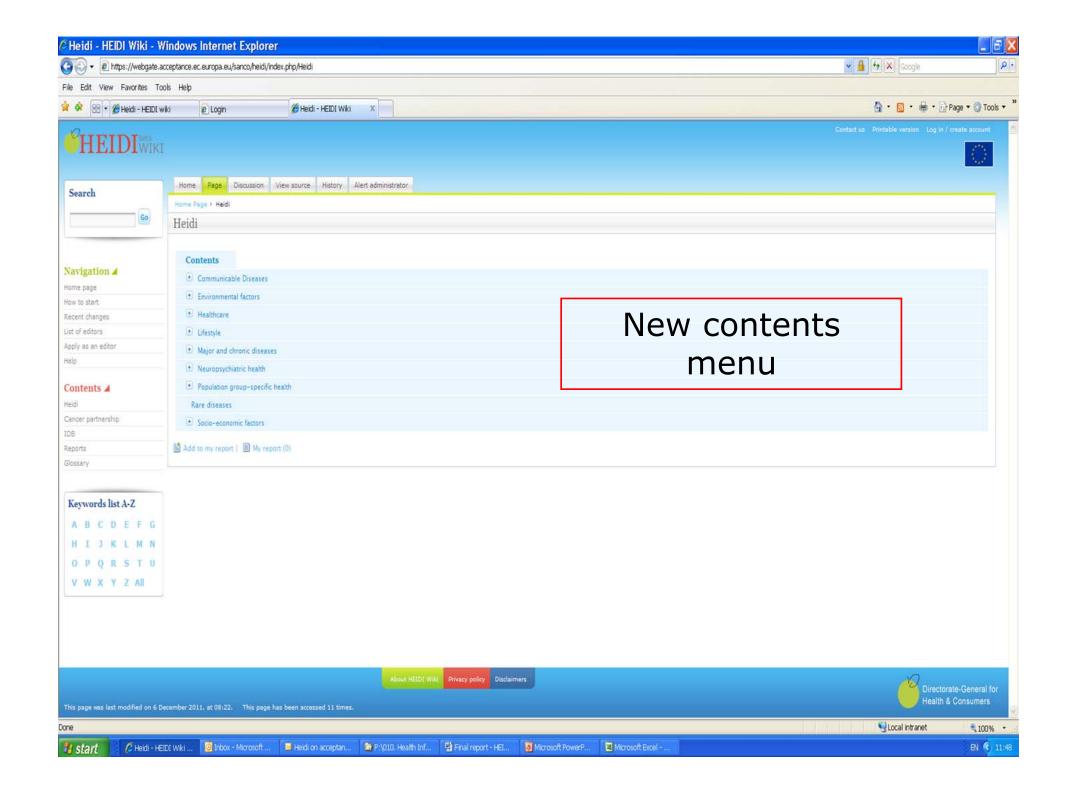
#### **After revision**

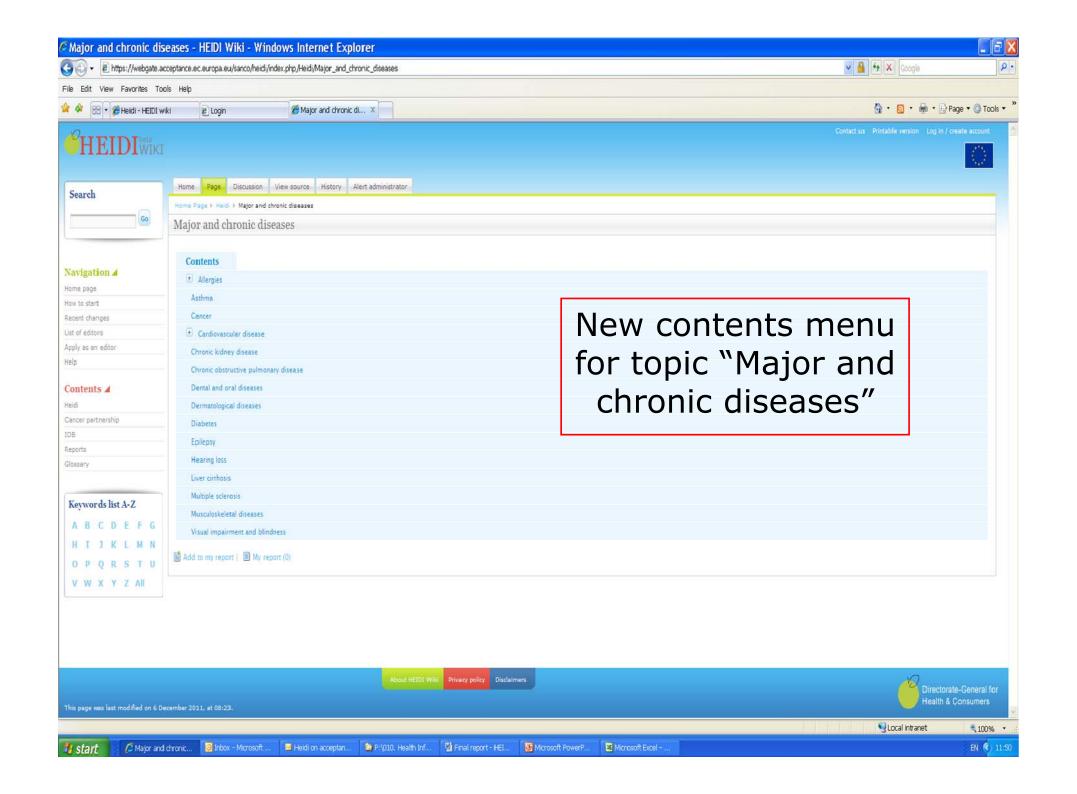
- 113 pages ( = 113 articles)
- No empty pages
- Coherence in titles
- Table of contents/article
- Content gathered in comprehensive articles; no duplication of content
- Analysis of content; what needs to be improved, broken links, insufficient references, keywords etc.

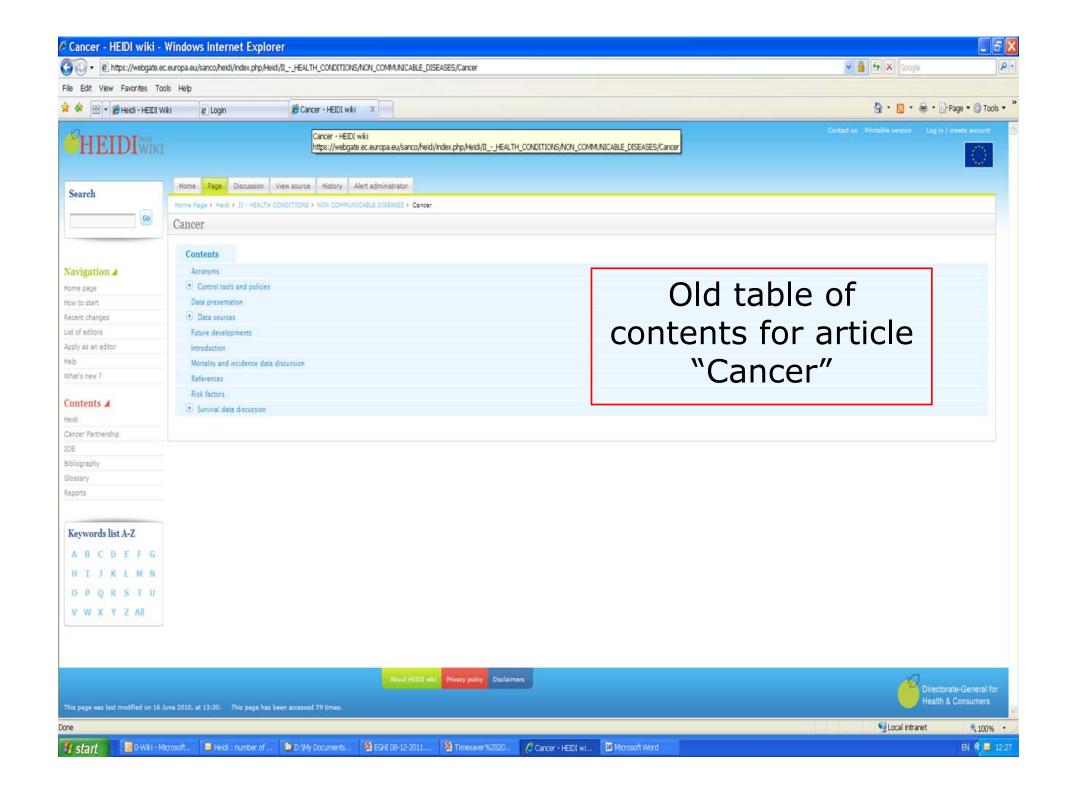
### HEIDI health wikipedia Updated tree structure

	Rare diseases	Cystic fibrosis	Charoot-Marie-Tooth disease	Haemophilia	Marfan syndrome	Muscular dystrophy	Narcolepsy	Neurofibromatosis	Retinis pigmentosa	Scleroderma	Sickle cell disease	Turner syndrome												
	Neuropsychiatric health Rai	Attention deficit (	Autism	Asperger's syndrome	Fragile X syndrome M.	Landau Kleffner syndrome	Reff syndrome	Childhood disintegrative disorder	PSS-NOS Ret	Dementia	Alzheimer's disease Sic	Eating disorders	Anorexia nervosa	Bulimia	Compulsive overeating disorder	Mood and anxiety disorders	Depression	Obsessive compulsive disorder	Panic disorder	Schizophrenia				
		Epilepsy	Hearing loss	Liver cirrhosis	Multiple sclerosis	Musculoskeletal diseases	Osteoperosis	Parkinson's disease	Visual impairment and blindness												I			
	Major and chronic diseases	Allergies	Food allergies	Asthma	Cancer	Breast cancer	Cervical cancer	Colorectal cancer	V Lung cancer	Prostate cancer	Stomach cancer	Cardiovascular disease	High blood pressure	Ischaemic heart disease	Plasma cholesierol levels	Stroke	Cerebral palsy	Chronic kidney disease	Chronic obstructive pulmonary disease	Dental and oral diseases	Dermatological disease	Diabetes	Disabilities	Intellectual disabilities
Opdated tree structure	diseases	Diseases of zoonotic and environmental origin	Diseases imported into Europe	Diseases present in Europe	Food and waterborne infections	Bacterial infections	Parasitic infections	Prion diseases	Viral infections	HIV, STIs and blood- borne viral infections	AIDS	Blood-borne viral infections	HIV	Human	Sexually transmitted infections	Respiratory tract infections	Influenza	Legionnaire's disease	Severe acute respiratory syndrome	Tuberculosis				
	Population group- specific health	Adults	Gender	Women	Menopause	Menstruation	Pregnancy	Men	Children and adolescents	Children's access to healthcare	Demographics	Poverty and social exclusion	Societal change	Elderly	Life expectancy	Urban and rural	Urbanisation	Migrant's health	Undocumented migrants	Newborns and perinatal health	Congenital malformations	Infant and neonatal mortality	Roma health	
:	nealtncare and governance	Antimicrobial resistance	Complementary and alternative medicine	Demands on healthcare	European public health	Disease burden	European Public Health Programme	European social agenda	Patient rights	Policy development in Member States	Financing healthcare	Healthcare payment methods	Healthcare financing systems	Health resources	Healthcare access	Patient centeredness	Health technology	Medical devices	Medical advertising	Pharmaceuticals	European Medicines Agency	Tissue, cell and organ transplants		
	Socio-economic factors	Changing EU context	Civil society	Discrimination	Education	Health literacy	Patient participation	Employment	Unemployment	Workforce and work environment	Globalisation, travel and trade	Migration	Living and working environment	Bathing water	Health and safety at work	Homelessness	Housing and shelter	Living environment pollutants						
	Lifestyle	Alcohol	Drugs and substance misuse	Nutrition and exercise	Control tools and policies	Healthy eating	Inadequate physical activity	Nutritional deficiencies	Overweight and obesity	Injuries	European Injury Database	Intentional injuries	Sexual and reproductive health	Contraception	Risky sexual behaviour	Tobacco use							n into more thorough sub-articles current contents	lassifications, explanations, etc. section introduction
	Environmental factors	Air pollution	Biological agents	Chemical agents	Climate change and extreme weather	Contamination of food and water	Contamination of food and feed	EFSA	RASFF	Drinking water	Energy production	Pesticides	Physical agents										Articles that should be broken down into more thorough sub-articles Topics identified as missing in the current contents	Articles missing basic definitors, classifications, explanations, etc.  Topics needing general content for section introduction

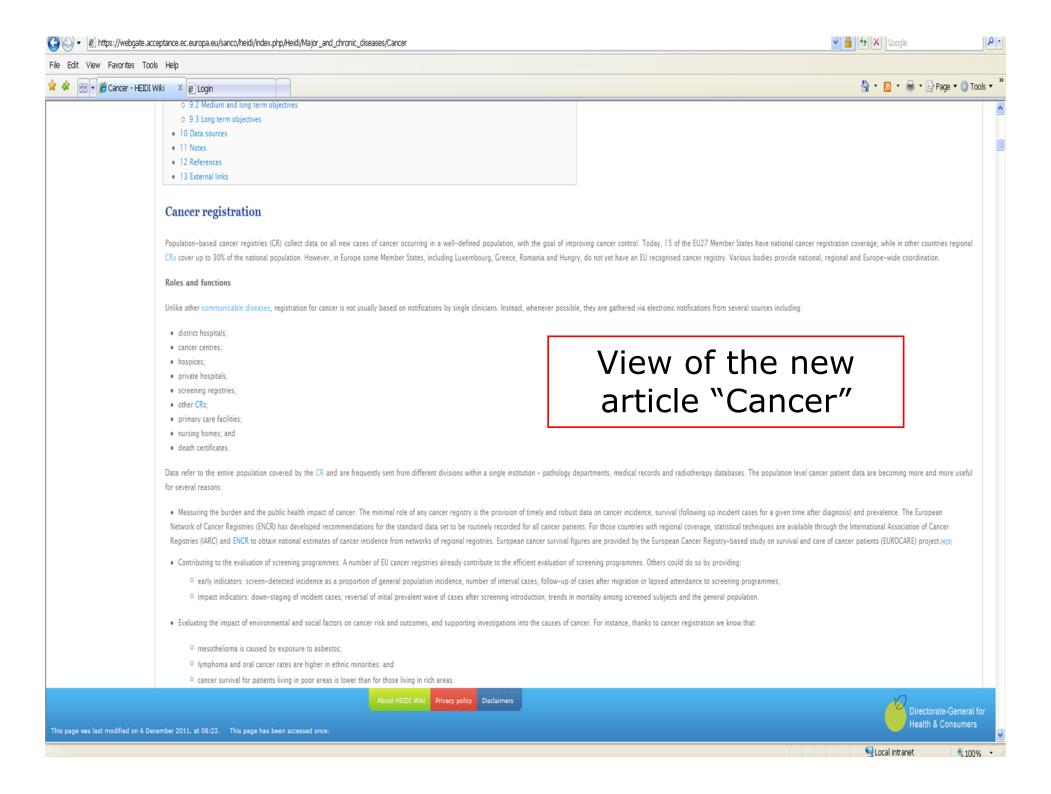


















#### Heidi Data Tool HeiDIdata Maria



- Application to display statistical health data
- Enables users to select indicators, countries and years
- Allows exporting data files or generating tags on websites

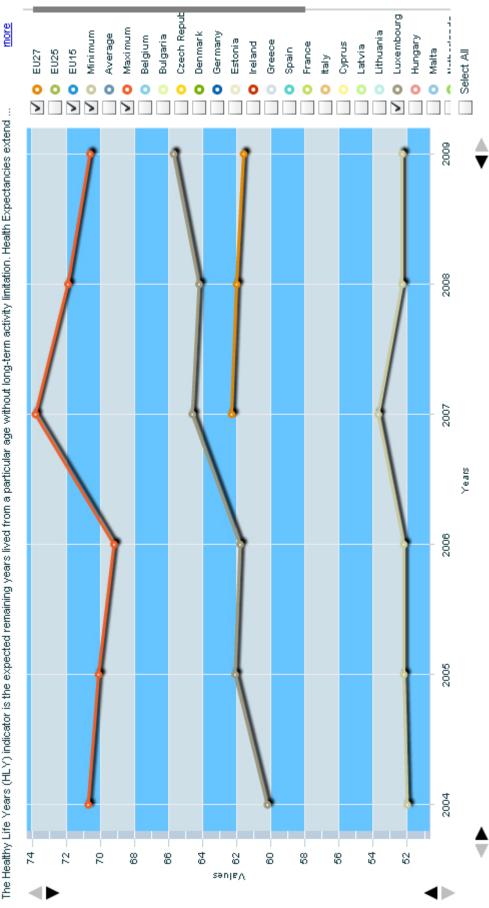






# Healthy Life Years at birth - Women, from 2004 onwards, time series of 5 years

The Healthy Life Years (HLY) indicator is the expected remaining years lived from a particular age without long-term activity limitation. Health Expectancies extend ...



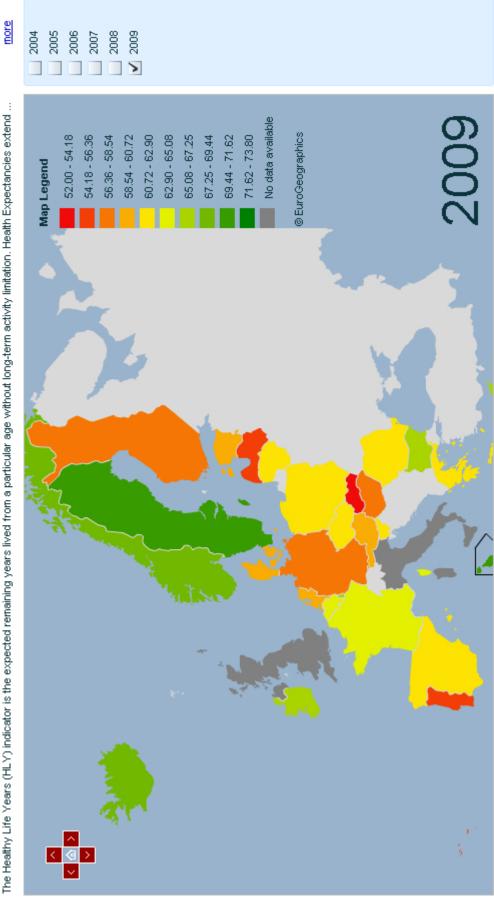


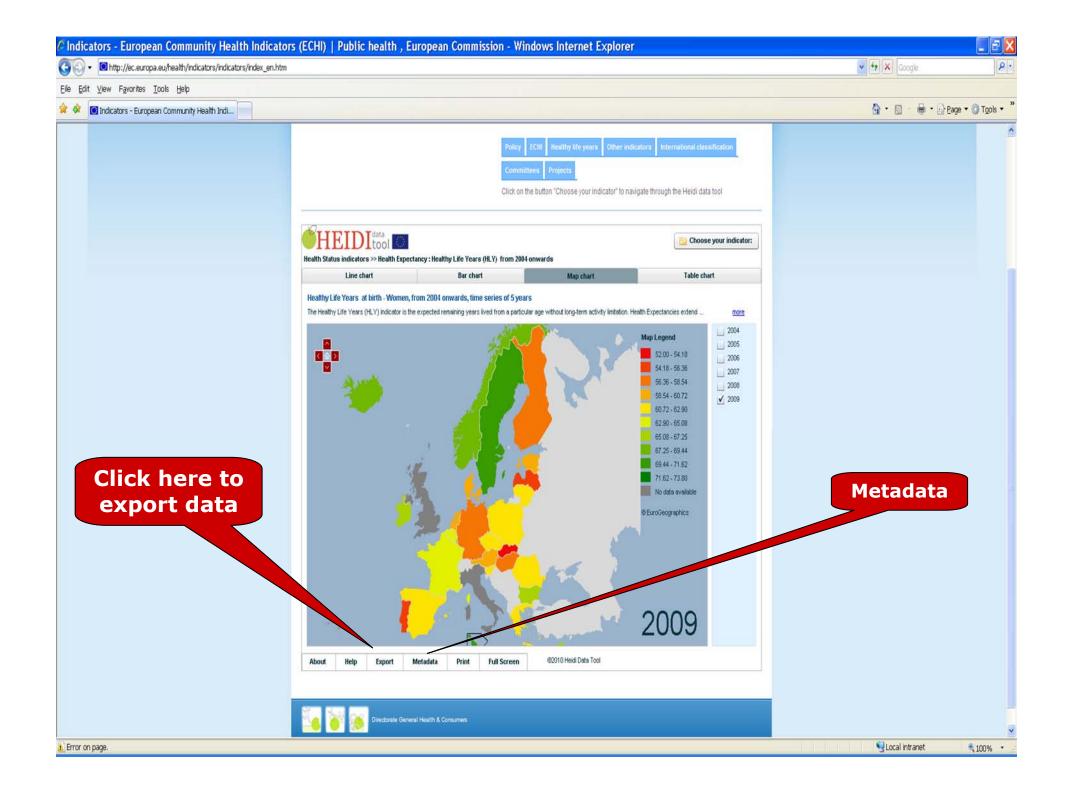




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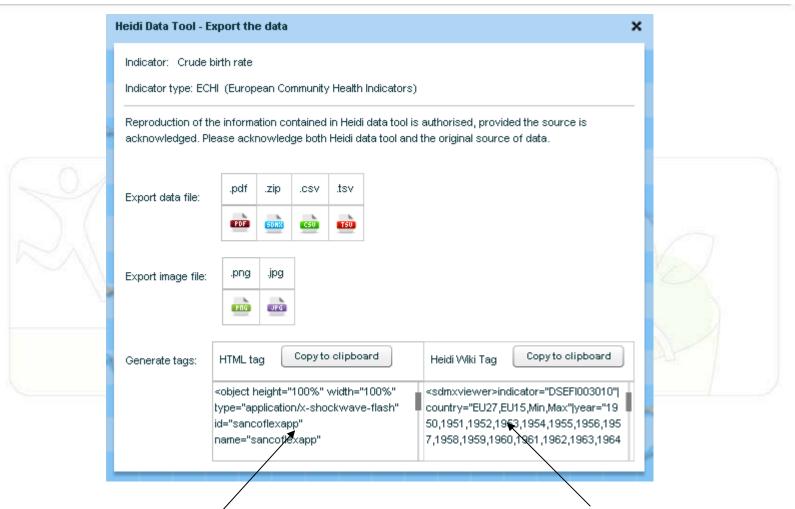






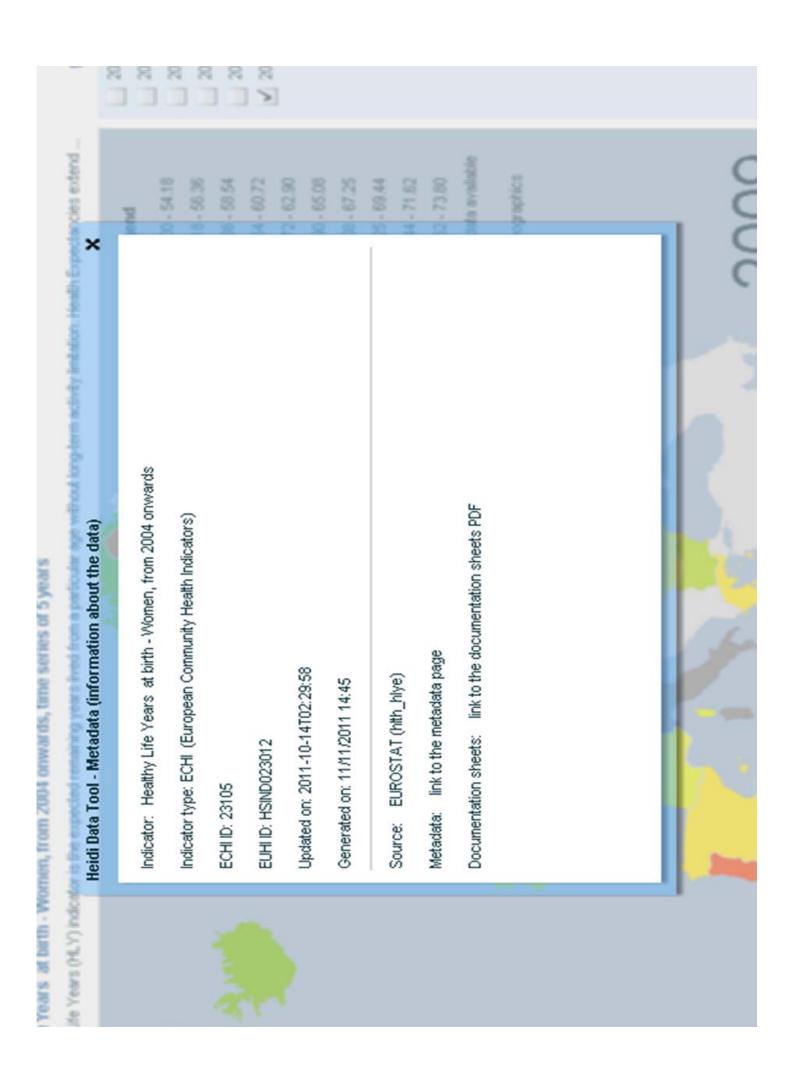






Export to your website

Export to a Heidi wiki page









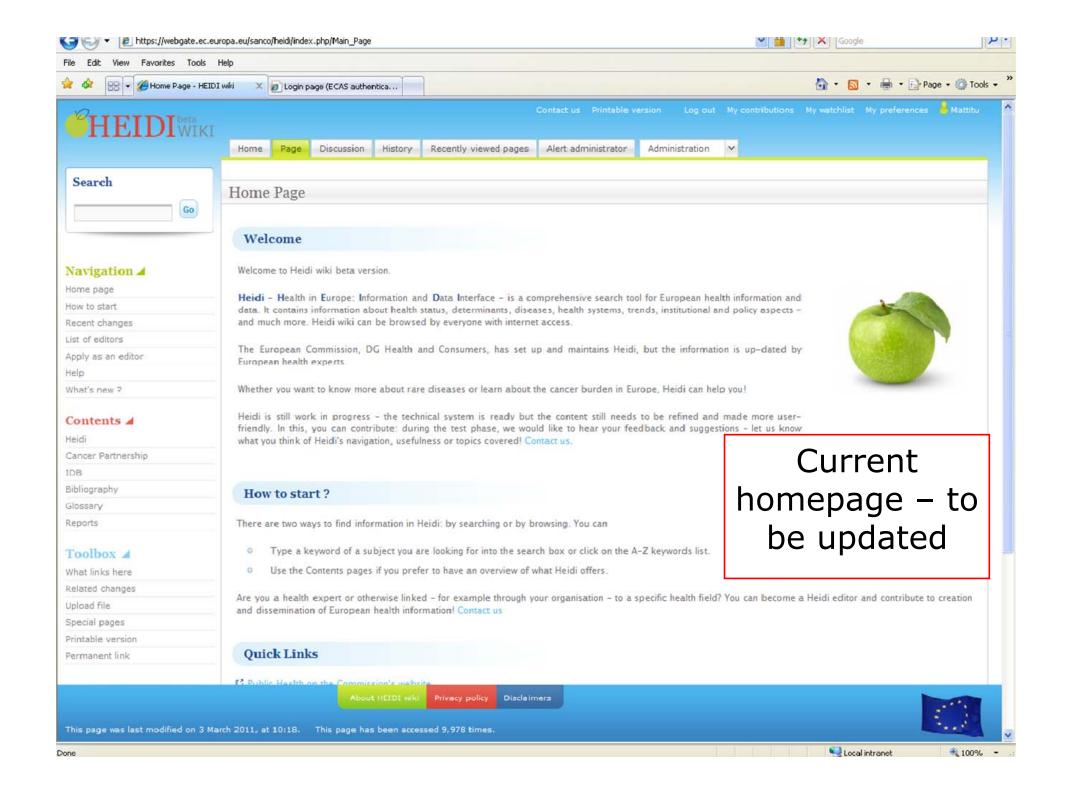


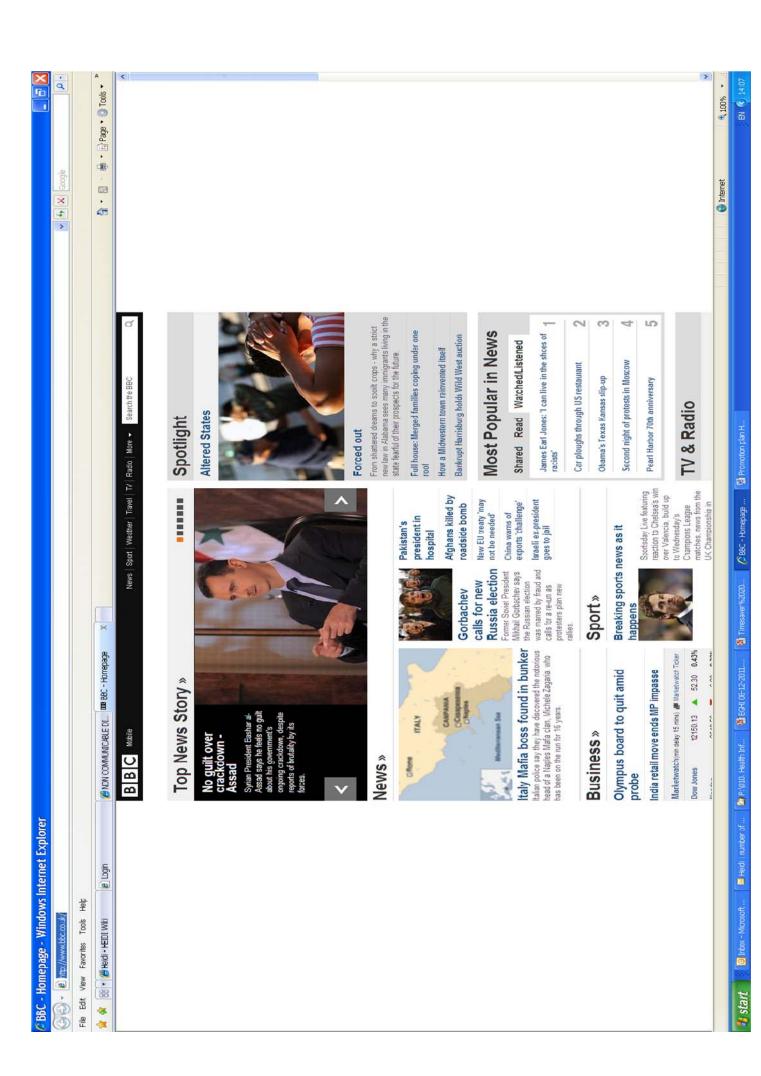






- Up-date visual "look" of homepage
- Add new content areas: projects
- Test the revised beta version
- Put on-line early 2012
- Start promotion
- Broaden the experts pool











#### **Draft promotion plan 2012**

- Launch event(s) in 2012
- Information to:
  - EP
  - Member States, candidate countries, EFTA/EEA
  - European Agencies
  - International organisations: WHO, OECD
  - Joint Actions, projects
  - Other key partners: e.g. EUPHA
  - Commission DGs
- Promotion on EU websites
- Promotion to targeted stakeholders (e.g. EUPHA newsletter, public health institutes' websites etc.)
- Promotion at SANCO stand in conferences and events
- Direct contacts with potential editors
- Evaluation/training for editors







3. Editorial Board











#### **Critical points...**

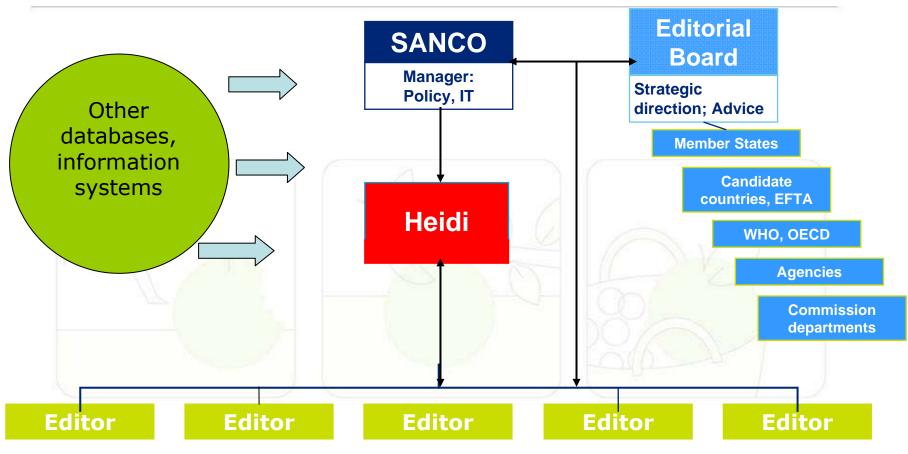
- Selecting the experts
- Validating data/information;
  Dealing with controversial topics
- Ensuring consistency while avoiding duplication
- Incentives for experts to contribute







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#### Tasks of the Editorial Board?

- Oversee the overall editorial policy; provide strategic direction;
- Identify and propose new opportunities for cooperation with external parties and for media exposure;
- Others?







#### Thank you

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