

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

Fred Smith, MA

Electronic Media Branch

Division of News and Electronic Media

Office of the Associate Director for Communication



Office of the Director

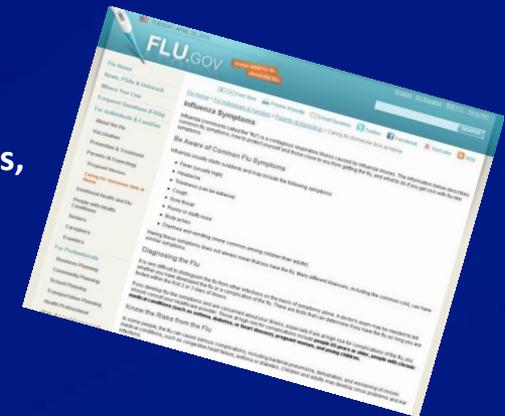
Office of the Associate Director for Communication

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

Investigation of Outbreak of Infections Caused by Salmonella Saintpaul

Update for August 4, 2008 - Case count information as of 9 pm EDT, August 3, 2008

[Click Here for Advice to Consumers](#)

CDC is collaborating with public health officials in many states, the Indian Health Service, and the U.S. Food and Drug Administration (FDA) to investigate an ongoing multi-state outbreak of human *Salmonella* serotype Saintpaul infections. An initial epidemiologic investigation in New Mexico and Texas comparing foods eaten by persons who were ill in May to foods eaten by well persons identified consumption of raw tomatoes as strongly linked to illness. This was a strong epidemiologic association, and tomatoes from that time period remain under investigation. After the public warning concerning tomatoes on June 7, cases continued to occur, though at a lower rate.

Cases infected with the outbreak strain of *Salmonella* Saintpaul, United States, by state, as of August 3, 2008, 9pm EDT

[Click map to view a larger image.](#)

Incidence of cases of infection with the outbreak strain of *Salmonella* Saintpaul, United States, by state, as of August 3, 2008, 9PM EDT

After the first case-control study was conducted, clusters of infection were detected that were associated with specific restaurants. Most clusters involve fewer than 5 ill persons. As of July 1, three large clusters were investigated. In one, illnesses were linked to consumption of an item containing raw tomatoes and raw jalapeño peppers. In the other two, illnesses were linked to consumption of raw tomatoes and raw jalapeño peppers. In the other two, illnesses were linked to consumption of raw tomatoes and raw jalapeño peppers.

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Investigation of Outbreak of Infections Caused by Salmonella Saintpaul

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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



The screenshot shows the University of Minnesota Extension website. The header includes the University of Minnesota logo and the text "U. of M. Home | U. of M. Directories | Search U. of M." and "Making a Difference". Below the header is a search bar labeled "Search Extension:" with a search button. The main content area is titled "Food Safety Education" and features a photograph of three people swimming in a pool. The text on the page reads: "Content provided and maintained by the US Centers for Disease Control and Prevention (CDC). Investigation of Outbreak of Infections Caused by Salmonella Saintpaul Update for August 4, 2008 - Case count information as of 9 pm EDT, August 3, 2008 Click Here for Advice to Consumers CDC is collaborating with public health officials in many states, the Indian Health Service, and the U.S. Food and Drug Administration (FDA) to investigate an ongoing multi-state outbreak of human Salmonella serotype Saintpaul infections. An initial epidemiologic investigation in New Mexico and Texas comparing foods eaten by persons who were ill in May to foods eaten by well persons identified consumption of raw tomatoes as strongly linked to illness. This was a strong epidemiologic association, and tomatoes from that time period remain under investigation. After the public warning concerning tomatoes on June 7, cases continued to occur, though at a lower rate. A similar but much larger, nationwide study comparing persons who were ill in June to well persons found that ill persons were more likely to have recently consumed raw tomatoes, raw jalapeño peppers, and raw cilantro. These items were commonly, though not always, consumed together, so that study could not determine which item(s) caused the illnesses. After the first case-control study was conducted, clusters of cases were identified in several states." There are two maps of the United States: one showing the incidence of infection with the outbreak strain of Salmonella Saintpaul, United States, by state, as of August 3, 2008, 9pm EDT, and another showing the incidence of infection with the outbreak strain of Salmonella Saintpaul, United States, by state, as of August 3, 2008, 9PM EDT. The sidebar contains links for Topics (Agriculture, Community, Environment, Family, Garden, Living, Youth), Workshops (Find convenient educational offerings and e-learning), and News (Get reliable answers to food preservation questions, Milking with robots should result in better quality of life, Check with manufacturer before canning on smoothie cookbook, Link to Media Library, More ...).

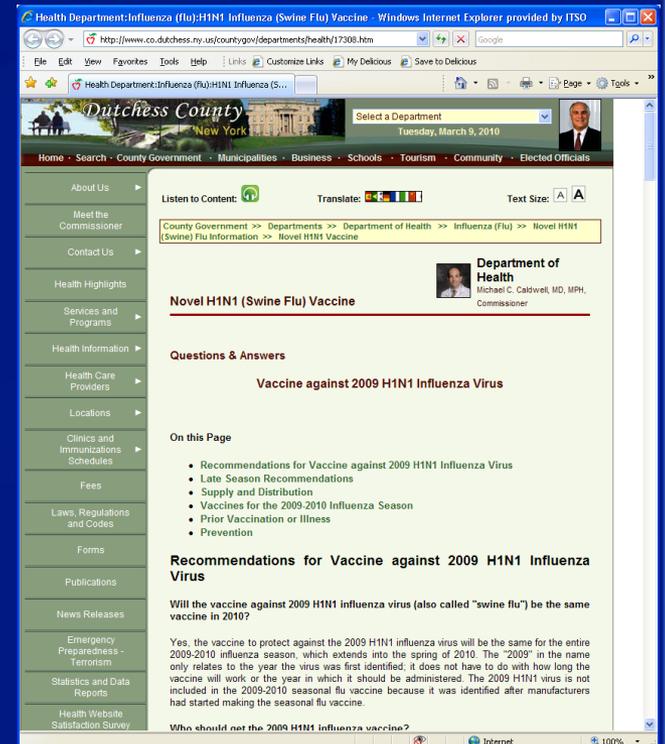
H1N1 Syndicated Content

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



The screenshot shows a web browser window displaying the Dutchess County Health Department website. The page is titled "Novel H1N1 (Swine Flu) Vaccine" and is part of a breadcrumb trail: "County Government >> Departments >> Department of Health >> Influenza (Flu) >> Novel H1N1 (Swine) Flu Information >> Novel H1N1 Vaccine". The page features a header with the Dutchess County logo and navigation links. A sidebar on the left contains a menu with categories like "About Us", "Health Information", and "Forms". The main content area includes a "Listen to Content" section, a "Questions & Answers" section with the heading "Vaccine against 2009 H1N1 Influenza Virus", and a "Recommendations for Vaccine against 2009 H1N1 Influenza Virus" section. The recommendations section contains a question: "Will the vaccine against 2009 H1N1 influenza virus (also called 'swine flu') be the same vaccine in 2010?" and a detailed answer explaining that the vaccine will be the same for the 2009-2010 season but that the 2009 H1N1 virus is not included in the seasonal flu vaccine because it was identified after manufacturers had started making the seasonal flu vaccine.

Content Syndication Examples

State and Local Public Health Departments

TN 60V Department of Health
Susan A. Cooper, MD, PhD, Commissioner

Seasonal Flu

Seasonal Flu Symptoms

Influenza Symptoms

Influenza (commonly called the "flu") is a contagious respiratory illness caused by influenza viruses. The information below describes common flu symptoms, how to protect yourself and those close to you from getting the flu, and what to do if you get sick with flu-like symptoms.

Be Aware of Common Flu Symptoms

Influenza usually starts suddenly and may include the following symptoms:

- Fever (usually high)
- Headache
- Tiredness (can be extreme)
- Cough
- Sore throat
- Runny or stuffy nose
- Body aches
- Diarrhea and vomiting (more common among children than adults)

Having these symptoms does not always mean that you have the flu. Many different illnesses, including the common cold, can have similar symptoms.

Diagnosing the Flu

It is very difficult to distinguish the flu from other infections on the basis of symptoms alone. A doctor's exam may be needed to tell whether you have developed the flu or a complication of the flu. There are tests that can determine if you have the flu as long as you are tested within the first 2 or 3 days of illness.

If you develop flu-like symptoms and are concerned about your illness, especially if you are at high risk for complications of the flu, you should consult your healthcare provider. Those at high risk for complications include **people 65 years or older, people with chronic medical conditions (such as asthma, diabetes, or heart disease), pregnant women, and young children.**

Know the Risks from the Flu

In some people, the flu can cause serious complications, including bacterial pneumonia, dehydration, and worsening of chronic medical conditions, such as congestive heart failure, asthma or diabetes. Children and adults may develop sinus problems and ear infections.

People May Have Different Reactions to the Flu

Ohio.gov Department of Health

Forms | Rules | Local Health Departments | Public Health | Health Statistics | Resources

A-Z Index: A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

ODH changes H1N1 reporting of cases

On Aug. 5, 2009, the Ohio Department of Health (ODH) changed the way it reports H1N1 influenza activity to the Centers for Disease Control and Prevention (CDC) and the public to mirror surveillance of seasonal influenza. Individual cases will no longer be reported. For more information on this reporting change, please see the [journal entry](#). ODH Director Alvin D. Jackson, M.D., signed July 27, and a [memo](#) provided to public health colleagues Aug. 5. Also check out ODH's new [testing algorithm](#).

Ohio Information Line

The Ohio H1N1 (swine flu) Information line is open 8 a.m. to 5 p.m., Monday through Friday. Please call 1-866-800-1494 for answers to your questions about swine flu. [Listen](#) for an audio recording of a sampling of calls.

Guidance for Clinicians

Last updated May 29, 2009, 4:48 PM ET

More images Novel H1N1 Flu

Site last updated August 14, 2009, 6:00 PM ET

Weekly Flu Activity Estimates

[U.S. Patient Visits Reported for Influenza-like Illness](#)

BUNCOMBE COUNTY.ORG NORTH CAROLINA

GOVERNING | DOING BUSINESS | LIVING

ABOUT US | DEPARTMENTS | GOV | COMMISSIONERS | CITIZEN PARTICIPATION

Governing > Departments > Health Center > Disease Control Division > CDC Reports > H1N1 Flu

DEPARTMENTS & AGENCIES

Centers For Disease Control: H1N1 Flu

Site last updated July 29, 2009, 8:00 PM ET

MORE IMAGES H1N1 FLU (SWINE FLU)

A Pandemic Is Declared

On June 11, 2009, the [World Health Organization \(WHO\)](#) signaled that a global pandemic of novel influenza A (H1N1) was underway by raising the worldwide pandemic alert level to [Phase 5](#). This action was a reflection of the spread of the new H1N1 virus, not the severity of illness caused by the virus. At the time, more than 70 countries had reported cases of novel influenza A (H1N1) infection and there were ongoing community level outbreaks of novel H1N1 in multiple parts of the world.

Since the WHO declaration of a pandemic, the new H1N1 virus has continued to spread, with the number of countries reporting cases of novel H1N1 nearly doubling. The Southern Hemisphere's regular influenza season has begun and countries there are reporting that the new H1N1 virus is spreading and causing illness along with regular seasonal influenza viruses. In the United States, significant novel H1N1 illness has continued into the summer, with localized and in some cases intense outbreaks occurring. The United States continues to report the largest number of novel H1N1 cases of any country worldwide, however, most people who have become ill have recovered without requiring medical treatment.

[Learn More >>](#)

CDC Advisors Make Recommendations for Use of Vaccine Against Novel H1N1 Flu

H1N1 Flu Situation Update

[Map of Weekly Flu Activity Estimates \(Including Novel H1N1\)](#)

[See also FluView Weekly Surveillance Report](#)

Full update with state case counts >> [Updated each Friday](#)

Content Syndication Examples

Commercial Sector Partners

Web Images Videos Shopping News Maps More | MSN Hotmail

bing

diabetes pregnancy

Web Health

RELATED SEARCHES

- Gestational Diabetes Pregnancy
- Type 2 Diabetes Pregnancy
- Type 1 Diabetes Pregnancy
- Gestational Diabetes Symptoms
- Signs & Symptoms Gestational Diabetes
- Diabetes During Pregnancy
- Pregnancy Diabetes Diet
- Pregnancy Diabetes Test

ALL RESULTS 1-10 of 39,700,000 results · Advanced

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diabetes test · www.800diabetic.com
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Liberty Glucose Meter · www.LibertyMedical.com
Get your state of the art Liberty meter - join the Liberty community.

Eating well with diabetes · www.NovoNordiskCare.com
Free cookbook with **diabetes**-friendly recipes & menu-planning tips.

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: Why lifestyle... By Mayo Clinic
Pregnancy and diabetes: Planning for... By Healthwise
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diabetes pregnancy

Health

ARTICLES

Content provided by: Centers for Disease Control and Prevention see related articles

Diabetes & Pregnancy

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 Controlling **diabetes** before and during **pregnancy** will help prevent birth defects and other poor outcomes, such as miscarriage or stillbirth.

Diabetes is often detected in women during their childbearing years and can affect the health of both the mother and her unborn child. Poor control of diabetes in a woman who is pregnant increases the chances for birth defects and other problems for the baby. It might cause serious complications for the woman, also. Proper health care before and during pregnancy will help prevent birth defects and other poor outcomes, such as miscarriage or stillbirth.

What is diabetes?

Diabetes is a condition in which the body cannot use the sugars and starches (carbohydrates) it takes in as food to make energy. The body either makes too little insulin in the pancreas or cannot use the insulin it makes to change those sugars and starches into energy. As a result, the body collects extra sugar in the blood. The extra sugar in the blood can damage organs of the body, such as the heart, eyes, and kidneys. If it is allowed to collect in the body too long. Three types of diabetes are type 1, type 2, and gestational.

- **Type 1 diabetes** is a condition in which the pancreas makes no insulin or so little insulin that the body can't use blood sugar for energy. Type 1 diabetes must be controlled with daily insulin shots, diet, and exercise.
- **Type 2 diabetes** is a condition in which the body either makes too little insulin or can't use the insulin it makes to use blood sugar for energy. Often type 2 diabetes can be controlled through eating a proper diet and exercising regularly. Some people with type 2 diabetes have to take diabetes pills or insulin or both.
- **Gestational diabetes** is a type of diabetes that is first diagnosed in a pregnant woman. Often gestational diabetes can be controlled through eating a proper diet and exercising regularly, but sometimes a woman with gestational diabetes must also take insulin shots. If you're pregnant

© Feedback

Content Syndication Examples

Increasing reach of CDC content to diverse audiences



Inicio Todobebé > Criando > 2-5 Años

Club Todobebé

- Mi Todobebé
- Foros
- Galería de fotos
- Mi perfil
- Cartas de Lectores
- Viva la Familia TV
- Videos
- Famosos y Familia

Herramientas

- Planeando
- Infertilidad
- Esperando

2-5 Años

Trastorno por Déficit Atencional e Hiperactividad, TDAH

Centros para el Control y Prevención de Enfermedades, CDC

Recomienda Imprimelo Cuéntanos Escribe



COMPARTIR

Página 1

Trastorno por déficit de atención e hiperactividad



Los niños con TDAH tienen dificultad para prestar atención, pueden actuar sin pensar en las consecuencias, y en algunos casos, pueden ser demasiado activos. Recuerde, mientras que el TDAH no tiene cura, puede ser manejado con éxito. ¡Busque ayuda!

Puede ser que le preocupe si su hijo o algún niño que usted quiere ha recibido un diagnóstico de TDAH, y tal vez se pregunte cuál será el mejor tratamiento. En la mayoría de los casos, el mejor

Recomienda Imprimelo Cuéntanos Escribe

odobebé > Salud Familiar > Lo más visto



COMPARTIR

Página 1

Preguntas y respuestas

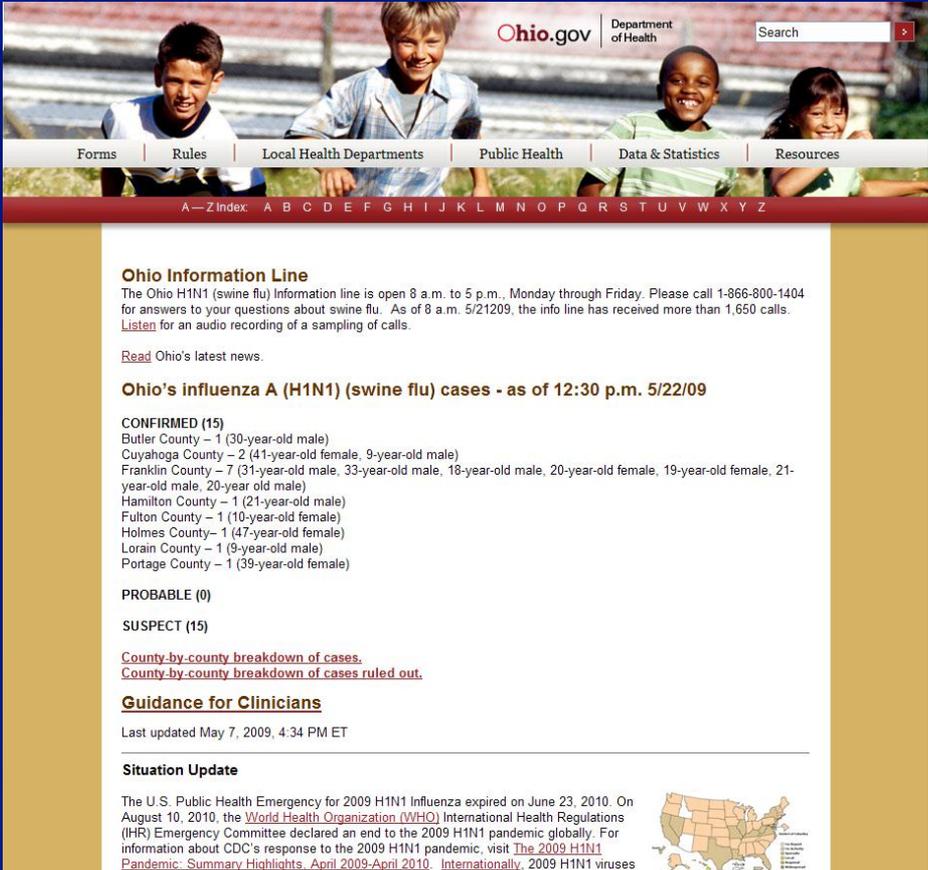


P: ¿Por qué no puedo esperar hasta que quede embarazada o que planeo quedar embarazada para tomar ácido fólico?

R: Los defectos de nacimiento o congénitos del cerebro y de la columna vertebral (*espina bifida* y *anencefalia*) ocurren en las primeras semanas del embarazo, por lo general antes de que usted se entere de que está embarazada (*Enlaces a la página en inglés*). Para cuando usted se da cuenta de que

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.



The screenshot shows the Ohio Department of Health website. At the top, there is a navigation bar with the Ohio.gov logo, the Department of Health name, and a search box. Below the navigation bar is a horizontal menu with links for Forms, Rules, Local Health Departments, Public Health, Data & Statistics, and Resources. A secondary navigation bar below that contains an 'A-Z Index' and a list of letters from A to Z. The main content area features a section titled 'Ohio Information Line' with a sub-header 'Ohio's influenza A (H1N1) (swine flu) cases - as of 12:30 p.m. 5/22/09'. The text provides details about the information line's hours and a call volume. It lists 'CONFIRMED (15)' cases by county with patient demographics, 'PROBABLE (0)', and 'SUSPECT (15)' cases. There are links for 'County-by-county breakdown of cases' and 'County-by-county breakdown of cases ruled out'. A 'Guidance for Clinicians' section is also present, with a 'Last updated' timestamp of May 7, 2009, at 4:34 PM ET. At the bottom, there is a 'Situation Update' section mentioning the expiration of the 2009 H1N1 Public Health Emergency and a link to WHO information. A small map of the United States is visible in the bottom right corner of the page.

Ohio Information Line
The Ohio H1N1 (swine flu) Information line is open 8 a.m. to 5 p.m., Monday through Friday. Please call 1-866-800-1404 for answers to your questions about swine flu. As of 8 a.m. 5/21/2009, the info line has received more than 1,650 calls. [Listen](#) for an audio recording of a sampling of calls.

[Read](#) Ohio's latest news.

Ohio's influenza A (H1N1) (swine flu) cases - as of 12:30 p.m. 5/22/09

CONFIRMED (15)
Butler County – 1 (30-year-old male)
Cuyahoga County – 2 (41-year-old female, 9-year-old male)
Franklin County – 7 (31-year-old male, 33-year-old male, 18-year-old male, 20-year-old female, 19-year-old female, 21-year-old male, 20-year old male)
Hamilton County – 1 (21-year-old male)
Fulton County – 1 (10-year-old female)
Holmes County – 1 (47-year-old female)
Lorain County – 1 (9-year-old male)
Portage County – 1 (39-year-old female)

PROBABLE (0)

SUSPECT (15)

[County-by-county breakdown of cases.](#)
[County-by-county breakdown of cases ruled out.](#)

Guidance for Clinicians
Last updated May 7, 2009, 4:34 PM ET

Situation Update
The U.S. Public Health Emergency for 2009 H1N1 Influenza expired on June 23, 2010. On August 10, 2010, the [World Health Organization \(WHO\)](#) International Health Regulations (IHR) Emergency Committee declared an end to the 2009 H1N1 pandemic globally. For information about CDC's response to the 2009 H1N1 pandemic, visit [The 2009 H1N1 Pandemic: Summary Highlights, April 2009-April 2010](#). [Internationally](#), 2009 H1N1 viruses

Syndication Catalog

CDC Home
 Centers for Disease Control and Prevention
 Your Online Source for Credible Health Information

SEARCH

A-Z Index [A](#) [B](#) [C](#) [D](#) [E](#) [F](#) [G](#) [H](#) [I](#) [J](#) [K](#) [L](#) [M](#) [N](#) [O](#) [P](#) [Q](#) [R](#) [S](#) [T](#) [U](#) [V](#) [W](#) [X](#) [Y](#) [Z](#) <#>

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.

[Advanced Lookup >>](#)

Featured Syndicated Pages

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

REGISTER
SIGN IN
YOUR LIST

Syndication Topics

- [Smoking & Tobacco Use](#)
- [Earthquake](#)
- [Influenza \(Flu\)](#)
- [H1N1 \(Swine\) Flu](#)
- [CDC A-Z Index](#)
- [CDC Features](#)

[All Syndication Topics >>](#)

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](#)

Text size: [S](#) [M](#) [L](#) [XL](#)

 [Email page](#)

 [Print page](#)

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To receive email updates about this page, enter your email address:

What's this? [Submit](#)

Contact Us:

For technical questions, please contact us at IMTech@cdc.gov

How are we doing?

Tell us what you think about CDC Content Syndication

Available Content

CDC Home
 Centers for Disease Control and Prevention
 Your Online Source for Credible Health Information

SEARCH

A-Z Index [A](#) [B](#) [C](#) [D](#) [E](#) [F](#) [G](#) [H](#) [I](#) [J](#) [K](#) [L](#) [M](#) [N](#) [O](#) [P](#) [Q](#) [R](#) [S](#) [T](#) [U](#) [V](#) [W](#) [X](#) [Y](#) [Z](#) <#>

Content Syndication (Beta) REGISTER SIGN IN YOUR LIST

[Content Syndication Home Page](#) Text size: [S](#) [M](#) [L](#) [XL](#)

[Contact Us](#)

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 Results per page 10

[1] 2 3 Next ▶

Page Name	Topic	Agency	Language	Date Added	Add ALL Pages to Your List
* CDC Features - No More "Light," "Low," or "Mild" Cigarettes http://www.cdc.gov/Features/TobaccoRegulations/index.html	Smoking & Tobacco Use	Centers for Disease Control and Prevention	English	07/23/2010	Add to List
CDC Features - Tobacco Control Saves Lives and Money http://www.cdc.gov/Features/TobaccoControlData/index.html	Smoking & Tobacco Use	Centers for Disease Control and Prevention	English	07/02/2010	Add to List
CDC Features - New Tobacco Controls Have Public Health Impact http://www.cdc.gov/Features/TobaccoControls/index.html	Smoking & Tobacco Use	Centers for Disease Control and Prevention	English	06/22/2010	Add to List
Regulations Restricting the Sale and Distribution of Cigarettes and Smokeless Tobacco http://www.fda.gov/syn/html/ucm2022622	Smoking & Tobacco Use	Food and Drug Administration	English	06/22/2010	Add to List

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

Ohio Department of Health - Windows Internet Explorer

http://websyndicationtest.odh.ohio.gov/register/

Ohio.gov | Department of Health

Forms | Rules | Local Health Departments | Public Health | Data & Statistics | Resources

A—Z Index: A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Content Syndication (Beta)

REGISTER SIGN IN YOUR LIST

Sample content here. Modify /masterPages/ODH/staticcontent/index.html to customize this section.

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.
[Advanced Lookup](#)

Featured Syndicated Pages

Page Name	Topic	Add ALL Pages to Your List
Childhood Obesity	Healthy Lifestyles	Add to List
Fatal Prescription Drug Overdose/Poisoning	Diseases	Add to List
Pamphlets	Healthy Ohio	Add to List

Syndication Topics

- [Diseases](#)
- [Healthy Ohio](#)
- [Immunization](#)

[All Syndication Topics](#)

Syndication API



With the ODH Syndication API, you can retrieve ODH'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. ODH's API provides a structured way to get ODH content in a predictable, flexible and powerful format. THIS CAN BE CHANGED
[IN /masterPages/ODH/staticcontent/apimodule.html](#)

[API Documentation](#)

About Content Syndication

- [Frequently asked Questions](#)
- [Usage Guidelines](#)
- [Syndication Roadmap](#)
- [Report a Problem with a Syndicated Page](#)
- [Request a Page to be Syndicated](#)

Done Local intranet | Protected Mode: Off 100%

Ohio Department of Health

Ohio Department of Health - Windows Internet Explorer

http://websyndicationtest.odh.ohio.gov/register/cart.aspx

Ohio Department of Health

Ohio.gov Department of Health Search

Forms | Rules | Local Health Departments | Public Health | Data & Statistics | Resources

A—Z Index: A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Content Syndication (Beta)

[SIGN OUT YOUR ACCOUNT](#) [YOUR LIST \(0/1\)](#)

Your Syndication List

Below is the list of syndicated pages you've added. You can sort the list by clicking on the column heading. Click the page name to open the page in a new browser window and selecting the topic name displays all pages matching that topic. A navigation bar will appear that displays the list across many pages if you've added many pages to your list. Select Next link to view the next part of the list or the Back link to get back. 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 remove individual pages by selecting the Remove from List link next to the page or if you want to remove all pages, simply select the Remove ALL Pages from Your List link in the column heading. When you're satisfied with this list and want to get the syndication code, select the Get Syndication Code button below. Note that you'll be required to Sign In to get the syndication code.

View:

Results 1-1 of 1 Results per page

Code Requested Date/Time	Page Name/URL	Topic	Agency	Language	Date Added	Host Page URL	Remove All Pages from Your List
	* Childhood Obesity	Healthy Lifestyles	Ohio Department of Health	English	09/23/2010	<input type="button" value="Add"/>	Remove from List

*Indicates page has been added within the last 30 days.

Results 1-1 of 1 Results per page

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.

cart.aspx Local intranet | Protected Mode: Off 100%

Getting Started

As a subscriber:

1. Register at <http://www.cdc.gov/syndication/>

2. Select pages from the inventory of available content (a good sample page for consumer friendly content is “Current Healthy Living Feature Topic”

<http://t.cdc.gov/synd.aspx?js=1&url=http://t.cdc.gov/CKT>)

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.

The screenshot shows the CDC Content Syndication (Beta) website. The header includes the CDC logo and the text "Centers for Disease Control and Prevention Your Online Source for Credible Health Information". Below the header is a navigation bar with "A-Z Index" and a search bar. The main content area is titled "Content Syndication (Beta)" and includes a "REGISTER" button, a "SIGN IN" button, and a "YOUR LIST" button. The page is divided into several sections: "Syndication Topics" with a list of topics (Earthquake, Influenza (Flu), H1N1 (Swine) Flu, CDC A-Z Index, CDC Features), "About Content Syndication" with links to "Frequently asked Questions", "Usage Guidelines", "Report a Problem with a Syndicated Page", and "Request a Page to be Syndicated", "Web Page Syndication Lookup" with a "Find URL" button and instructions, and "Featured Syndicated Pages" with a table of pages. The table has columns for "Page Name", "Topic", and "Add ALL Pages to Your List". The first row shows "CDC Earthquakes (After an Earthquake: Management of Crush Injuries & Crush Syndrome)" under the "Earthquake" topic.

CDC Content Syndication 'Storefront'

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

Questions?

Fred Smith
Electronic Media Branch
Division of News and Electronic Media
Office of the Associate Director for Communication

Email: wfsmith@cdc.gov

The findings and conclusions in this presentation are those of the presenters and do not necessarily represent the official position of the Centers for Disease Control and Prevention.