Abstract: Introduction: Public Health 2.0 is a new social development whereby the individual forms part of ‘communities’ in web 2.0 environment which assist and support him in maintaining good health, recovering from an illness or injury, or learning to cope with any lasting effects of a health problem. In this new situation, the patient is able to take control of his or her own health, and is supported in doing so by a network of fellow patients and professionals. This exchange of information, cooperation and community building can lead to an equitable opportunity so that absolutely everyone becomes an information provider. This will enhance both the effectiveness and quality of health care services. The objective of this review study is to make the audience familiar with a variety of web 2.0 technologies and their potentials and applications in public health promotion.

Methodology: The study was conducted as a systematic review method of the evidence of relevant to web 2.0 technologies and public health practice. We reviewed the related papers from Medline, Scopus, pub med using a systematic search strategy. This review covers all types of papers relevant to research subject in the last 5 years.

Result: The study revealed that Web 2.0 technologies offer many features to support the work of public health in collaborative partnerships, communication programs, and community engagement and health improvement.

Conclusion: Web 2.0 has crucially changed the way in which people seek for healthcare and access public health services. Although troubling too many in public health, the use of the Internet for these purposes simply cannot be ignored. Web 2.0 will almost certainly influence health behaviors. Health is a logical area in which individuals want to seek opinions from others and communicate their experiences. In this new era, public health officials need to learn how to more effectively listen to these messages and, simultaneously, develop more lively and engaging messages themselves to communicate with the public.

Keywords: public health, Public Health 2.0, Web 2.0, health promotion

Presentation: Poster