**Dr. Mandy Cohen**

**Check-in with Dr. Cohen**

**April 30, taping, 2:35 p.m.**

**VIDEO #1 – Clean Slate Launch of CDC.gov**

Hi everyone, it’s Mandy Cohen, Director of the Centers for Disease Control and Prevention!

CDC is prioritizing clear, effective communication, and today, we are launching our new website! We designed this site with you – the people using our website - in mind. We have focused on a better user experience – so that it’s easier for you to find the information you want.

We understand how important it is to be able to access information and resources to protect your own health and the health of your loved ones, so I’m really excited to show you our new and improved website!

Some of the improvements you will see in the new CDC.gov include:

* Easier-to-use layout that is less cluttered and less dense
* Improved content and navigation
* Modern and consistent webpage formats
* Language that is straightforward and easy to understand

We are proud to bring you this new and improved version of CDC.gov! CDC is working for you, and we are committed to protecting health and improving lives.  Stay well everyone!

**VIDEO #2 – Clean Slate Launch – Thank you Message to CDC Staff**

Hi, team!

I wanted to take a moment to thank everyone on team CDC who worked on Clean Slate. We officially launched the new CDC dot gov website May 16.

I know this was a ton of work across the whole agency. You worked hard to determine what content our audiences really need from CDC. You used research and user-testing to drive all the decisions.

And by focusing on how people find and read content, you improved the site and made it easier for everyone to make their best health decisions.

Most importantly, you embraced change and a new way of looking at how we manage and create content on the web.

This was a major effort and was a cornerstone of the Moving Forward and now One CDC effort – and this transformation will greatly improve communication for all of our audiences.

It required ALL of us to work together to get this done – as ONE CDC.

To all of the staff who worked on this across CDC – we can’t thank you enough for all your hard work to make this a reality!

Thank you!