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In 1998, B.J. Fogg founded Stanford University's Persuasive Technology Lab. The lab focuses on designing technology to change people's behaviors, including health habits. One outcome of the lab is Mobile Health, a conference that brings together leaders from industry, academia and government to share ideas and practices for improving people's health behavior. Some examples of how these ideas materialize include:

- **Mobile Commons.** New York City Department of Health used

this mobile health solution to double quit rates of smokers by sending text message reminders.

- **Health Txts.** Text messages send reminders to help you improve your habits, from flossing regularly and healthy eating to anger management and stress reduction.
- **UbiFit.** This mobile persuasive technology encourages people to monitor and improve their physical activity using an interactive application and sensing fitness device.

Tracking Flu With Twitter

Computer scientists at Johns Hopkins have developed a method of analyzing Twitter posts to track flu trends in the U.S. Computer science research professor Mark Dredze uses tweets to monitor public health trends. He and his research team have devised a way to separate messages about the flu from chatter about becoming ill or getting a flu shot. The team developed statistical methods based on human language processing technologies designed to filter out the chatter.

"The first thing we [asked] was can we use these tweets as a way of predicting how disease is going to spread in the U.S. and how it's going to change over time," says Dredze. "By looking at government data and comparing it to Twitter, we showed that we can actually do a good job."

www.socialmediahealthresearch.org



Apps for Healthy Aging

LeadingAge highlights four apps that can help improve your health.

- **The Fall Prevention App**, from Evidence in Motion, helps clinicians assess and manage the fall risk for older patients.
- **Asthmapolis** is an app with a sensor that helps those with asthma learn what triggers symptoms of chronic obstructive pulmonary disease.
- **The Allayo** app helps users organize their healthcare information and stay on track with appointments and healthy habits.
- **Sleep Cycle** is an iPhone app that monitors movement, records sleep stages and helps users see how much deep sleep they are getting. Sleepbot is a similar program for Android phones.

LeadingAge.org

If you have a cartoon, anecdote, joke or interesting safety item you'd like to submit for publication on this page, send your contribution to professionalsafety@asse.org. Submissions will not be returned.

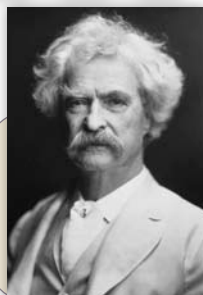
Congratulations to **David Driver** of the Chattanooga Area Chapter for his winning caption, which appears below the photo.

December Safety Photo of the Month



Keep moving, I know I left my gloves on one of these poles.

Photo by Ross Houser, Middle Tennessee Chapter



"Be careful about reading health books. You may die of a misprint."

Mark Twain