



National Collaborating Centre
for Determinants of Health

Centre de collaboration nationale
des déterminants de la santé

FOR IMMEDIATE RELEASE

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NCCDH Launches New Website and Social Media Tools

ANTIGONISH--The National Collaborating Centre for Determinants of Health (NCCDH) today launched a new website and a number of accompanying social media tools to engage policymakers, researchers and public health practitioners and professional associations in broader discussions around the impact of the social determinants of health on Canadians.

“We know that many public health providers use the Internet on a daily basis to network with colleagues, and read up on the latest evidence and research on issues that are important to them,” said Hope Beanlands, NCCDH Scientific Director. “Our mandate is to take the research produced about social determinants of health, and provide that information in a way that is accessible and useful for those who are working within the Canadian public health system. A highly functioning website is one of our key strategies to engage front-line practitioners, and policy makers.”

Features of the new website include:

- Highlights of current initiatives and projects underway at the Centre.
- A publications and resource section which will include various NCCDH Reports, Fact Sheets and Brochures
- General information on social determinants of health – what they are and why they’re important to us as Canadians
- Links to important resources, including the other five National Collaborating Centres
- A number of new social media tools including an interactive blog and Twitter and Facebook feeds

“The use of social media tools is increasing within the healthcare sector,” said Beanlands. “We wanted to introduce some of these unique methods of knowledge exchange during their early days, to give the NCCDH and our public health audience and other users opportunities to grow and evolve along with these ever-changing technologies.”

The new website is one component of the Centre’s new Communications Strategy and was designed, in part, based on feedback from users and public health colleagues from across the country. The website will continue to evolve and we welcome feedback and suggestions for improvement.

Please visit <http://www.nccdh.ca> for more information.

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FOR FURTHER INFORMATION:

(902) 867-5406

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