

Why a new web platform?

Communication is vital for successful dissemination of best practice in chronic disease prevention, and since the Oxford Health Alliance's formation, it has used a number of communication methods – such as stakeholder events, global news alerts, surveys of OxHA's global network (e.g. on marketing to children) and traditional media relations – to highlight the need for action.

However, in recognition that channels of communication are radically changing, OxHA has launched 3FOUR50.com to foster the online sharing of ideas, experiences, videos, projects and research into health and healthy lifestyles.

This website has the potential to reach a larger audience, and from more diverse backgrounds, than traditional conferences, meetings or social marketing campaigns. It will also act to facilitate conversations and collaborations between all those demanding real change in the area of chronic disease.

What is the significance of naming the site 3FOUR50?

'3FOUR50' represents OxHA's key message: 3 risk factors – tobacco use, poor diet and lack of physical activity – contribute to the four major chronic diseases – heart disease, type 2 diabetes, lung disease and many cancers – which, in turn, are responsible for more than 50 per cent of deaths in the world. Although the number of deaths is set to rise, if society is prepared to act to address the three risk factors, many of these deaths could be prevented.

What will 3FOUR50 aim to achieve?

3FOUR50 is an awareness-raising and action-based online social network, aimed at anyone wanting to take positive action to raise awareness of the chronic disease epidemic. It will unite individuals and organisations with a story to tell, provide a platform for members to showcase their work

and work together on new projects, highlight best practice in the area of prevention and promote each of OxHA's focus areas – business, design, economics and youth to a variety of global audiences.

What are the key features of 3FOUR50?

Some key features of 3FOUR50 include:

- The Network – profiles of all 3FOUR50 members with the option of searching the database and sending messages;
- 3FOUR50 News – weekly two-minute videos of highlights in global chronic disease prevention;
- Group hub – private meeting hubs for people to gather together virtually and collaborate on projects;
- TV channel – interviews and other video content from around the world;
- Showcase – a platform for people to submit videos / presentations highlighting the efforts they are taking to promote healthy lifestyles.



What makes 3FOUR50 so unique?

3FOUR50 will use the power of the web to unite diverse groups of people from across the globe wanting to take positive action to confront the escalation of the chronic disease epidemic. Like many other social networking sites, 3FOUR50's content will be entirely user generated; however, it will be the first of these types of sites to dedicate itself entirely to health promotion.