Boldly Going…
Roadmap for Implementation
at the Federal Level

National Conference on Health Communication,
Marketing, and Media

August 22, 2013
WHY ARE WE HERE?
Federal Digital Strategy

1. Provide access to digital government information and services anywhere, anytime, on any device
2. Procure and manage devices, applications, and data in smart, secure and affordable ways
3. Unlock the power of government data to spur innovation
syn·di·cate  (snd-kt)

n.

An association of people or firms formed to engage in an enterprise or promote a common interest.
Getting the Right Content

Topics to Syndicate
Audits & Analysis
Content Strategy
Call to Action
Governance

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Structuring Your Content

- Metadata & Findability
- Web Style Writing
- Style Guides
- Tone & Voice
- Stand-alone Content
HOW IT WORKS...
Benefits of Syndicating Content

- **Content Re-use**: Leverage inter-agency content to reduce overhead and streamline content channels.
- **Audience Retention**: Retain and grow audiences based on content.
- **24/7 Content**: Deliver content to your audience where, when, and how they want to consume it.
Challenges of Syndicating Content

**Voice & Tone**
A syndicated piece of content might not echo the same tone as other content it is aligned with.

**Plain Language**
Many websites aren’t written in plain language, making it difficult to syndicate or consume content.

**Copyright**
Content with copyrighted images or media shouldn’t be consumed by other providers.

**Adoption**
It’s challenging for content creators to let go of content authoring and ownership.

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Biggest Benefits of Content Syndication

**For Content Creators**
- Streamlined content updates and delivery
- No need for a Web content management system
- Reach users who rarely access federal content

**For Content Providers**
- Integrate federal and local content
- Keep consumers on site
- Re-use digital assets and provide the deepest content available

**For Content Consumers**
- Easily find useful, accurate and timely health content from federal sources
- Stay on site of choice
- Seamless and customized experience

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ACCOMPLISHMENTS & THE ROAD AHEAD
Accomplishments

1,200+ registered partners
50 states
27 countries
170,000 page views per month
442 open source downloads (32 countries)
2 million page views per year
10,000+ content pages
7,900+ partner pages
HHS Workgroup

- Open Source Advisory Group
- Biweekly conference calls and in-person meetings twice a year
- Content services strategy
2013 Roadmap

- Release source code for 3 end-point products to the open source community
- Establish goals for growing syndicated pages by agency
- 1 more external publisher
- 1 new federal storefront
- 1 more end-point product that pulls content from multiple HHS sources
Thank You!

Content Services Storefronts

- CDC
  http://tools.cdc.gov/

- NIH/NIAID
  http://tools.niaid.nih.gov/

- FDA/CTP
  http://tools.fda.gov/

- HHS/APSA
  https://syndication.hhs.gov/

- OHIO DEPARTMENT OF HEALTH
  http://odhsynd.odh.ohio.gov/syndication/

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