# Table of Contents

Introduction ........................................................................................................................................................................... 4

Content Sources and Partners ............................................................................................................................................... 4

State Level Content Syndication Examples ............................................................................................................................ 7

“Did You Know?” – Idaho North Central District Public Health .............................................................................................. 7

Whooping Cough: CDC Feature – Idaho Department of Health and Welfare ........................................................................... 8

CDC Feature: Norovirus - Arkansas Department of Health ........................................................................................................ 10

Flu Vaccination Information – Texas Department of Health Services ...................................................................................... 11

Measles Infographic: Central District Health Department in Idaho ............................................................................................ 12

Local Level Content Syndication Examples ............................................................................................................................... 13

“Did You Know?” – Benton Franklin Health District ........................................................................................................ 13

“Did You Know?” - Richland Public Health .......................................................................................................................... 14

“Did You Know?” –Two Rivers Public Health Department .................................................................................................. 15

Immunization Schedules: County of Los Angeles Public Health ............................................................................................ 16

Other Business Content Syndication Examples ....................................................................................................................... 17

“Principles of Prevention” - Garden City Hospital ............................................................................................................... 17

“HIV in the United States: At A Glance” - AIDS.gov ........................................................................................................... 18

“Did You Know?” - In SCID. Net ...................................................................................................................................... 19

“Shingles Overview” - In NIAID ...................................................................................................................................... 20

“Transmission of Ebola” - NIH ........................................................................................................................................ 21

Tobacco/Smoking Widgets: Lung Chicago ........................................................................................................................ 22

Buttons: National Public Health Information Coalition (NPHIC) ......................................................................................... 23

Ebola Microsite ........................................................................................................................................................................... 24
Introduction
The purpose of the Content Syndication Portfolio is to show examples of Content Syndication demonstrating how our public health partners have expanded their public health impact with high quality science-based and media content.

Content Sources and Partners
The following table lists the Content Source Name and URL as well as the Partner Name and URL. These examples display in this document.

State Level Content Syndication Webpage Examples

<table>
<thead>
<tr>
<th>Content Source Name (CDC)</th>
<th>Content Source URL</th>
<th>Partner Name</th>
<th>Partner URL</th>
</tr>
</thead>
</table>
### Local Level Content Syndication Webpage Examples

<table>
<thead>
<tr>
<th>Content Source Name (CDC)</th>
<th>Content Source URL</th>
<th>Partner Name</th>
<th>Partner URL</th>
</tr>
</thead>
<tbody>
<tr>
<td>CDC Immunization Schedule</td>
<td><a href="http://www.cdc.gov/vaccines/schedules/index.html">http://www.cdc.gov/vaccines/schedules/index.html</a></td>
<td>Los Angeles County Health Department</td>
<td><a href="http://publichealth.lacounty.gov/ip/syndication/vaccineSchedule.htm">http://publichealth.lacounty.gov/ip/syndication/vaccineSchedule.htm</a></td>
</tr>
</tbody>
</table>

### Other Business Content Syndication Webpage Examples (Hospitals, Government Health Organizations etc.)

<table>
<thead>
<tr>
<th>Content Source Name (CDC)</th>
<th>Content Source URL</th>
<th>Partner Name</th>
<th>Partner URL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Content Source Name (CDC)</td>
<td>Content Source URL</td>
<td>Partner Name</td>
<td>Partner URL</td>
</tr>
<tr>
<td>-------------------------------------------</td>
<td>------------------------------------------------------------------------------------</td>
<td>-------------------------------------------------------</td>
<td>------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Territorial Public Health Professionals</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ebola Microsite</td>
<td>Microsite displays in our syndication site, CDC’s Public Health Media Library (where you can grab the embed code)</td>
<td>CDC’s Generic Mockup 3-column format</td>
<td><a href="http://tools.cdc.gov/microsites/ebola/">http://tools.cdc.gov/microsites/ebola/</a></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Union County Health Department</td>
<td><a href="http://www.uchd.net/business/healthcare-professionans">http://www.uchd.net/business/healthcare-professionans</a></td>
</tr>
</tbody>
</table>
State Level Content Syndication Examples

The following pages display Webpage examples of State Level Content Syndication

“Did You Know?” – Idaho North Central District Public Health

This weekly CDC feature displays on Idaho’s North Central Public Health District website.

CDC Source Content

Partner Content
Whooping Cough: CDC Feature – Idaho Department of Health and Welfare

Pertussis, one of the CDC features, displays on the Idaho Department of Health and Welfare website.

**CDC Source Content**

**Help Protect Babies From Whooping Cough**

*Whooping cough is a serious disease that can cause babies to stop breathing. You can help protect your baby from whooping cough by getting your vaccine and making sure your baby gets his vaccine.*

- If you are pregnant, get vaccinated with the whooping cough vaccine in your first trimester.
- Vaccinate your baby with family members and caregivers who are up to date with their whooping cough vaccine.
- Make sure your baby gets his doses of whooping cough vaccine according to the CDC Immunization Schedule.

**Understanding Whooping Cough Vaccines: DTaP and Tdap**

There are vaccines used in the United States to help prevent whooping cough: DTaP and Tdap. These vaccines also provide protection against measles and whooping cough. Children younger than 7 years old get DTaP with or without whooping cough vaccine.

**Partner Content**
Travel Smart: Get Vaccinated is another CDC featured article which displays on the Ohio Department of Health’s website.

Before you travel internationally, ensure that you are up to date on all your routine vaccines, as well as travel vaccines.

More and more Americans are travelling internationally each year. In fact more than a third of Americans have a passport – an increase from only 23% in 2008. It is important to remember that some types of international travel, especially to developing countries and rural areas, have higher health risks. These risks depend on a number of things including:

- Where you are travelling
- Your activities while travelling
- Your current health status
- Your vaccination history

Travel Smart: Get Vaccinated

From January to November 2019, there were 554 measles cases reported in the US. Almost all of these cases, 99%, were associated with international travel.

Get vaccinated today and protect yourself and those around you.

Ask your doctor if you have received all recommended doses of vaccines you need.
CDC Feature: Norovirus - Arkansas Department of Health

This CDC Feature on preventing the spread of Norovirus displays on the Arkansas Department of Health.

**CDC Source Content**

**Prevent the Spread of Norovirus**

Norovirus causes many people to become ill with vomiting and diarrhea each year. You can help protect yourself and others by washing your hands often and following simple tips to stay healthy.

**Norovirus is the most common cause of gastrointestinal illness in the U.S.**

CDC estimates that each year Norovirus causes 19 to 21 million illnesses, 56,000 to 71,000 hospitalizations and 570 to 800 deaths. Anyone can get infected with norovirus and you can get it more than once. It's not just older adults and children who get sick.

**Norovirus**

- **Common Symptoms**: Stomach pain, nausea, vomiting, and diarrhea.
- **Less Common Symptoms**: Headache, chills, and muscle aches.

**Norovirus Symptoms**

<table>
<thead>
<tr>
<th>Common symptoms</th>
<th>Less common symptoms</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stomach pain</td>
<td>Headache</td>
</tr>
<tr>
<td>Nausea</td>
<td>Chills</td>
</tr>
<tr>
<td>Vomiting</td>
<td>Muscle aches</td>
</tr>
<tr>
<td>Diarrhea</td>
<td></td>
</tr>
</tbody>
</table>

**Partner Content**

Arkansas Department of Health

Prevent the Spread of Norovirus

Norovirus causes many people to become ill with vomiting and diarrhea each year. You can help protect yourself and others by washing your hands often and following simple tips to stay healthy.

**Norovirus is the most common cause of gastrointestinal illness in the U.S.**

CDC estimates that each year Norovirus causes 19 to 21 million illnesses, 56,000 to 71,000 hospitalizations and 570 to 800 deaths. Anyone can get infected with norovirus and you can get it more than once. It's not just older adults and children who get sick.
Flu Vaccination Information – Texas Department of Health Services

Information regarding Influenza and Health Care Workers displays on the Texas Department of Health Services website.

CDC Source Content

Influenza (Flu)

Influenza Vaccination Information for Health Care Workers

Did You Know?

- CDC, the Advisory Committee on Immunization Practices (ACIP), and the Healthcare Infection Control Practices Advisory Committee (HICPAC) recommend all U.S. healthcare workers get vaccinated annually against influenza.
- Health care workers include (but are not limited to) physicians, nurses, nursing assistants, therapists, technicians, emergency medical service personnel, dental personnel, pharmacists, laboratory personnel, optometrists, students, and trainees.
- Vaccines are not recommended for use in pregnant women, but pregnant women should continue to receive annual influenza vaccinations. Annual influenza vaccinations have not been shown to cause infection in pregnant women but may be associated with influenza infection in the developing baby.

Why Get Vaccinated?

- Influenza (the flu) is a serious disease that can lead to hospitalization and sometimes even death. Anyone can get the flu from others, including people who are otherwise healthy.
- You cannot die from the flu and other complications are rare.
- It protects the flu you can spread to others even if you don’t feel sick.

Partner Content
Measles Infographic: Central District Health Department in Idaho

This CDC Measles Infographic displays on the Central District Health Department, Idaho Health Department 4.

**CDC Source Content**

```
Measles (Rubeola)

- Measles Home
- About Measles
- Measles Vaccination
- Cases and Outbreaks
- For Healthcare Professionals
- For Travelers
- Lab Tools
- Stats and Surveillance
- Resources

Related Links:
- Measles and Rubella Initiative
- World Health Organization
- Pan American Health Organization

- Protecting your child from measles

Measles is still common in many parts of the world. Unvaccinated travelers who get measles in other countries continue to bring the disease into the United States.

Give your child the best protection against measles with two doses of measles-mumps-rubella (MMR) vaccine:

1. First dose at 12-15 months
2. Second dose at 4-6 years

Traveling abroad with your child?

Infants 4 to 11 months old need 1 dose of measles vaccine before traveling abroad. Children 12 months and older should receive 2 doses before travel. Check with your pediatrician before leaving on your trip to make sure your children are protected.
```

**Partner Content**

```
Central District Health Department

April 7th: Cholesterol Screening and Cardiac Risk Assessment in Boise

Tuesday, April 7th, 8:30 a.m. to 9 a.m.
- Screening includes HDL/LDL levels, cholesterol/Triglycerides, blood pressure check, and nutrition and exercise guidelines. No appointment needed.
- Cost $20 (cash or check only, please).
- Important Scheduling People

March 27, 2016

Spring Public Health Insider Newsletter
```

```
Protect your child from measles

Measles - learn more!
```

```
Protect your child from measles

Measles - learn more!
```

```
Protect your child from measles

Measles - learn more!
```
Local Level Content Syndication Examples

“Did You Know?” – Benton Franklin Health District

“Did You Know?” the CDC feature displays on Benton Franklin Health District’s website.

**CDC Source Content**

**Partner Content**
The CDC feature, “Did You Know?” displays on the Richland Public Health website.

**CDC Source Content**

*Did You Know?*

March 20, 2015

- Food-borne illness is the most common illness from food poisoning.
- The average annual cost of FDA inspections is about $3.5 billion.
- In 2013, 15.4% of U.S. adults aged 20 and older had high blood pressure.

Get Did You Know? Email Updates

- Receive weekly Did You Know? updates.
- Click here to unsubscribe.

**Partner Content**

Richland Public Health

- **Environmental Health Division**
  - The Environmental Health Division performs a variety of programs that educate our community, prevent exposures and protect our environment from adverse effects of diseases, chemicals and noise in our community.

- **Health Promotion/Education**
  - Health Promotion and Education is an informational link to the community and the media. Services include programs on risk reduction and healthy lifestyles, health screenings for public and private employees, resource materials on health topics.

- **Public Health Clinic**
  - The Public Health Clinic of Richland County provides primary and emergency palliative care services for people of all ages who are residents of Richland County.

- **Public Health Nursing**
  - The Public Health Nursing program is a dedicated public health nurse to provide a variety of public health services to the community.

- **Vital Statistics**
  - The Vital Statistics division of Richland Public Health maintains records of all births and deaths in Richland County since 1849 (excluding Shelby).

- **WIC**
  - WIC is a nutrition education program for pregnant women, infants, children, and children up to 5 years old.

- **Emergency Preparedness**
  - Richland Public Health supports planning for community emergencies.
“Did You Know?” – Two Rivers Public Health Department

The CDC weekly feature “Did You Know” displays on the Two Rivers Public Health Department’s website.

CDC Source Content

Partner Content
Immunization Schedules: County of Los Angeles Public Health

The CDC Immunization Schedules display on the County of Los Angeles Public Health website.

CDC Source Content

Partner Content
Other Business Content Syndication Examples

“Principles of Prevention” - Garden City Hospital

“Principles of Prevention”, another CDC Feature, displays on the Garden City Hospital in Michigan’s website.

CDC Source Content

Principles of Prevention

CDC’s Principles of Prevention is a free, online training which teaches the fundamentals of violence prevention.

Free Violence Prevention Course

Each year, more than 56,000 people lose their lives to violence. In addition to the tremendous physical and emotional toll, violence has substantial medical, lost productivity, and other costs. In 2000, these totaled more than $70 billion in the United States. The figure grows when we add criminal justice system costs, social services, and other expenses.

As Dr. Howard Spivak, Director of CDC’s Division of Violence Prevention, says, “Violence isn’t something that just happens that you can’t do anything about. It can be prevented.”

One way CDC is helping the nation prevent violence is a free online training that’s available 24 hours a day, seven days a week. It’s called Principles of Prevention. The training—which offers continuing education credits through CDC—teaches the:

1. Developmental origins of violence
2. Violence prevention strategies
3. Identifying and responding to factors that increase the risk of violence
4. Linking effective evidence-based practices to the community level
5. Using the principles of prevention to reduce violence

Partner Content

Garden City Hospital

VIOLENCE PREVENTION

PRINCIPLES OF PREVENTION

CDC’s Principles of Prevention is a free, online training which teaches the fundamentals of violence prevention.

Free Violence Prevention Course

Each year, more than 56,000 people lose their lives to violence. In addition to the tremendous physical and emotional toll, violence has substantial medical, lost productivity, and other costs. In 2000, these totaled more than $70 billion in the United States. The figure grows when we add criminal justice system costs, social services, and other expenses.

As Dr. Howard Spivak, Director of CDC’s Division of Violence Prevention, says, “Violence isn’t something that just happens that you can’t do anything about. It can be prevented.”

One way CDC is helping the nation prevent violence is a free online training that’s available 24 hours a day, seven days a week. It’s called Principles of Prevention. The training—which offers continuing education credits through CDC—teaches the:

1. Developmental origins of violence
2. Violence prevention strategies
3. Identifying and responding to factors that increase the risk of violence
4. Linking effective evidence-based practices to the community level
5. Using the principles of prevention to reduce violence

Garden City Hospital

17
HIV in the United States: At A Glance

Fast Facts

- More than 1.2 million people in the United States are living with HIV infection, and almost 1 in 7 (14%) are unaware of their infection.
- Gay, bisexual, and other men who have sex with men (MSM), particularly young Black/African American MSM, are most severely affected by HIV.
- By race, Black/African Americans face the most severe burden of HIV.

CDC estimates that 1,001,100 persons aged 13 years and older are living with HIV infection, including 108,330 (11%) who are unaware of their infection. Over the past decade, the number of people living with HIV has increased, while the annual number of new HIV infections has remained relatively stable. Still, the pace of new infections continues at far too high a level—particularly among certain groups.

HIV Incidence (new infections): The estimated incidence of HIV has remained stable overall in recent years, at about 50,000 new HIV infections per year. Within the overall estimates, however, some groups are affected more than others. MSM continue to bear the greatest burden of HIV infection, and among race/ethnicities, African Americans continue to be disproportionately affected.

HIV Diagnoses (new diagnoses, regardless of when infection occurred or stage of disease at diagnosis): In 2013, an estimated 43,352 people were diagnosed with HIV infection in the United States. In that same year, an estimated 36,658 people were diagnosed with AIDS. Overall, an estimated 1,144,029 people in the United States have been diagnosed with AIDS.

Deaths: An estimated 13,712 people with an AIDS diagnosis died in 2013, and approximately 3,000 people in the United States, with an AIDS diagnosis and without a diagnosis of HIV.

Source: CDC

For more information, visit AIDS.gov.
“Did You Know?” - In SCID. Net

This weekly CDC feature- “Did You Know?” displays on the Severe Combined Immunodeficiency website.

CDC Source Content

Partner Content
Shingles Overview - In NIAID

This “Overview of Shingles” displays on the National Institute of Allergy and Infection Diseases’ website.

CDC Content Source

Shingles (Herpes Zoster) Overview

Overview

Almost 1 out of every 3 people in the United States will develop shingles, also known as zoster or herpes zoster, in their lifetime. There are an estimated 1 million cases of shingles each year in this country. Anyone who has recovered from chickenpox may develop shingles; even children can get shingles. However, the risk of developing shingles increases as people get older. About half of all cases occur in men and women 60 years or older.

Some people have a greater risk of getting shingles. This includes people who:

- have medical conditions that keep their immune systems from working properly, such as certain cancers (leukemia and lymphoma), and human immunodeficiency virus (HIV), and
- people who receive immunosuppressive drugs, such as steroids and drugs that prevent organ transplantation.

People who develop shingles typically have only one episode in their lifetime. However, a person can have a second or even a third episode.

Shingles is caused by the varicella-zoster virus (VZV), the same virus that causes chickenpox.

See the facts about What You Need to Know about Shingles and the Shingles Vaccine (2 pages)

People who develop shingles typically have only one episode in their lifetime. However, a person can have a second or even a third episode.

Shingles is caused by the varicella-zoster virus (VZV), the same virus that causes chickenpox. After a person recovers from chickenpox, the virus stays dormant (hides) in the body. For reasons that are not fully known, the virus can reactivate years later, causing shingles. Shingles is not caused by the same virus that causes chickenpox, a sexually transmitted disease.

CDC Content Source

Partner Content

NIH National Institute of Allergy and Infectious Diseases

Overview

Almost 1 out of every 3 people in the United States will develop shingles, also known as zoster or herpes zoster, in their lifetime. There are an estimated 1 million cases of shingles each year in this country. Anyone who has recovered from chickenpox may develop shingles; even children can get shingles. However, the risk of developing shingles increases as people get older. About half of all cases occur in men and women 60 years or older.

Some people have a greater risk of getting shingles. This includes people who:

- have medical conditions that keep their immune systems from working properly, such as certain cancers (leukemia and lymphoma), and human immunodeficiency virus (HIV), and
- people who receive immunosuppressive drugs, such as steroids and drugs that prevent organ transplantation.

People who develop shingles typically have only one episode in their lifetime. However, a person can have a second or even a third episode.

Shingles is caused by the varicella-zoster virus (VZV), the same virus that causes chickenpox.

See the facts about What You Need to Know about Shingles and the Shingles Vaccine (2 pages)

People who develop shingles typically have only one episode in their lifetime. However, a person can have a second or even a third episode.

Shingles is caused by the varicella-zoster virus (VZV), the same virus that causes chickenpox. After a person recovers from chickenpox, the virus stays dormant (hides) in the body. For reasons that are not fully known, the virus can reactivate years later, causing shingles. Shingles is not caused by the same virus that causes chickenpox, a sexually transmitted disease.
Transmission of Ebola

“Transmission of the Ebola Virus Disease” displays on the National Institute of Health (NIH) website.

Transmission

Because the natural reservoir host of Ebola viruses has not yet been identified, the way in which the virus first appears in a human at the start of an outbreak is unknown. However, scientists believe that the first patient becomes infected through contact with an infected animal, such as a fruit bat or primate (apes and monkeys), which is also a so-called zoonotic event. Person-to-person transmission follows and can lead to a large number of affected people. In some past Ebola outbreaks, primates were also affected by Ebola and multiple spillover events occurred when people handled or ate infected primates.

When an infection occurs in humans, the virus can be spread to others through direct contact through broken skin or mucous membranes, or, for example, the eyes, nose, or mouth, with:

- Blood or body fluids (including but not limited to urine, saliva, sweat, feces, vomit, breast milk, and semen of a person who is sick with Ebola)
- Objects (like needles and syringes) that have been contaminated with the virus
- Infected fruit bats or primates (apes and monkeys)

Ebola is not spread through the air, by water, or in general by food. However, in Africa, Ebola may be spread as a result of handling bushmeat (wild animals hunted for food) and contact with infected bats. There is no evidence that mosquitoes or other insects can transmit Ebola virus.

Only a few species of monkeys (e.g., humans, baboons, monkeys, and apes) have shown the ability to become infected with and spread Ebola virus.

Healthcare providers caring for Ebola patients and family and friends in close contact with Ebola patients are at the highest risk of getting sick because they may come in contact with infected blood or body fluids.
Tobacco/Smoking Widgets: Lung Chicago
A CDC tobacco and smoking widget displays on Lung Chicago.org website.

CDC Source Content

Tobacco and Smoking Widgets

Smoking and Tobacco Use

Copy the code below for this widget

Partner Content

Chicago Tobacco Prevention Project
Between March 2012 and March 2013, the Chicago Tobacco Prevention Project targeted high-risk tobacco users and communities in need of tobacco control services. The project provided education, training, and support to community organizations and providers, including community groups, healthcare providers, and schools, to help prevent and reduce the prevalence of tobacco use. The project focused on four key areas:

- **Community Engagement:** Focused on engaging community members in tobacco control efforts.
- **Healthcare Providers:** Provided training and support to healthcare providers on tobacco control and prevention.
- **Schools:** Worked with schools to implement tobacco control policies and programs.
- **Community Organizations:** Supported community organizations in their efforts to reduce tobacco use.

The Chicago Tobacco Prevention Project is a collaborative effort between the Centers for Disease Control and Prevention (CDC) and the Illinois Department of Public Health. The project is funded by the American Health Assistance Foundation (AHAF) and is part of the National Tobacco Control Program (NTCP).
Buttons: National Public Health Information Coalition (NPHIC)

Sample CDC Buttons display on the NPHIC website.
Ebola Microsite
Follow the Ebola site from the Public Health Media Library adapted in several formats.

CDC Content in Public Health Media Library

CDC Generic Mockup in 3-column format