



Immediate Release

**Medical, IT and Other Professionals Join Hands to Launch
[H1N1.hk](http://www.h1n1.hk) : Hong Kong Flu e-buddy –
First Non-profit, Multi-disciplinary Social Media Community
On Influenza A (H1N1)**

(May 7, 2009) The outbreak of Influenza A (H1N1), or human swine influenza, has been spreading around the world and has reached Hong Kong. All sectors of our community should prepare for the threat from this new type of influenza virus. In order for the public to be better informed about the latest development, professionals from the medical and information technology sectors have taken the lead to establish an interactive social media: [H1N1.hk](http://www.h1n1.hk) (<http://www.h1n1.hk>).

[H1N1.hk](http://www.h1n1.hk) is a non-profit-making, multi-disciplinary information hub launched by professionals from different sectors. It serves as a social network about Influenza A (H1N1) for the Chinese communities. As this new form of influenza threatens human health, information dissemination and knowledge sharing are most effective in countering the spread of the disease or any large-scale outbreak. [H1N1.hk](http://www.h1n1.hk) hopes to apply and share our professional knowledge with the public by using a bottom-up approach to unleash the power of Web 2.0, with its guiding principles of being participatory, interactive, sharing and free, thereby establishing a community to face the epidemic in unity.

The objectives of [H1N1.hk](http://www.h1n1.hk) are :

- (1) To integrate and present information related to Influenza A (H1N1), including updates from the HKSAR Center for Health Protection, Centers for Disease Control and Prevention of the U.S., World Health Organization and other foreign and local news sources, providing a one-stop source for the latest development of the epidemic, including emergency response measures by various governments and guidelines for organizations and individuals.
- (2) To serve as a exchange platform for professionals as well as the general public, through a variety of channels online, so that users may consult experts, exchange views, share and discuss experiences and feelings.
- (3) To connect to social networks such as Facebook and Twitter, in addition to its own discussion forums, to consolidate community views.
- (4) To learning to face adversity with a healthy and positive attitude.



- (5) To link up with more organizations and professionals from other sectors, including social welfare, education and business, so as to build up an open platform for cross-disciplinary dissemination of information, knowledge sharing and community support.

H1N1.hk is initiated by **Dr Szeto King-Ho** (Emergency Medicine Specialist, Health Informatics Manager, Member of Hong Kong Society of Medical Informatics) and **Mr. Charles Mok** (Chairman of Internet Society Hong Kong and Vice Chairman of The Professionals Commons), with **Dr Lo Wing-Lok** (Private Infectious Disease Physician) and **Dr Wong Chun-Por** (Chairman of HK Society of Medical Informatics and Co-chairman of Executive Committee of eHealth Consortium) acting as medical consultants.

“Information is the best weapon against the H1N1 influenza A pandemic. With the lessons we learned from 2003’s SARS outbreak, a group of voluntary healthcare professionals united together to take the lead in building an open communication platform for the public. We sincerely urge healthcare professionals and the public can join as e-buddies. By harnessing the power of real-time information sharing and rapid intervention, we aim to sharing the right information in the right place at the right time through H1N1.hk” says Dr Szeto King-Ho.

“H1N1.hk is based on Web 2.0 application technology, with a group of volunteers from the IT sectors setting up this social media platform within only a few days, to enable Hong Kong citizens to face the uncertainties brought on by this outbreak through sharing. Our professionals has also drafted continuity guidelines for small and medium sized businesses and schools. We strongly urge all sectors to prepare early for the possible interruption to our business and daily lives,” says Mr. Charles Mok.

Supporting organizations include e-Health Consortium, Emergency Medicine in Asia, Hong Kong Association of Interactive Marketing, Hong Kong Information Technology Federation, Hong Kong Society of Medical Informatics, Internet Society Hong Kong, IT Voice and The Professional Commons.

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