



NCHS Website Modernization

A Data Modernization Initiative (DMI) project

Dagny Olivares, MPA

Associate Director for Communication

NCHS Board of Scientific Counselors Meeting

October 22, 2021

Current NCHS website

- Purpose
 - Primary digital access point to the nation's health statistics
- Current state
 - Disconnected information
 - Obsolete formats
 - Data and resources are difficult to discover, access, and navigate

The screenshot shows the homepage of the National Center for Health Statistics (NCHS). At the top left is the CDC logo with the text "Centers for Disease Control and Prevention" and "CDC 24/7. Saving Lives. Protecting People™". To the right is a search bar with "Search NCHS" and a magnifying glass icon, and a link for "Advanced Search". Below the search bar is a blue header with "National Center for Health Statistics" and social media icons for Facebook, Twitter, LinkedIn, and YouTube. The main content area features a large banner for "Coronavirus Disease 2019 (COVID-19)" with a 3D virus model and a "Learn more" button. Below the banner are three featured content boxes: "2020 NHIS Data Files Now Available" (with a "National Health Interview Survey Since 1957" logo), "NCHS/AcademyHealth Data Visualization Challenge", and "Health, United States, 2019". At the bottom is a navigation menu with "Data Collection Systems" (highlighted), "Programs", "Topics", "Data and Tools", "Publications", "News and Events", and "Visual Gallery".

Website modernization project

- Led by the NCHS Office of Information Services
- Supported with DMI funds
- Planned as a 2-year project
- Partnered with the Geospatial Research, Analysis, and Services Program (GRASP) in ATSDR
- Managed through contracts

Modernization objectives

- Focus on digital and data-driven formats
- Improve navigation and organization
- Tailor site experience for all user types and proficiencies
- Deliver relevant statistics from multiple sources on a wide range of topics
- Ensure clear communication using plain language and appealing content
- Increase visibility of tools and resources for data collection and research
- Identify scalable platforms for data storage and transfer

Major project activities

- Analyze current state and conduct environmental assessment
- Provide digital strategy, recommendations, and implementation plan
- Develop internal processes, systems, and trainings to support website
- Create content, graphics, and other digital assets for the website
- Build and launch website and supporting digital assets
- Share and promote website
- Conduct user testing and update website based on findings

What the BSC can do to help

- Provide feedback now
- Recommend sources for input and benchmarking
- Participate in information gathering activities
- Share and promote the new website



Questions



For more information, contact CDC
1-800-CDC-INFO (232-4636)
TTY: 1-888-232-6348 www.cdc.gov

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

