

Title

(Suggested Title Format) Health Topic + Demographic + Location:
Estimates and Effects on Health (+ other outcomes if available)

Example: Cigarette Smoking Among Adults in the United States: Estimates and Effects on Health

Summary (Index #10)

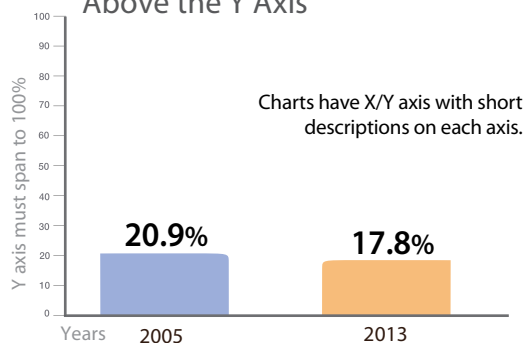
Main Message (Index items 1-3)

CDC provides accurate and timely data to inform the public and guide actions and policies to improve people's health. In this fact sheet, you will find data showing (insert the main statistic or finding you want your audience to know)...

Use this area to show data in charts or icons

The data in charts or icons should be presented in the same order as the content in the Overview section. Include at least one visual that conveys or supports the main message (Index #4).

Chart Headline Rests Above the Y Axis



Overview:

Insert audience-appropriate text. This may include information about who is at greatest risk or other important data you want to highlight such as trends, prevalence or incidence rates, or costs.

- Use active voice in both the main message and call to action (Index #6).
- Use familiar language and spell out acronyms when using them for the first time. Explain technical terms when using them for the first time (Index #7).
- Use lists (Index #8).
- Use chunks with headings (Index #9).
- Explain what you know and don't know (Index #11).
- Use familiar numbers (Index #15) and explain what they mean (Index #16). Avoid math (Index #17).
- Include and explain behavioral recommendations and risk information, if relevant (Index #12-14, #18-20)
- When writing a link, use the entire URL.

Center Name Goes Here

Division, Program, or Office Name Goes Here



Detail

In this section, the left column has the data in text and numbers. The right column has the same data in graph form.

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Use this area to show data in charts or icons

Short description of data or images

Headline

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Short description of data or images

Headline

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Short description of data or images

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Footnote data here.

What do these data tell us?

These data can help public health officials, policy makers, program planners, and communities see

- Who is engaging in the risky behavior or who is more or less likely to engage in said behavior
- How many people are engaging in the risky behavior and how many people are dying or experiencing health problems due to the risky behavior
- Where in the country people are engaging in the risky behavior more or less than other places
- When and at what age people are engaging in the risky behavior

References

1. Centers for Disease Control and Prevention. Utem re lab inverc ipsum aditati sunti con nis everum aut omniscillam rero eniendi odi quo id magnam—United States, 2005–2012. *Lupta tibusdam idus, que parchil iquatur si veliqui* 2014;63(47):1108–12 [accessed 2014 Dec 19].
2. U.S. Department of Health and Human Services. The Omnis Nam Imus Sita Doloriae, ipsus es alicimodit omnis autemperi idemqui odis doluptae mi, non eos et latus eatiasi ncimenis inte aut pos quam ni omniend andeliq uatius moluptatio officius., 2014 [accessed 2014 Dec 19].
3. Centers for Disease Control and Prevention. Picipit aecaeraecum delectium imi, quae deliquis dolum fugit rehenis eates es quid quos id quunt, accae. Et modioru mquibus il iuribus et atatibus dolut repel moluptaquo, 2013 [accessed 2014 Dec 19].
4. Centers for Disease Control and Prevention. Oditendunt aut quo ditas aliam senim solupit officil iquam, il maionet quo molorae ctaquia cor si cuptatestia peliant quos escid sed mincia di dolupis est quiatur, si in exceper uptatiatu—BRFSS [accessed 2014 Dec 19].

If no other call to action is relevant for the primary audience, include contact information for the appropriate office (Index #5).

For more information, contact:

Centers for Disease Control and Prevention

National Center for Magniendi ut Omnist Asinull

Officen et Velibus et Horeperro

E-mail: www.cdc.gov/info Phone: 1-800-CDC-INFO

Medea Inptatiisies: Conquntor CDC's Officen et Velibus et Horeperro prus lin at 770-488-5493.