

**Community Health Media Center  
Annual Usage Report  
January – December 2013**

The Community Health Media Center (CHMC) is an online repository of advertisements and marketing materials produced by the Centers for Disease Control and Prevention’s (CDC) Division of Community Health (DCH), other CDC divisions, state and local health departments, and partners related to the prevention of obesity and other chronic conditions. You may access the CHMC by visiting [www.cdc.gov/NCCDPHP/dch/chmc](http://www.cdc.gov/NCCDPHP/dch/chmc).

**A Look Back at 2013**

During 2013, the CHMC continued operations to provide materials supporting the prevention of obesity and chronic conditions to government and non-profit organizations. The repository experienced growth in key areas such as registered users, ads available and orders fulfilled. Some of the CHMC’s major milestones included usability testing of the tool with CHMC users, and development of an operations and maintenance manual outlining the processes for managing the CHMC. Usability testing was enlightening and enhancements are being made to the site based on user recommendations. Promotions for the CHMC continued and several meetings with other CDC divisions were held to create awareness of the repository, to encourage use and to gain new advertisements and materials. In August the CHMC was featured in the 2013 DCH Awardee meeting at a CHMC Spotlight Session and during an Ad Showcase. The Ad Showcase reel highlighted ads and other materials DCH awardees produced in 2012-2013, some of which are included in the CHMC.

**Looking Ahead in 2014**

For 2014, CHMC processes will continue to be refined and updated in the Operations and Maintenance manual. Incorporating recommendations from the usability study, CHMC version 2 is scheduled to launch in the spring. CHMC promotion will continue in 2014 with a goal of increasing awareness and support of the ad repository among DCH staff and awardees as well as other CDC divisions through webinars, in-person meetings and email communications.

Please see the appendix for usage report definitions, CHMC charts, a calendar of 2013 promotional activities and a map of DCH awardees represented in the CHMC.

Table 1. CHMC Cumulative Data –July 3, 2012 (launch date) through December 31, 2013

<b>Metrics</b>	<b>Number</b>
Registered Users	202
Awardees Represented	28
Ads Available	334
Orders Fulfilled	15
Inquiries	26

Table 2. CHMC Web Usage – January 1, 2013 through December 31, 2013

<b>Web Metric</b>	<b>Quarter 1 (January 2013 – March 2013)</b>	<b>Quarter 2 (April 2013 – June 2013)</b>	<b>Quarter 3 (July 2013 – September 2013)</b>	<b>Quarter 4 (October 2013- December 2013)</b>	<b>Full Year (January 2013 – December 2013)</b>
<b>Page Views</b>	4,026	4,278	5,065	3,081	16,450
<b>Page Visits</b>	422	723	819	666	2,630
<b>Unique Visitors</b>	260	402	507	495	1,519
<b>Average User Time Spent on the CHMC (min)</b>	11.94	7.16	6.07	5.48	7.31

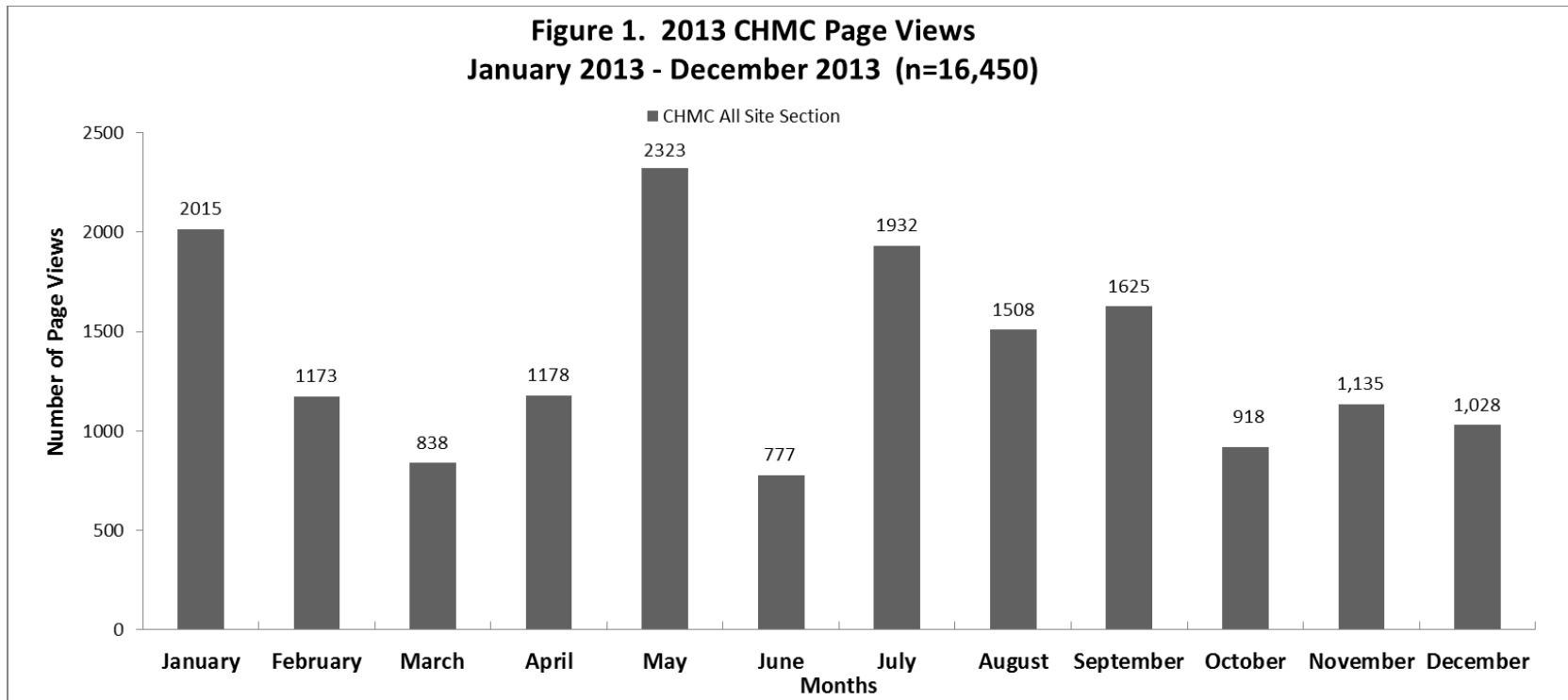
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**Appendix A  
Usage Report Metric Definitions**

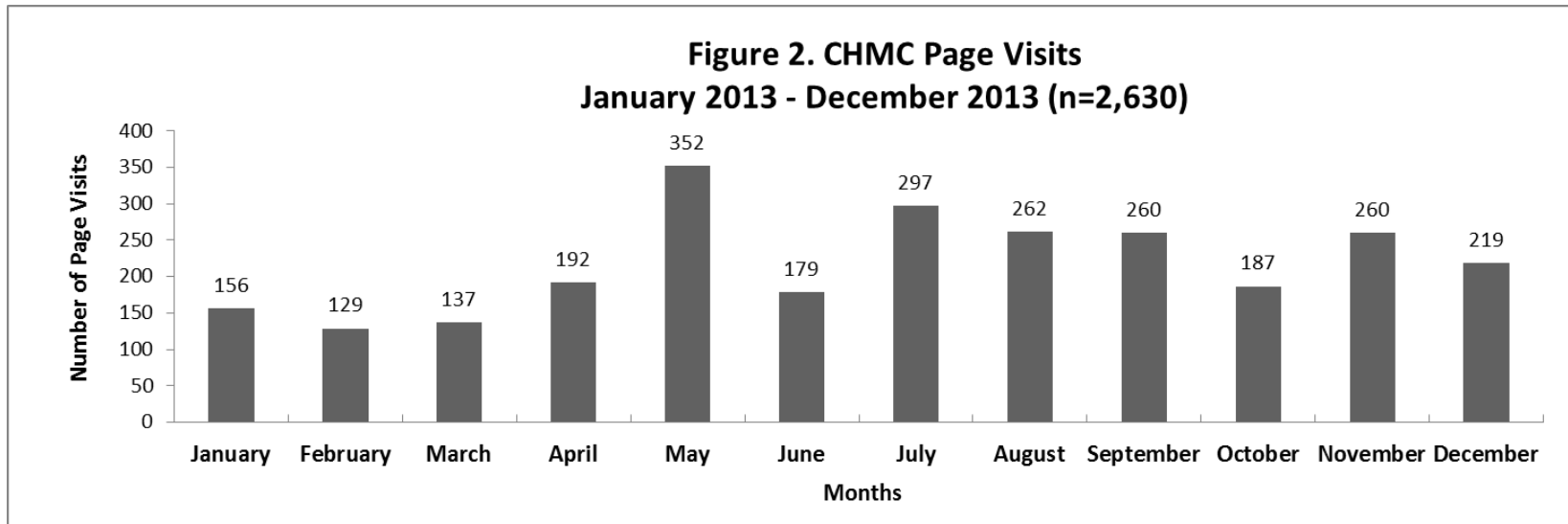
- **Ads Available:** Ads or marketing materials in the CHMC database currently available for use.
- **Awardees Represented:** DCH Awardees who have ad materials in the CHMC database or whose ads were approved for inclusion in the CHMC database.
- **Average User Time Spent on the CHMC (min):** Total time in minutes spent on the site within the reporting period.
- **Inquires:** Questions, order requests.
- **Orders Fulfilled:** Ads or marketing materials requested (orders) and fulfilled.
- **Page Views:** Total number of times a page was viewed within the reporting period
- **Page Visits:** Total number of visits to the page within the reporting period.
- **Registered Users:** Users who have requested and received log in credentials for the CHMC.
- **Unique Visitors:** Each individual user that visits the site. Users are counted as a “unique visitors” only upon first visit to the site.

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**Appendix B  
CHMC Page Views  
January - December 2013**



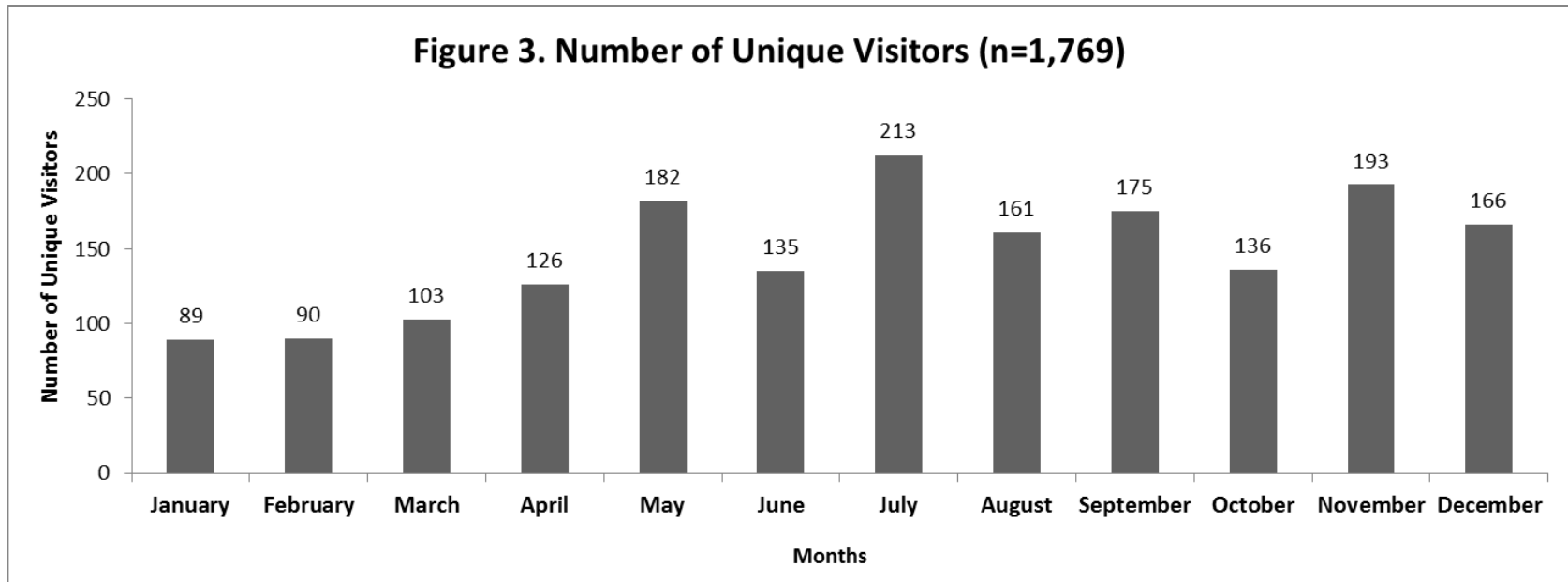
**Appendix B**  
**Figure 2. CHMC Page Visits**  
**January - December 2013**



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Appendix: B

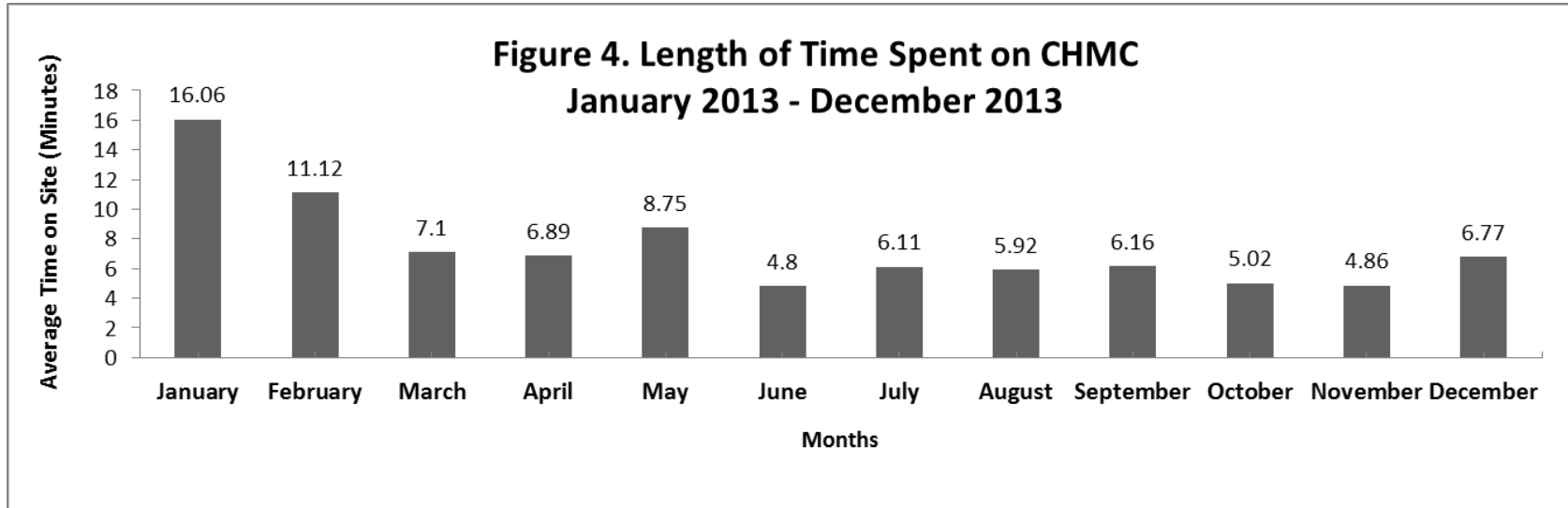
Figure 3. Number of CHMC Unique Visitors.  
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Appendix: B

Figure 4. Length of Time Users Spent on CHMC.  
January – December 2013



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**Appendix: C  
Calendar of 2013 Promotional Events**

<b>Date</b>	<b>Event</b>	<b>Activity</b>
1/14/13	Meeting with Division of Diabetes Translation (DDT)	Meeting with Jude McDivitt, Josh Petty and Laura Baldwin-Zauderer to discuss bringing diabetes-related materials into the CHMC and adding “Diabetes” to quick links section on CHMC homepage.
1/15/13	Division of Community Health (DCH) Communication Webinar	A promotional announcement about the CHMC was made during the January 15 DCH Communication Foundational Webinar.
1/18/13	National Center for Chronic Disease Prevention and Health Promotion (NCCDPHP) E-Newsletter	CHMC Promotional announcement was included in the NCCDPHP “The Chronicle” newsletter sent to all NCCDPHP staff via email.
1/29/13	Meeting with Division of Nutrition, Physical Activity and Obesity (DNPAO)	CHMC Demo and discussion with DNPAO’s Program Branch and Communication Team including Kevin Ryan, DNPAO’s policy lead and Desiree Robinson, the DNPAO’s Acting Communication Team Lead.
2/20/13	National Diabetes Education Program (NDEP) at National Institutes of Health	Meeting with Joanne Gallivan and Diane Tuncer to discuss NDEP materials.
3/5/13	Meeting with Division of Heart Disease and Stroke Prevention (DHDSPP)	Meeting with Kathy Harben to discuss Million Hearts infographic and transit ads.
3/7/13	Communication to DHDSPP awardees	DHDSPP staff member, Kristy Mugavero, sent an outreach email to DHDSPP Sodium Reduction awardees requesting ads for the CHMC.

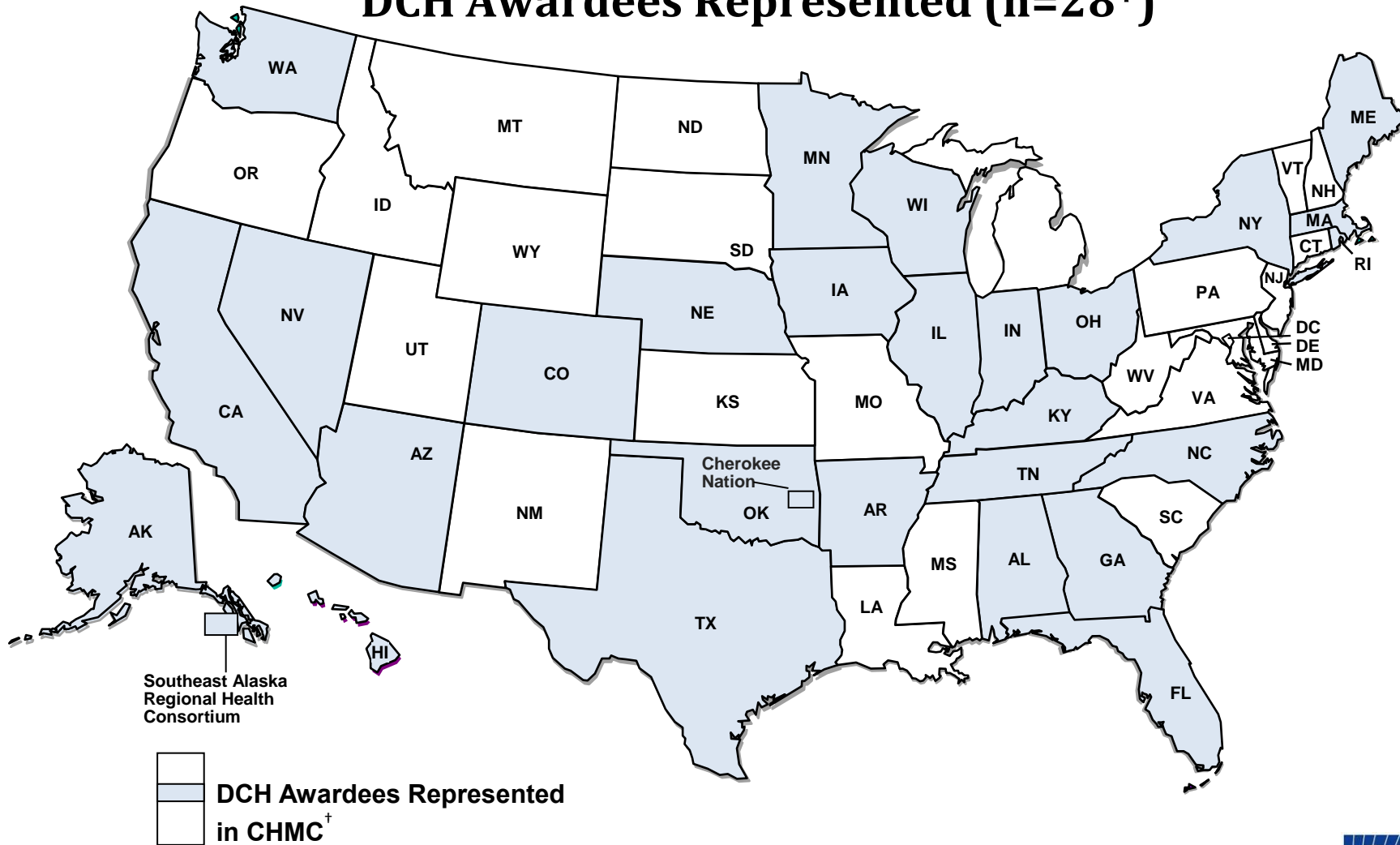


4/22/13	DCH Communication Update Email	CHMC and MCRC promotional announcement included in DCH Communication Update Email.
5/9/13	DNPAO Webinar	A webinar was given to DNPAO staff and awardees titled: Community Health Media Center: An Online Source for Audience-tested Advertising and Materials
6/28/13	CHMC Brownbag	Presentation on the CHMC to DCH leadership, project officers and staff.
8/28/13	DCH 2013 Awardee Meeting	CHMC Spotlight and DCH Ad Showcase
11/6/13	DCH Division Director Briefing on CHMC	Briefing included Dr. Jack, Chris Thomas, Tim LaPier, Tina Carroll, Christie Stephens, Jana Scoville and Melissa Byers
11/7/13	CDC Museum Display	CHMC ads displayed in CDC museum.

Appendix: D  
 Map of Awardees with ads  
 represented in the CHMC

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Community Health Media Center  
 DCH Awardees Represented (n=28\*)



\* States or communities with ads currently available, awaiting upload, or awaiting a signed agreement.  
 † Number excludes CDC-produced materials

