Using Content from Multiple Agencies to Build Products for Mobile, Web, and Social Media

CDC Office of the Associate Director for Communication
Division of Public Affairs
Digital Media Branch

National Conference on Health Communication, Marketing, and Media

August 20, 2013
Starship Enterprise

- Exploring Strange New Worlds
  - New Ways to Share Content, Media, and Data across All Levels of Government

- Deep Space Nine
  - The State and Local Experience

- Boldly Going…
  - Roadmap for Implementation

- Seek Out New Life Forms
  - Building a Collaborative Community
Your Mission

Raise Awareness, Promote Behavior Change

- Stop kids from smoking
- Reduce obesity
- Reassure the public during an outbreak
- Promote safe sex
- Change behavior and improve public health
Your Challenge

- You want innovative campaign materials
- You need content, media, and data
- You need it to work for mobile, web, social media
- You need to do more, with less resources
Bottom Line for Health Comms

Content Syndication: Will Help You Accomplish Your Mission

- Makes your job easier.
- Optimizes your communication efforts.
- Enables you to be more innovative without costing valuable resources.
Learning Objectives

Content Syndication

1. What is it?
2. Why use it?
3. How do I use it?
Learning Objectives

Content Syndication

1. What is it?
2. Why use it?
3. How do I use it?
Content Syndication: Free Content for You
Content Syndication: Free Content for You

- Vast library of free federal content available
  - CDC, FDA, NIH, HHS available now
  - Census, CMS, FEMA, NHTSA in the works
- Keeps the updates with the content providers
- Choice and control of info to include remains with you
- Frees your staff to focus on other priorities
Learning Objectives

Content Syndication

1. What is it?
2. Why use it?
3. How do I use it?
Content Goes
Where Your Audience Already Is
Approximately 43,000 additional page views per month on CDC site since February launch.

NIH syndicating to CDC.
A Story:
How *Salmonella typhimurium* relates to 2009 H1N1 Novel Influenza

Learning Objectives

Content Syndication

1. What is it?
2. Why use it?
3. How do I use it?
Content Syndication Storefronts: Federal and State

Currently available:
- CDC
- FDA
- NIH/NIAID
- HHS/ASPA
- Ohio Dept Health

In discussion:
- CMS
- NIH/NCI
- NIH/NIEHS
- Census
- FEMA
- NHTSA
Learning Objectives

Content Syndication

1. I Know what is it!
2. I know why to use it!
3. I know how do I use it!
Bottom Line for Health Comms

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CONTENT SYNDICATION TO MEET
STATE AND LOCAL NEEDS
Exploring Strange New Worlds

FUTURE IMPLICATIONS
Bottom Line for Health Comms

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Let’s Leave the Age of Content Silos: By Creator and Type

http://www.loc.gov/pictures/item/ma1651.photos.320500p/
Silos by Media Type

- Web Content – tools.cdc.gov
- Ecards – t.cdc.gov/ecards/default.aspx
- Podcasts – www2c.cdc.gov/podcasts/index.asp
- RSS – www2c.cdc.gov/podcasts/rss.asp
- Widgets – www.cdc.gov/widgets/
- Video – www.cdc.gov/socialmedia/tools/onlinevideo.html
- Data – data.cdc.gov
Because Siloed Content is Detrimental

We Want Free-Range Content!

http://www.austintexas.gov/article/dont-run-afowl-urban-chicken-laws
Combine Local, State, and Federal Text and Multimedia Content
Localize and Customize Content for Local, State, and Federal Audiences

Images and product designs may be concept only and have not been cleared by their respective programs.
Share Content Among Local, State, and Federal Public Health Organizations

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Call To Action

- **Feds:** Create and make content available
- **States:** Use syndicated content & syndicate to locals
- **Locals:** Use and customize content
Call To Action

Use the system, work with us to pilot new projects and promote the system to your peers.

The more content and users in the system, the more value it has for all of Public Health.
Content Syndication Storefronts: Login, Discover, Get Content!

FREE content available NOW!

http://tools.cdc.gov
http://tools.fda.gov
http://tools.niaid.nih.gov
https://syndication.hhs.gov
http://ODHsynd.odh.ohio.gov
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Thank you!

Fred Smith, evp9@cdc.gov
Technology Team Lead

Content Services Team Mailbox
IMTech@cdc.gov