Content Syndication: An Innovative Solution to Improve Access and Foster Collaboration

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The Problem

More government-wide, topic-based websites are being developed pulling content from multiple agencies, such as Flu.gov and FoodSafety.gov.

Many state, tribal, local and territorial health departments, federal agencies, and other CDC partners use—and want to provide—CDC content to their audiences.

- “Cut and paste” — very time consuming, potential errors
- Difficult to update — and to know when something needs updating
- In public health emergencies, many CDC public health partners want CDC updates and information for their websites (and traditional approaches to updating information are difficult to use—e.g., many people are involved in response, information is rapidly changing)
- When CDC updates information, partners’ information may be inconsistent or wrong
- Monitoring CDC’s Web pages burdens all partners especially state, tribal and local health agencies
- Information may appear contradictory or inconsistent between different partner sites
- Update messages often communicated through email - slow and inconsistent; burden both to CDC and to partners
- Current approach = Many hours of additional and unnecessary labor when added up
Extending the Reach of CDC Content

CDC developed content syndication to give our public health partners and other interested parties the tools to deliver credible content directly to their visitors.
Content Syndication

Information on a partner’s website is automatically updated when CDC updates that particular Web page.

CDC.gov

Syndicated Content

Partner Web Sites
Benefits for Partners

Benefits for Federal, State, Tribal, Local and Territorial Governments and Health Agencies

- Rapid deployment of CDC content to their sites
- Ability to integrate local information with national information for improved message delivery
- Consistent dissemination channels for Outbreaks and Emergency Responses could be established across health agency web sites
- Allows state and local technical resources to focus on their mission, instead of manually spending time monitoring CDC sites, and having to “cut and paste.”
- Health agencies could offer their own original content to others for syndication, we would make our own technology available to them
- Increase their web site traffic by offering new content to their audiences
- Increase value to their audiences
Syndication Overall

More than 200 public health partners – including state and local health departments, hospitals, universities and federal agencies – have implemented content syndication on their Web sites.

More than 3 million additional views of CDC content on other Web sites, including a one-month high of 770,000 page views (May 2009) during the height of the H1N1 emergency.

More than 1500 partner Web pages containing CDC syndicated content.

Content syndication is being used and tested in 37 of the 50 US states by State and Local health departments.
H1N1 Syndicated Content

Expanded visibility of CDC information on state, local, and partner Web sites
- 418,796 views of CDC H1N1 content via Content Syndication
- 450 Pages of H1N1 content are available for syndication
- 211 Pages of Seasonal Flu content is available for syndication

Content syndication strengthened Flu.gov
- Helped ensure information consistency between Flu.gov and CDC.gov – and facilitated migration of CDC information to Flu.gov
- Over 100 pages of CDC H1N1 pages were syndicated to Flu.gov
- Minimized information “ownership” battles
- 640,000 views of syndicated CDC H1N1 content on Flu.gov
Content Syndication Examples

State and Local Public Health Departments
Content Syndication Examples

Commercial Sector Partners

Diabetes & Pregnancy
Controlling diabetes before and during pregnancy will help prevent birth defects and other poor outcomes, such as miscarriage or stillbirth. By CDC

Diabetes and Pregnancy, By Medline Plus
Pregnancy and diabetes, By Mayo Clinic
Pregnancy and diabetes, Planning for... By Healthwise
Bing health
Content Syndication Examples

Increasing reach of CDC content to diverse audiences
Providing a Better Picture

By combining local situational updates on the same page as CDC’s national level updates, CDC’s public health partners are able to deliver a more complete set of health information to their constituents.
Syndication Catalog

Content Syndication (Beta)

The Centers for Disease Control and Prevention’s public beta release of the Content Syndication site is now available. Updates to the application will continue to be provided. Please report any feedback or issues to IMTech@cdc.gov so we can continue to address and improve the system.

The Centers for Disease Control and Prevention (CDC) is offering a new Web Content Syndication service that allows partners including federal public health agencies, state and local public health departments, non-profit organizations, academic institutions, and commercial organizations to syndicate CDC content directly to their sites. Public health partners can gain direct access to CDC Web content without having to monitor and copy updates, control which content from CDC.gov to use on their site, and integrate CDC content with localized content while keeping visitors on their sites. This is a free service provided by the CDC.

Web Page Syndication Lookup

Enter a specific web page URL (e.g., http://www.cdc.gov/h1n1flu/) to see if the web page is available for syndication.

Featured Syndicated Pages

<table>
<thead>
<tr>
<th>Page Name</th>
<th>Topic</th>
<th>Add ALL Pages to Your List</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tobacco Control State Highlights 2010</td>
<td>Smoking &amp; Tobacco Use</td>
<td>Add to List</td>
</tr>
<tr>
<td>CDC Earthquakes (Public Health Issues and Priorities for the Haiti Earthquake)</td>
<td>Earthquake</td>
<td>Add to List</td>
</tr>
<tr>
<td>CDC Earthquakes (After an Earthquake: Resources for Clinicians)</td>
<td>Earthquake</td>
<td>Add to List</td>
</tr>
<tr>
<td>December 07, 2009: Outbreak of Human Salmonella Typhimurium Infections Associated with Contact with Water Frogs</td>
<td>Salmonella</td>
<td>Add to List</td>
</tr>
<tr>
<td>CDC H1N1 Flu</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CDC H1N1 Flu</td>
<td>H1N1 (Swine) Flu</td>
<td>Add to List</td>
</tr>
<tr>
<td>CDC H1N1 Flu</td>
<td>What To Do if You Get Flu-Like Symptoms</td>
<td></td>
</tr>
<tr>
<td>CDC H1N1 Flu</td>
<td>H1N1 (Swine) Flu</td>
<td>Add to List</td>
</tr>
</tbody>
</table>

Syndication Topics

- Smoking & Tobacco Use
- Earthquake
- Influenza (flu)
- H1N1 (Swine) Flu
- CDC A-Z Index
- CDC Features

Syndication API

With the CDC Syndication API, you can retrieve CDC’s vast repository of public health content. An API, or Application Programming Interface, is a way for two computer applications to talk to each other in a common language that they both understand. CDC’s API provides a structured way to get CDC content in a predictable, flexible and powerful format.

API Documentation

About Content Syndication

- Frequently asked Questions
- Usage Guidelines
- Syndication Roadmap
- Report a Problem with a Syndicated Page
Smoking & Tobacco Use Syndicated Content

Below are the syndicated pages available for this topic. You can sort the list by clicking on the column heading. Click the page name to open the page in a new browser window. Select the topic name to display all pages matching that topic. A navigation bar will appear that displays the list across multiple pages if this topic contains more than one page. Select "Next" to view the next page of the list or "Back" to return to the previous page. You can choose a specific page number as well. To expand how many results appear per page, select the "Result per Page" option.

You can add individual pages by selecting the "Add to List" link next to the page; if you want to add all pages, simply select the "Add ALL Pages to Your List" link in the column heading. When you’re done adding pages from these results, you can perform another search or select another topic to continue adding pages from other topics. When you’re done adding pages, click on "Your List" to review the list and get the syndication code.

Results: 1 - 10 of 28

<table>
<thead>
<tr>
<th>Page Name</th>
<th>Topic</th>
<th>Agency</th>
<th>Language</th>
<th>Date Added</th>
<th>Add ALL Pages to Your List</th>
</tr>
</thead>
<tbody>
<tr>
<td>CDC Features - No More &quot;Light,&quot; &quot;Low,&quot; or &quot;Mild&quot; Cigarettes</td>
<td>Smoking &amp; Tobacco Use</td>
<td>Centers for Disease Control and Prevention</td>
<td>English</td>
<td>07/23/2010</td>
<td>Add to List</td>
</tr>
<tr>
<td><a href="http://www.cdc.gov/Features/TobaccoRegulations/index.html">http://www.cdc.gov/Features/TobaccoRegulations/index.html</a></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CDC Features - Tobacco Control Saves Lives and Money</td>
<td>Smoking &amp; Tobacco Use</td>
<td>Centers for Disease Control and Prevention</td>
<td>English</td>
<td>07/02/2010</td>
<td>Add to List</td>
</tr>
<tr>
<td><a href="http://www.cdc.gov/Features/TobaccoControlData/index.html">http://www.cdc.gov/Features/TobaccoControlData/index.html</a></td>
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<td></td>
<td></td>
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<tr>
<td>CDC Features - New Tobacco Controls Have Public Health Impact</td>
<td>Smoking &amp; Tobacco Use</td>
<td>Centers for Disease Control and Prevention</td>
<td>English</td>
<td>06/22/2010</td>
<td>Add to List</td>
</tr>
<tr>
<td><a href="http://www.cdc.gov/Features/TobaccoControls/index.html">http://www.cdc.gov/Features/TobaccoControls/index.html</a></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Regulations Restricting the Sale and Distribution of Cigarettes and Smokeless Tobacco</td>
<td>Smoking &amp; Tobacco Use</td>
<td>Food and Drug Administration</td>
<td>English</td>
<td>06/22/2010</td>
<td>Add to List</td>
</tr>
<tr>
<td><a href="http://www.fda.gov/syn/html/ucm2022622">http://www.fda.gov/syn/html/ucm2022622</a></td>
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</tbody>
</table>
An API into CDC’s Content

Content syndication allows application developers to access CDC’s unstructured data (web page content) in a structured way (RSS 1.0, RSS 2.0, Atom, JSON) for reuse in a wide variety of ways.

In essence, it makes CDC’s syndicated web content a database.
Impact Beyond Numbers

• How can CDC improve the content syndication experience for partners and increase the likelihood that partners will continue to syndicate the content?
• How can CDC prioritize the content needs of seasonal and pandemic flu partners?
• What are user perceptions of CDC messages on non-CDC sites?
Next Phase: A Network

- All the previous advantages in the previous slides made available to partner state Health Departments
- State-level information shared with counties that may work in conjunction with Federal content, or may operate independently
- Ohio Department of Health will be the first state health department to come on line to syndicate their content
Ohio Department of Health
Getting Started

As a subscriber:
1. Register at http://www.cdc.gov/syndication/


3. Get the code from the system and begin testing.

As a content publisher:
Contact Fred Smith (wfsmith@cdc.gov) to discuss how to get included in future roll-out and expansion plans.

As an application developer:
Contact Fred Smith (wfsmith@cdc.gov) for a draft of the API documentation and URLs to standards-based feeds.

http://www.cdc.gov/syndication/