In Search of New Ideas
Communicator Roles at State and Local Levels

- Many hats
- Multitasking
- Reactive strategies
- Increased demands with **limited resources**
- Constant change
Ohio first to explore this bold new world
Benefits to Ohio Department of Health

- Embedding of the most up-to-date content
- Especially beneficial for time sensitive and urgent communications to public
- Allows for multiple ways to present high-priority content
Benefits to Ohio Department of Health

Preservation of site branding, layout, and styles
Benefits to Ohio Department of Health

- Advantages over links or duplicating content
- Ad-hoc requests for adding additional web content to syndication catalog
- Release and maintenance by CDC
Benefits to Local Agencies/Partners

- Local benefits are generally same as for state
- Multi-layered content with syndication to both CDC and ODH
- Increased ability to provide timely and accurate information
ODH Syndication Storefront

https://odhsynd.odh.ohio.gov
Lessons Learned from Implementation

- Obtain **system documentation** from start
- Build in comprehensive **testing phase**
- Ongoing CDC Support is vital
Lessons Learned from the Roadshow

"We don’t have a lot of people or spare money. This gives us good content without crippling other efforts."

"When you said 'content syndication' I thought, oh no. You're not speaking my language. But it's so easy! I already have content on my pages. Can't wait to go back and add more."

"My WIC director manages our pages. I gave her the website to set up a user account and within minutes she was back to my office all excited that she had put info on our page! How wonderful.......she couldn't believe it was so easy!!"

"Great resource with great results!"
Lessons Learned from the Roadshow

- 49 of 88 Ohio counties now syndicating
- Local mission is to address local health concerns, using the best content they can find
LDHs Reminded the Feds and ODH that...

- **Breadth of content** makes us all more interesting
- There are great benefits to **co-discovery and cross-promotion** of content
- We need to keep our content **up to date**, attractive, and clean
- We need to offer content that is **written for the public**
Future Directions

- Add Ohio LHD and health agencies’ site content to syndication catalog
- Include infographics and images for syndication
- Upgrade to new version 3 of syndication application when available
- Implement other technologies such as mobile apps, e-cards, RSS feeds
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