Public Health Media Library System Handbook

Version 1.3

Centers for Disease Control and Prevention

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Introduction

The purpose of the Public Health Media Library System Handbook is to assist you in supporting your local health media digital activities. We have created a free and easy way for you as public health partners to expand your public health impact with high quality media and science-based content. You may incorporate our Web content, images, video, audio, data, and infographics into your own site with content syndication through our Public Health Media Library System.

The Public Health Media Library System Handbook is organized as a series of reference sheets. Each sheet describes the content, for example, “Why do I need a Microsite” tells you why you need that content, and finally tells you how to get it. We have included Reference Sheets for the following media types.

- Badges
- Buttons
- eCards
- Feeds
- HTML Content
- Images
- Infographics
- Microsites
- PDFs
- Video
- Widgets

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What is Content Syndication?

Content Syndication is an easy and cost-free way for you to add CDC content directly to your site. When the CDC updates its content, those updates display immediately on your site through syndication, providing credible, timely, and science-based health information to your audiences. Content Syndication allows you to maintain the look and feel of your site while supplementing local information with critical, relevant, national information. The Public Health Media Library is the entry point into content that is syndicated from CDC.gov, providing you the following CDC media: Badges, Buttons, eCards, Feeds, HTML Content, Images, Infographics, Microsites, PDFs, Podcasts, Videos, and Widgets.

Why do I need Content Syndication?

Syndicated content is updated automatically. This automated update frees you from having to monitor CDC sites constantly and then manually cut and paste new information in multiple places. Syndication provides a minimal maintenance solution for keeping your site current and allows for a more efficient use of your critical resources. Content Syndication provides you choice and control of the topics and quantity of CDC content on your site. Content Syndication provides access to CDC information and visualizations without ever requiring your visitors to leave your site. The vast majority of CDC media resources keeps viewers on your site and keeps them coming back for timely information. Finally, you can share the syndicated content by posting to Facebook, Twitter, Google, and other social networks.

How do I Syndicate Content?

In order to syndicate content, you must embed a small block of code into your site. Visit the Public Health Media Library and browse or search for content that complements and integrates with your site. You will notice that CDC has information on many topics from recent outbreaks, emergency preparedness, to healthy living.

A convenient feature of the Public Health Media Library is that the system can track all of your selections by maintaining a list of all the media items you select. You can use this list to choose the embed code. In order to use this list feature, you must *register* your email address, organization, and Web domain. Usage guidelines display if you have not registered. You can preview your selection or provide a quick snapshot of your media as it would display on your site. After previewing your selection, you can copy the code and embed in your site.

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What are some of the Benefits of Registration?

Registration is optional, but it offers you several benefits:

- Registering allows you to create a list of media for syndication. This list can be built specifically for your organization and can be viewed by other registered members of your organization. This feature also allows you to see content you syndicated previously.
- You can receive notifications of any content changes that may affect your domain.
- When you register, you will need to agree to the Usage Guidelines just once. Non-registered users must agree to the Usage Guidelines every time they attempt to access embed code.

  We ask you register your email address, your organization, and your Web domain. When you register, you are creating a new "Content Syndication User account." Your registration information provides access to your account and your syndicated code. For additional benefit information, contact imtech@cdc.gov.

How do I Register?

To register, complete the following steps.

1. Click "New User" located in the top-right of your screen.
2. Complete the *Login Information* fields.
3. Complete the *Contact Information* fields. This information provides access to your account and your syndicated code.
4. Complete the *Organization* fields.
   Note: If your organization is already syndicating content, the name of your organization displays in the drop-down list. If the name of your organization is not on the list, you can add it to the list.

   Creating a new syndicating organization grants you access to a workspace where you can track the content that you want to syndicate to your website. You can share this workspace with other members of your team to create a collaboration point where content can be selected, previewed, and vetted prior to syndication.
5. Save your entries.
   Result: The Usage Guidelines display.
6. Agree to the Usage Guidelines.
7. After you register, you are directed to the "About this Site" page.
   https://prototyped.cdc.gov/dev_storefront/index.aspx#/learnmore

Why do I need Badges for my site?

Badges from the Public Health Media Library offer attractive and modern images for increasing public health awareness with simple and understandable messages.
The use of Badges on your site can reinforce a positive health behavior in a simple and understandable way. When you syndicate this content, you provided an easy and cost-free way for your public health partners to provide credible, timely, and science-based health information to their audiences.

How do I syndicate Badges?

To obtain a Badge for your site, complete the following steps.

1. Create a Content Syndication User Account. You will receive a unique Registration ID, and a welcome message with helpful information.
   Note: Creating an account is optional. Non-registered users experience limited functionality, and are required to agree to the Usage Guidelines each time they access the site. Users with accounts agree to the Usage Guidelines once.
2. From the CDC Public Health Media Library home page, select Badge from the left navigation panel. Either Browse the site to select your Badge or enter a specific topic in the Search box.
3. You have two options:
   - Syndicate your selected content immediately
   - Save for Later
     Note: The Save for Later option is only available to those who have created Content Syndication User Accounts.
4. *To syndicate your selected content immediately*:
   - Select the badge you want to syndicate.
   - Click the Get Embed Code tab.
   - Copy the code block into your Web editor to syndicate the content.
5. *To Save for Later*, click Add to List at the bottom of your selection.
   - Select Syndicated List from the top of the screen.
   - Click the Get Embed Code tab.
   - Copy the code block into your Web editor to syndicate the content.

   Note: You can preview Buttons, Badges, Images, and Infographics in full size.

What is a Badge?

A Badge is a graphic that can be posted on an individual's site, social network profile, or personal blog to show support for or affiliation with a cause or issue.

Badges available in the Public Health Media Library are images linked to additional media that can be shared with other sites to drive traffic to the sharing site.

Badges can be confused with buttons. Buttons and badges are basically the same type of media, with different messages. A badge says "I did this thing" or "I belong to this group." A button says "Do this thing" or "Join this group." Another difference is that normally organizations use buttons and individuals use badges.

Examples of Badges

Badge for Parents detailing driving and Rules of the Road.

Badge for Parents detailing driving.

Badge for Parents detailing safe driving for teens.

Why do I need Buttons for my site?

Buttons from the Public Health Media Library offer attractive and modern images for increasing public health awareness with simple and understandable messages.

The use of Buttons on your site can reinforce a positive health behavior in a simple and understandable way. When you syndicate this content, you provide an easy and cost-free way for your public health partners to provide credible, timely and science-based health information to their audiences.

How do I syndicate Buttons?

To obtain a Button for your site, complete the following steps.

1. Create a Content Syndication User Account. You will receive a unique Registration ID, and a welcome message with helpful information.
   Note: Creating an account is optional. Non-registered users experience limited functionality, and are required to agree to the Usage Guidelines each time they access the site. Users with accounts agree to the Usage Guidelines once.
2. From the CDC Public Health Media Library home page, select Button from the left navigation panel. Either browse the site to select your Button or enter a specific topic in the Search box.
3. You have two options:
   - Syndicate your selected content immediately
   - Save for Later
     Note: The Save for Later option is only available to those who have created Content Syndication User Accounts.
4. *To syndicate your selected content immediately*:
   - Select the button you want to syndicate.
   - Click the Get Embed Code tab.
   - Copy the code block into your Web editor to syndicate the content.
5. *To Save for Later*, click Add to List at the bottom of your selection.
   - Select Syndicated List from the top of the screen.
   - Click the Get Embed Code tab.
   - Copy the code block into your Web editor to syndicate the content.

Note: You can preview Buttons, Badges, Images, and Infographics in full size.

What is a Button?

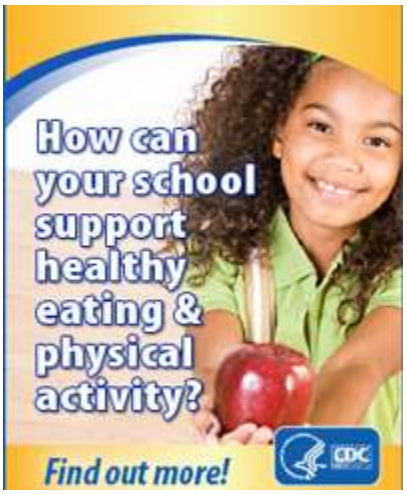
A Button is a graphic that can be posted on an individual's site, social network profile, or personal blog to show support for or affiliation with a cause or issue.

Buttons available in the Public Health Media Library are images linked to additional media that can be shared with other sites to drive traffic to the sharing site.

Buttons can be confused with badges. Buttons and badges are basically the same type of media, each with different messages.

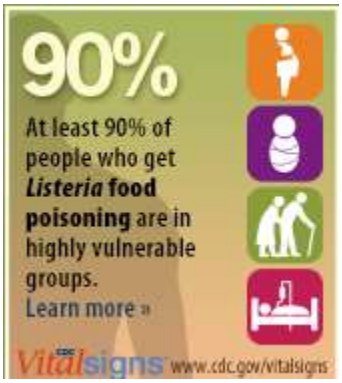
A button says "Do this thing" or "Join this Group," and often includes interesting bits of data about a particular health issue. A badge says "I did this thing" or "I belong to this group."

Examples of Buttons



This example of a button asks How a school can support healthy eating and physical activity.

This button tells us that Smoke-free air prevents heart attacks.



This button discusses Listeria food poisoning.

Why do I need eCards for my site?

eCards are an effective and inexpensive way to reach individuals instantly with personalized and targeted health information. Environmentally-friendly eCards often open with a colorful greeting and include a message that encourages healthy living, promotes safe activities, or celebrates a health and safety related event. eCards can create a memorable experience while focusing awareness on evolving health information.

The Public Health Media Library provides a large collection of over 200 eCards with more on a wide range of health topics. eCards can be directed to clinicians, healthcare workers, public health practitioners, and the general public allowing you to customize content to fit specific needs. Consumers can use CDC's eCards to send personal health messages to their audiences. eCards can also be sent out by organizations to large groups of members to communicate public health events.

How do I syndicate eCards?

To obtain an eCard for your site, complete the following steps.

1. Create a Content Syndication User Account. You will receive a unique Registration ID, and a welcome message with helpful information.
   Note: Creating an account is optional; however non-registered users experience limited functionality, and are required to agree to the Usage Guidelines each time they access the site. Users with accounts agree to the Usage Guidelines once.
2. From the CDC Public Health Media Library home page, select eCards from the left navigation panel. Either browse the site to select your eCard or enter a specific topic in the Search box.
3. You have two options:
   - Syndicate your selected content immediately
   - Save for Later
     Note: The Save for Later option is only available to those who have created Content Syndication User Accounts.
4. *To syndicate your selected content immediately*:
   - Select the eCard you want to syndicate.
   - Click the Get Embed Code tab.
   - Copy the code block into your Web editor to syndicate the content.
5. *To Save for Later*, click Add to List at the bottom of your selection.
   - Select Syndicated List from the top of the screen.
   - Click the Get Embed Code tab.
   - Copy the code block into your Web editor to syndicate the content.

What is an eCard?

An eCard or electronic card is similar to a postcard or greeting card, with the primary difference being that it is created using digital media instead of paper or other traditional materials.

CDC's Health eCards allow the public to send electronic greeting cards to friends, family, and co-workers, and can be personalized with a message from the sender.

Examples of eCards

This eCard can be sent for Valentine's Day. The eCard addresses one of CDC's Winnable Battles, care of your heart.

This eCard encourages you as a professional to get a Flu vaccine as patients are counting on you.

The front of the card is an illustration of a woman holding a cigarette and standing behind an x-ray image of her lungs. The headline reads "Poison. Tobacco smoke is a deadly mix of more than 7,000 chemicals." The inside of the card reads "Find out more about how tobacco smoke causes disease.

Why do I need to subscribe to a Feed?

The Public Health Media Library provides the capability of allowing you to add Feeds to your website and apps thereby allowing your site to be more robust, more accessible, informative, and up to date. This feature in the Public Health Media Library allows you to maintain the structure and styling of your site, while at the same time building in and tracking content that is produced and maintained by CDC.

As with other syndicated content, feeds are automatically updated at the source, leaving you free to focus on other priorities. In addition, by sharing current public health knowledge and experiences, you have the potential to build collaborations that can leverage resources and expertise and enhance the practice of public health.

Health information is ever evolving with articles on current outbreaks, disease prevention, and healthy living. Having the most current and popular health articles and information in a feed on your site from trusted sources expands your reach, engages target audiences in the community, and allows you to customize content to fit specific needs.

How do I Subscribe to a Feed?

Feeds allows you to import content and code directly from CDC websites into your site and apps. Complete the following steps to obtain content.

1. Create a Content Syndication User Account. You will receive a unique Registration ID, and a welcome message with helpful information.
   Note: Creating an account is optional. Non-registered users experience limited functionality, and are required to agree to the Usage Guidelines each time they access the site. Users with accounts agree to the Usage Guidelines once.
2. From the CDC Public Health Media Library home page, select Feeds from the left navigation panel. Either browse the site to select your feed or enter a specific topic in the Search box to narrow the feed results.
3. You can subscribe to a feed in one of the following ways.
   - Click on the link or more likely, the small XML button near the feed you want. This will open the feed in a browser window or a locally configured Feed reader application.
   - Or, from your Web browser's address bar, copy the URL (Web address.)
4. Paste that URL into the "*Add New Channel*" or "*Add New Feed*" section of the reader.

   Result: The RSS feed displays and regularly updates the headlines for you.

What is a Feed?

Feeds, also known as RSS feeds**,** syndicated content**, or** Web feeds**, contain frequently updated and currently published content.**

A feed can have the same content as a Web page, but it is often formatted differently.

Feeds can be used for distributing other types of digital content, including pictures, audio, or video. By syndicating a Web feed, you are allowing users to subscribe to it.

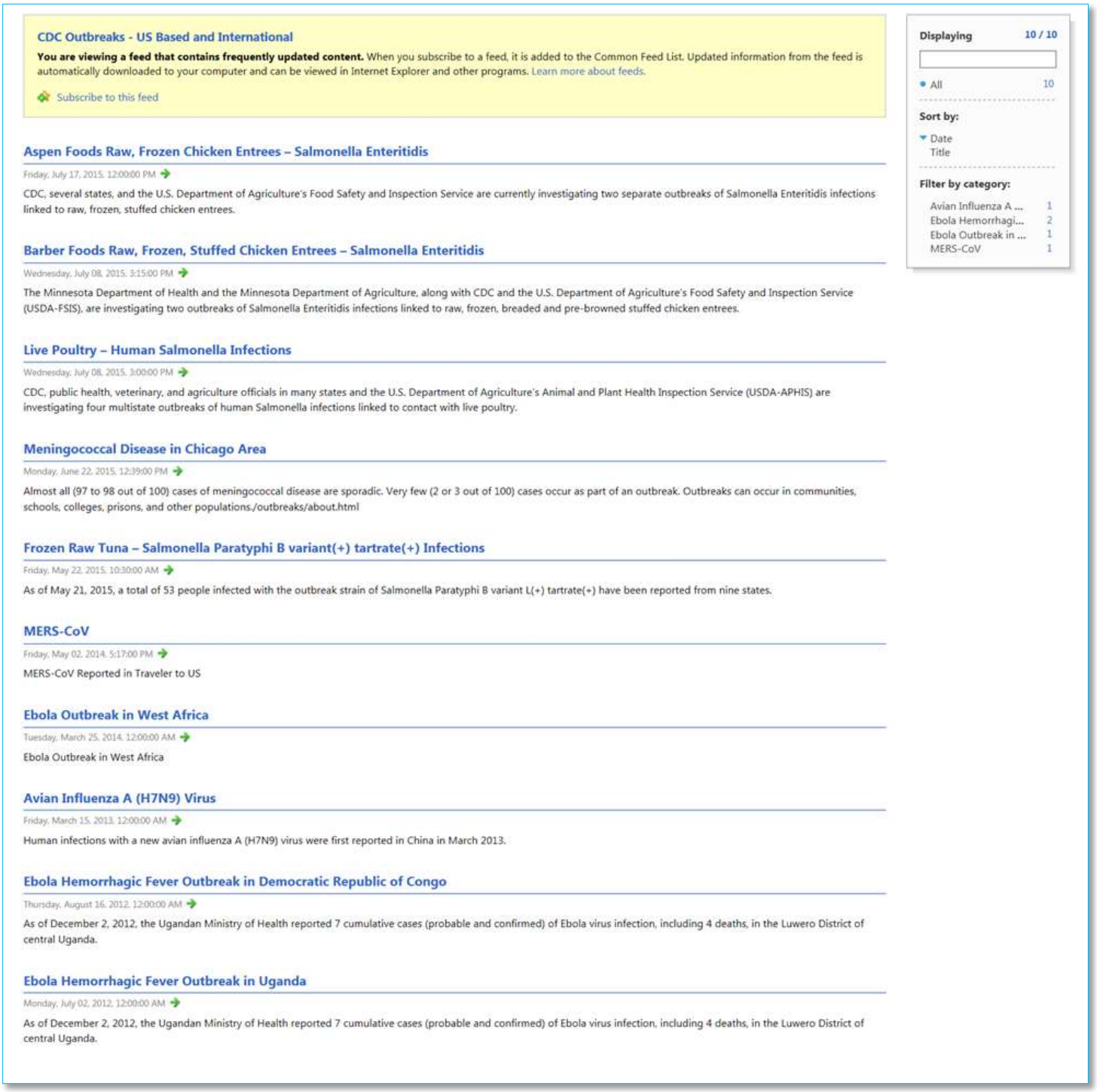
Feeds solve a problem for people who regularly use the Web. Feeds allow you to stay informed by retrieving the latest content from the sites you are interested in easily. In addition, you save time by not needing to visit each site individually.

A variety of CDC health topics and discussions are available in feeds

Example of a Feed

The following is a screen shot of the feed for CDC Outbreaks – US Based and International. http://www2c.cdc.gov/podcasts/createrss.asp?t=r&c=525.

This is a simple HTML representation of a feed. Feeds can be formatted in multiple ways to fit your site or app.



CDC Outbreaks - US Based and International

You are viewing a feed that contains frequently updated content. When you subscribe to a feed, it is added to the Common Feed List. Updated information from the feed is automatically downloaded to your computer and can be viewed in Internet Explorer and other programs. Learn more about feeds.

Subscribe to this feed

Displaying 10 / 10

All 10

Sort by:

Date

Title

Filter by category:

Avian Influenza A ... 1
Ebola Hemorrhagi... 2
Ebola Outbreak in ... 1
MERS-CoV 1

Aspen Foods Raw, Frozen Chicken Entrees – Salmonella Enteritidis

Friday, July 17, 2015, 12:00:00 PM

CDC, several states, and the U.S. Department of Agriculture's Food Safety and Inspection Service are currently investigating two separate outbreaks of Salmonella Enteritidis infections linked to raw, frozen, stuffed chicken entrees.

Barber Foods Raw, Frozen, Stuffed Chicken Entrees – Salmonella Enteritidis

Wednesday, July 08, 2015, 3:15:00 PM

The Minnesota Department of Health and the Minnesota Department of Agriculture, along with CDC and the U.S. Department of Agriculture's Food Safety and Inspection Service (USDA-FSIS), are investigating two outbreaks of Salmonella Enteritidis infections linked to raw, frozen, breaded and pre-browned stuffed chicken entrees.

Live Poultry – Human Salmonella Infections

Wednesday, July 08, 2015, 3:00:00 PM

CDC, public health, veterinary, and agriculture officials in many states and the U.S. Department of Agriculture's Animal and Plant Health Inspection Service (USDA-APHIS) are investigating four multistate outbreaks of human Salmonella infections linked to contact with live poultry.

Meningococcal Disease in Chicago Area

Monday, June 22, 2015, 12:39:00 PM

Almost all (97 to 98 out of 100) cases of meningococcal disease are sporadic. Very few (2 or 3 out of 100) cases occur as part of an outbreak. Outbreaks can occur in communities, schools, colleges, prisons, and other populations./outbreaks/about.html

Frozen Raw Tuna – Salmonella Paratyphi B variant(+) tartrate(+) Infections

Friday, May 22, 2015, 10:30:00 AM

As of May 21, 2015, a total of 53 people infected with the outbreak strain of Salmonella Paratyphi B variant L(+) tartrate(+) have been reported from nine states.

MERS-CoV

Friday, May 02, 2014, 5:17:00 PM

MERS-CoV Reported in Traveler to US

Ebola Outbreak in West Africa

Tuesday, March 25, 2014, 12:00:00 AM

Ebola Outbreak in West Africa

Avian Influenza A (H7N9) Virus

Friday, March 15, 2013, 12:00:00 AM

Human infections with a new avian influenza A (H7N9) virus were first reported in China in March 2013.

Ebola Hemorrhagic Fever Outbreak in Democratic Republic of Congo

Thursday, August 16, 2012, 12:00:00 AM

As of December 2, 2012, the Ugandan Ministry of Health reported 7 cumulative cases (probable and confirmed) of Ebola virus infection, including 4 deaths, in the Luwero District of central Uganda.

Ebola Hemorrhagic Fever Outbreak in Uganda

Monday, July 02, 2012, 12:00:00 AM

As of December 2, 2012, the Ugandan Ministry of Health reported 7 cumulative cases (probable and confirmed) of Ebola virus infection, including 4 deaths, in the Luwero District of central Uganda.

Why do I need syndicated HTML Content?

Adding syndicated HTML content to your website can make your site more robust, accessible, informative, and up to date. Syndication allows you to maintain your site's structure and styling, while at the same time building in content that is produced and maintained by CDC. Syndicated content is automatically updated at the source, leaving you free to focus on other priorities

Health information is ever evolving with articles on current outbreaks, disease prevention, and healthy living. Having the most current and popular health articles and information syndicated on your site from trusted sources expands your reach, engages target audiences in the community, and allows you to customize content to fit specific needs.

How do I syndicate HTML Content?

HTML content syndication allows you to import HTML content and code directly from CDC websites into your website. Complete the following steps to obtain content.

1. Create a Content Syndication User Account. You will receive a unique Registration ID, and a welcome message with helpful information.
   Note: Creating an account is optional. Non-registered users experience limited functionality, and are required to agree to the Usage Guidelines each time they access the site. Users with accounts agree to the Usage Guidelines once.
2. From the CDC Public Health Media Library home page, select HTML content from the left navigation panel. Either browse the site to select your HTML content or enter a specific topic in the Search box.
3. You have two options:
   - Syndicate your selected content immediately
   - Save for Later
     Note: The Save for Later option is only available to those who have created Content Syndication User Accounts.
4. *To syndicate your selected content immediately*, select the HTML content you want to syndicate and click the Get Embed Code tab.
   - On the Get Embed Code page, complete the online instructions (Display Options and Script Options) from that page.
   - Copy the code block into your Web editor to syndicate the content.
5. *To Save for Later*, click Add to List at the bottom of your selection.
   - Select Syndicated List from the top of the screen.
   - Click the Get Embed Code tab.
   - On the Get Embed Code page, complete the online instructions (Display Options and Script Options) from that page.
   - Copy the code block into your Web editor to syndicate the content.

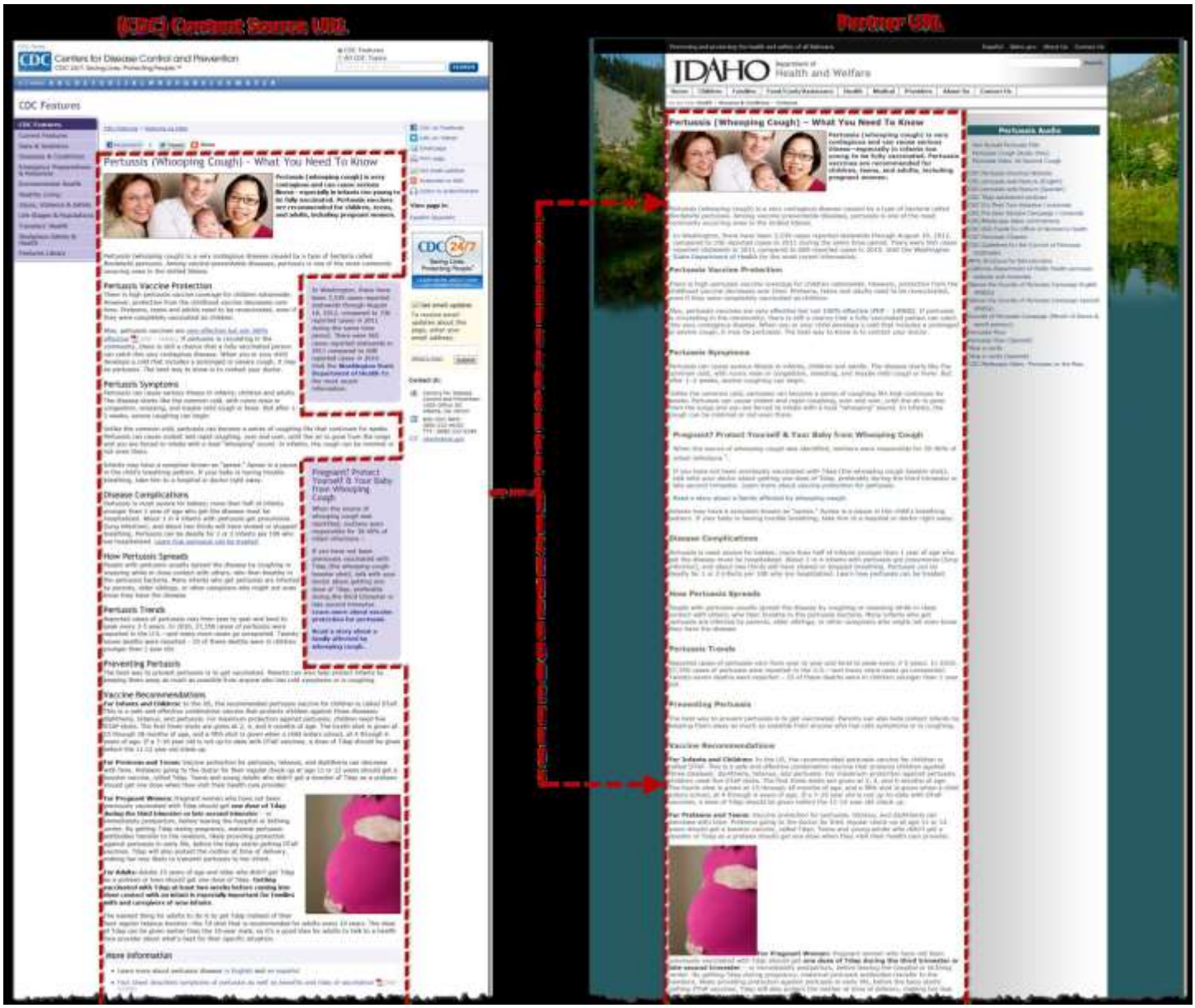
What is HTML?

HTML stands for Hypertext Markup Language. It is code that used to create and display Web pages. CDC.gov contains a wide range of health-related Web pages in in HTML format.

Available health topics can range from seasonal flu, chronic diseases, emergency preparedness, healthy living, and traveler's health to Ebola. Some content is available in multiple languages.

Example of HTML in Syndication

CDC content syndicated at the Idaho Department of Health and Welfare. The left panel of this picture depicts the discussion of Whooping Cough on the CDC site. The right panel of this picture displays this content on the Idaho Department of Health and Welfare site.



Why do I need Images for my site?

Images add concrete visual evidence to promote your text. Whatever you write, it is always more convincing with appropriate images. Numerous studies show that most people are more likely to believe an idea if there is an accompanying image. An image leaves a stronger impression on us because our brain is more easily drawn to familiar real life objects rather than words.

The available images in the Public Health Media Library can help illustrate public health principles of disease prevention and the promotion of healthy lifestyles. With these health-related images on your site, you can easily augment articles, training materials, research, campaigns, and health promotions.

How do I syndicate Images?

To obtain an image for your site, complete the following steps.

1. Create a Content Syndication User Account. You will receive a unique Registration ID, and a welcome message with helpful information.
   Note: Creating an account is optional, Non-registered users experience limited functionality, and are required to agree to the Usage Guidelines each time they access the site. Users with accounts agree to the Usage Guidelines once.
2. From the CDC Public Health Media Library home page, select Images from the left navigation panel. Either Browse the site to select your Image or enter a specific topic in the Search box.
3. You have two options:
   - Syndicate your selected content immediately
   - Save for Later
     Note: The Save for Later option is only available to those who have created Content Syndication User Accounts.
4. *To syndicate your selected content immediately*:
   - Select the image you want to syndicate.
   - Click the Get Embed Code tab.
   - Copy the code block into your Web editor to syndicate the content.
5. *To Save for Later*, click Add to List at the bottom of your selection.
   - Select Syndicated List from the top of the screen.
   - Click the Get Embed Code tab.
   - Copy the code block into your Web editor to syndicate the content.

   Note: You can preview Buttons, Badges, Images and Infographics in full size.

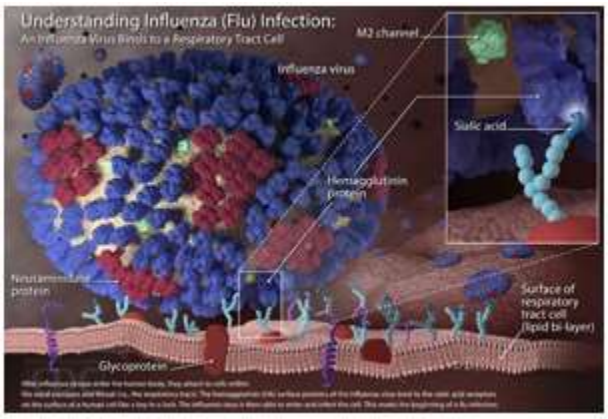
What is an Image?

An image is a digital representation of something or someone. The Public Health Media Library offers health – related graphics, micrographics, or photographs as part of its image selection.

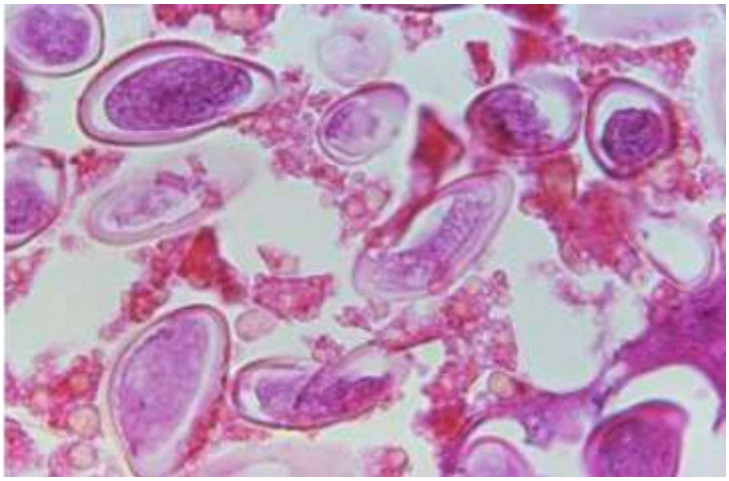
These images are available free of charge and could be graphic stock or custom photographs.

You can use these images to illustrate your presentations or written reports as well as enhance your site.

Examples of Images



This is an illustration with text describing the Influenza (Flu) Infection.



This photo micrographic study of a section of appendiceal tissue revealed the presence of pinworms.

This is common stock photography.

Why do I need Infographics for my site?

Infographics present information in an effective manner to communicate and engage your audience. Infographics are an efficient way of combining the best of text, images, and design to represent complex information or data that tells a story and begs to be shared.

How do I syndicate Infographics?

To obtain an Infographic for your site, complete the following steps.

1. Create a Content Syndication User Account. You will receive a unique Registration ID, and a welcome message with helpful information.
   Note: Creating an account is optional. Non-registered users experience limited functionality, and are required to agree to the Usage Guidelines each time they access the site. Users with accounts l agree to the Usage Guidelines once.
2. From the CDC Public Health Media Library home page, select Infographics from the left navigation panel. Either browse the site to select your Infographic or enter a specific topic in the Search box.
3. You have two options:
   - Syndicate your selected content immediately
   - Save for Later
     Note: The Save for Later option is only available to those who have created Content Syndication User Accounts.
4. *To syndicate your selected content immediately*:
   - Select the infographics you want to syndicate.
   - Click the Get Embed Code tab.
   - Copy the code block into your Web editor to syndicate the content.
5. *To Save for Later*, click Add to List at the bottom of your selection.
   - Select Syndicated List from the top of the screen.
   - Click the Get Embed Code tab.
   - Copy the code block into your Web editor to syndicate the content.

Note: Buttons Badges, Images, and Infographics can be previewed in full size.

What is an Infographic?

An infographic (information graphic) is a representation of information in a graphic format designed to make public health information easily understandable at a glance.

A well-designed infographic can simplify a complicated subject or turn an otherwise meticulous subject into a captivating experience.

Infographics topics that can be syndicated from the Public Health Media Library range from Ebola, facts about Teens and Smoking, MERS, and infographics about emergency preparedness and effective laboratory protocols.

Examples of Infographics

This infographic is a CDC Health Advisory on Ebola. This infographic details instructions if you recently traveled to West Africa

This is an infographic on Cigarette Smoking. This infographic presents statistics on smoking with a message to talk to your children about the dangers of tobacco use.

This infographic is a CDC Health Advisory on MERS. The infographic provides instructions if you recently traveled to the Middle East.

Why do I need a Microsite?

Microsites offer an easy way to syndicate a collection of pages all at once, with a simple embed code. A microsite can provide a focused and clear presentation of information geared toward a particular audience and topic. Microsites can be deployed quickly, making them a great resource for current and evolving health events.

How do I syndicate Microsites?

To obtain a Microsite, complete the following steps.

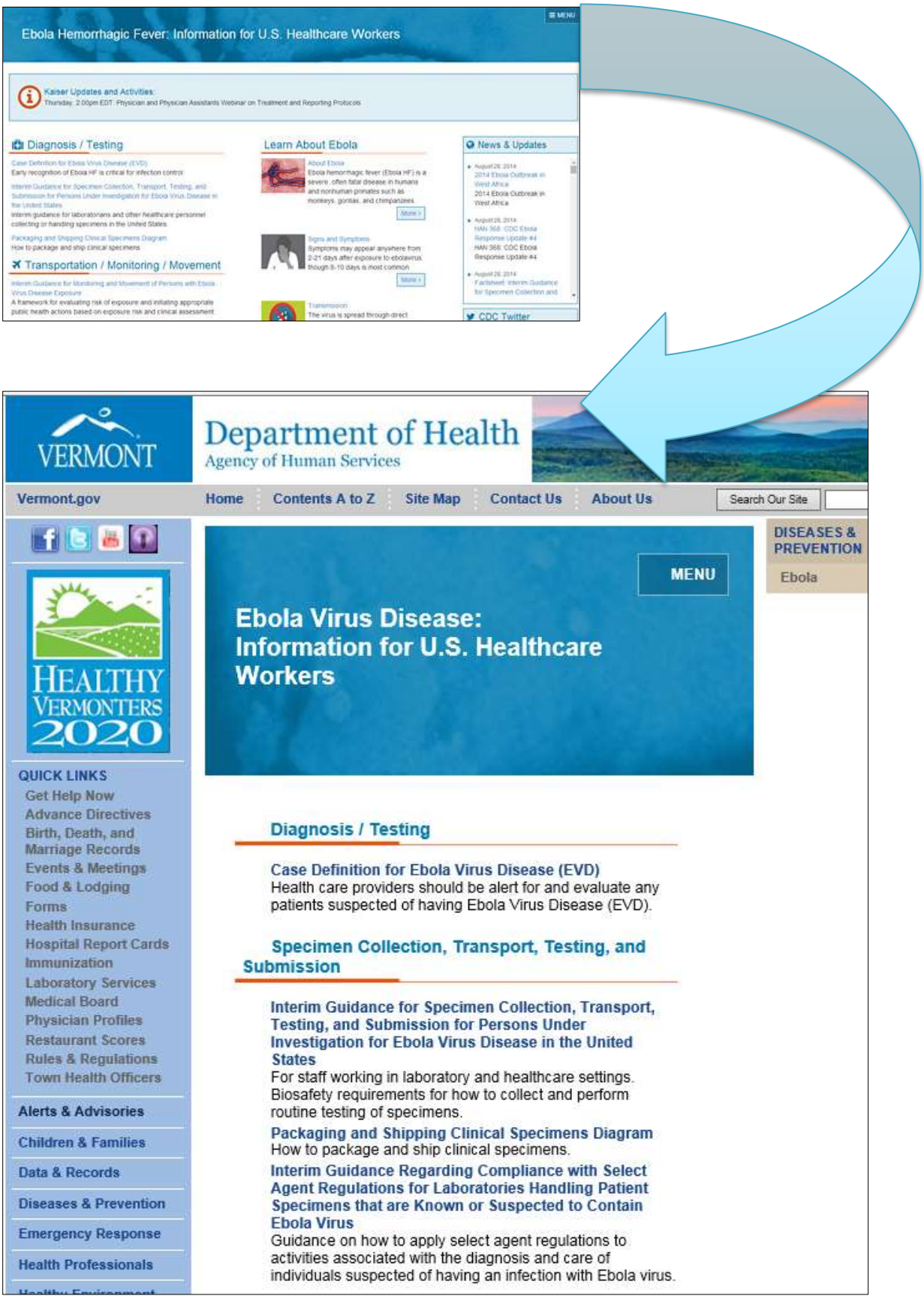
1. Create a Content Syndication User Account. You will receive a unique Registration ID, and a welcome message with helpful information.
   Note: Creating an account is optional. Non-registered users experience limited functionality, and are required to agree to the Usage Guidelines each time they access the site. Users with accounts agree to the Usage Guidelines once.
2. From the CDC Public Health Media Library home page, select Microsite from the left navigation panel. Either browse the site to select your Microsite or enter a specific topic in the Search box.
3. You have two options:
   - Syndicate your selected content immediately
   - Save for Later
     Note: The Save for Later option is only available to those who have created Content Syndication User Accounts.
4. *To syndicate your selected content immediately*:
   - Select the microsite you want to syndicate.
   - Click the Get Embed Code tab.
   - Copy the code block into your Web editor to syndicate the content.
5. *To Save for Later*, click Add to List at the bottom of your selection.
   - Select Syndicated List from the top of the screen.
   - Click the Get Embed Code tab.
   - Copy the code block into your Web editor to syndicate the content.

What is a Microsite?

A microsite is a collection of Web pages or a small cluster of pages that can be syndicated together.

A microsite is meant to function as a discrete entity within an existing website.

Example of a Microsite



Why do I need syndicated PDF Content?

Syndicated PDF content can make your website more robust, accessible, informative, and up to date. Syndication allows you to maintain your site's structure and styling, while at the same time building in content that is produced and maintained by CDC. Syndicated content is automatically updated at the source, leaving you free to focus on other priorities

Health information is ever evolving with articles on current outbreaks, disease prevention, and healthy living. Having the most current and popular health articles and information syndicated on your site from trusted sources expands your reach, engages target audiences in the community, and allows you to customize content to fit specific needs.

How do I syndicate PDF Content?

Complete the following steps to import PDF content directly from CDC websites into your website

1. Create a Content Syndication User Account. You will receive a unique Registration ID, and a welcome message with helpful information.
   Note: Creating an account is optional; however non-registered users experience limited functionality, and are required to agree to the Usage Guidelines each time they access the site. Users with accounts agree to the Usage Guidelines once.
2. From the CDC Public Health Media Library home page, select PDF from the left navigation panel. Either browse the site to select your PDF or enter a specific topic in the Search box.
3. You have two options:
   - Syndicate your selected content immediately
   - Save for Later
     Note: The Save for Later option is only available to those who have created Content Syndication User Accounts.
4. *To syndicate your selected content immediately*, click the Get Embed Code tab.
   - Select the PDF content you want to syndicate.
   - Copy the code block into your Web editor to syndicate the content.
5. *To Save for Later*, click Add to List at the bottom of your selection.
   - Select Syndicated List from the top of the screen.
   - Click the Get Embed Code tab.
   - Copy the code block into your Web editor to syndicate the content.

     Note: When you copy the Embed code, it renders a link to the PDF.

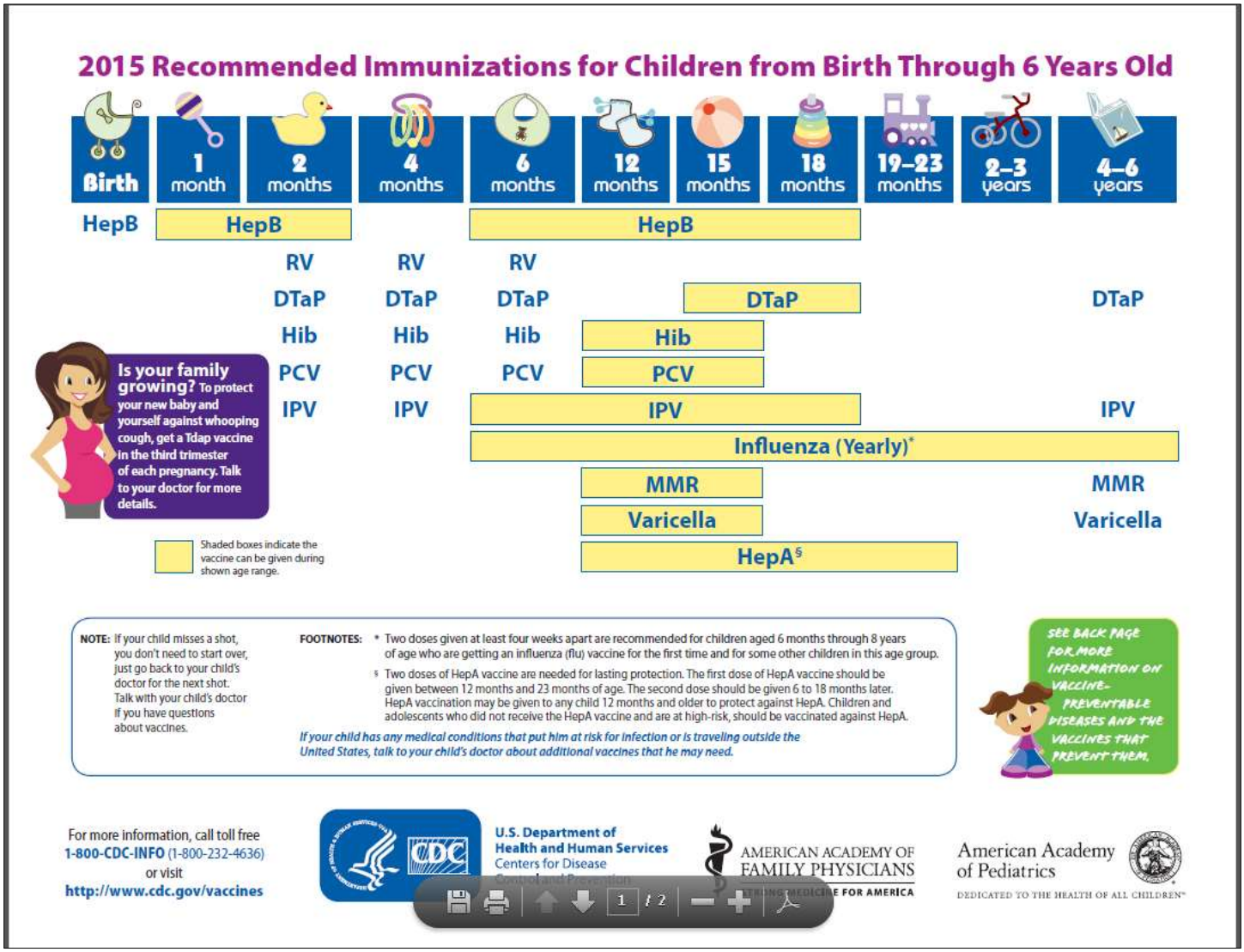
What is a PDF?

Portable Document Format (PDF) is a file format used to present and exchange documents reliably, independent of software, hardware, or operating systems.

CDC maintains PDF formats on a variety of health topics. These topics range from seasonal flu, chronic diseases, immunization information, healthy living, traveler's health, Ebola, and more. Some content is available in multiple languages.

Example of a PDF

Visit the Public Health Media Library to view and syndicate a link to this PDF about Recommended Immunizations for Children from Birth through six years old.



Why do I need Videos for my site?

Incorporating videos on your site an engaging way ways to exchange information easily as well to share public health stories and engage audiences. The video format is easy to embed in your site or other social media spaces such as a blog or Facebook page, which allow both sharing and the ability to comment on video footage.

Similarly, you can easily create a channel on a video-sharing site to disseminate the videos you selected for your site. As a consumer, you now have the ability to distribute current and accurate health and science information and provide visual demonstrations.

How do I syndicate Videos?

To obtain a video for your site, complete the following steps.

1. Create a Content Syndication User Account. You will receive a unique Registration ID, and a welcome message with helpful information.
   Note: Creating an account is optional. Non-registered users experience limited functionality, and are required to agree to the Usage Guidelines each time they access the site. Users with accounts agree to the Usage Guidelines once.
2. From the CDC Public Health Media Library home page, select Videos from the left navigation panel. Either browse the site to select your Video or enter a specific topic in the Search box.
3. You have two options:
   - Syndicate your selected content immediately
   - Save for Later
     Note: The Save for Later option is only available to those who have created Content Syndication User Accounts.
4. *To syndicate your selected content immediately*:
   - Select the video you want to syndicate.
   - Click the Get Embed Code tab.
   - Copy the code block into your Web editor to syndicate the content.
5. *To Save for Later*, click Add to List at the bottom of your selection.
   - Select Syndicated List from the top of the screen.
   - Click the Get Embed Code tab.
   - Copy the code block into your Web editor to syndicate the content.

What is a Video?

A video is an electronic type of media for the broadcasting of moving visual images. The Public Health Media Library provides a variety of videos on health, safety, and preparedness topics.

Most videos are short, and all include closed-captioning (some videos are also open-captioned), so they are accessible to all interested viewers.

The library of videos includes single-topic presentations as well as video series focused on children, parents, and public health professionals.

Examples of Videos

Kelsey talks about her work on the border of Guinea, Sierra Leone and Liberia, the epicenter of the Ebola outbreak

Deaths from fires and burns are one of the most common causes of unintentional injury deaths in the United States. There are several steps you can take to reduce the risk of fire-related injury and death in the home. These include installing and regularly testing smoke alarms and practicing a fire escape plan at least twice a year.

Kids learn about life by watching their parents. What if kids grew up in a smoke-free world? That's the premise of this video by Taylor Blackwell from Jupiter, Florida. This video was the first runner up winner in the 13-17 age category of the Surgeon General's Video Contest: Tobacco — I'm Not Buying It.

Why do I need Widgets for my site?

Health information widgets offer an interactive experience for your readers. Once you have added the widget to your site, there is no technical maintenance, the content functions interactively and updates automatically from the source.

How do I syndicate Widgets?

To obtain a Widget for your site, complete the following steps.

1. Create a Content Syndication User Account. You will receive a unique Registration ID, and a welcome message with helpful information.
   Note: Creating an account is optional. Non-registered users experience limited functionality, and are required to agree to the Usage Guidelines each time they access the site. Users with accounts agree to the Usage Guidelines once.
2. From the CDC Public Health Media Library home page, select Widgets from the left navigation panel. Either Browse the site to select your Widget or enter a specific topic in the Search box.
3. You have two options:
   - Syndicate your selected content immediately
   - Save for Later
     Note: The Save for Later option is only available to those who have created Content Syndication User Accounts.
4. *To syndicate your selected content immediately*:
   - Select the widget you want to syndicate.
   - Click the Get Embed Code tab.
   - Copy the code block into your Web editor to syndicate the content.
5. *To Save for Later*, click Add to List at the bottom of your selection.
   - Select Syndicated List from the top of the screen.
   - Click the Get Embed Code tab.
   - Copy the code block into your Web editor to syndicate the content.

What is a Widget?

A Widget is a small interactive element that you can easily put on your website or blog.

More technically, a Widget is built using Flash or HTML5 and can be embedded in a hosting site to provide extended functionality, for example, calculating Body Mass Index or taking a quiz on a particular health topic.

The Public Health Media Library provides a variety of widgets. Some topics include Flu, Smoking and Tobacco, Pet Health and Safety, Adult Body Mass Index, and Lyme Disease Prevention Index, with more to come.

Examples of Widgets

This widget is a Body Mass Calculator that can be used by adults.

This widget measures your Flu I.Q.

This widget displays the National Flu Activity map.