Integrating the NCHS Website Modernization Project and CDC Digital Communication Modernization Work

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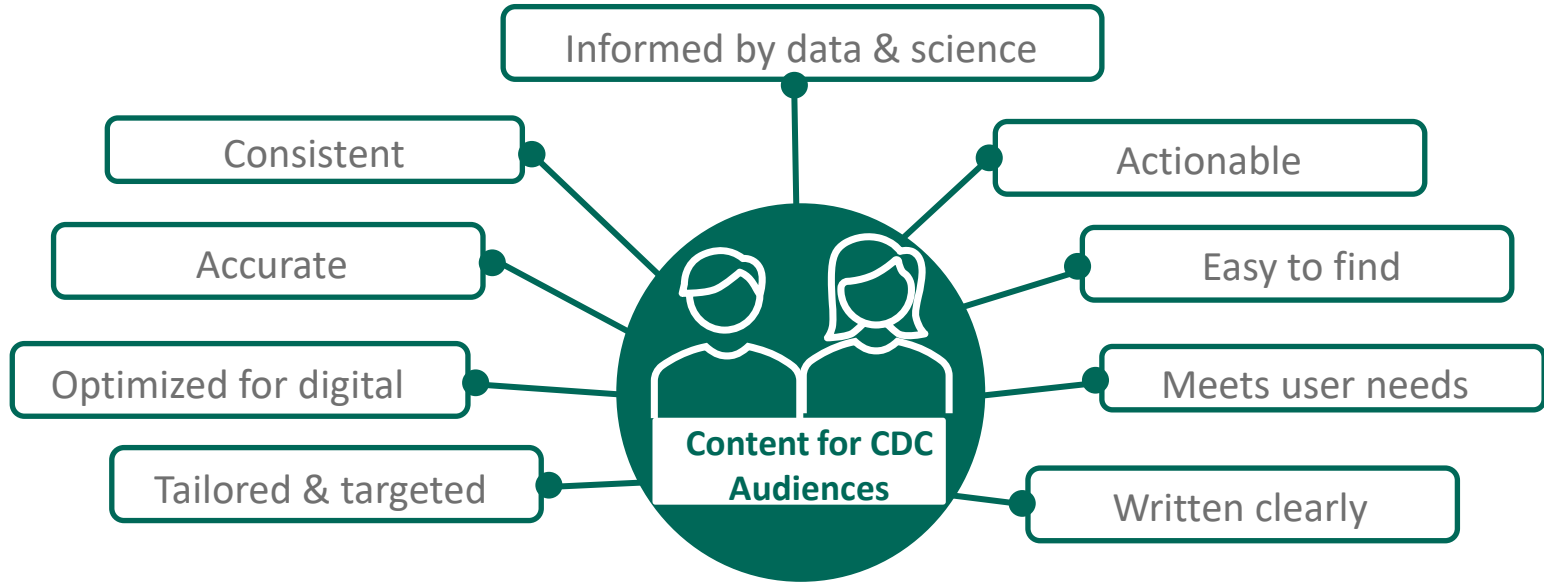# NCHS Website Modernization project

- Modernize the primary digital access point to the nation's health statistics
- Address current challenges
  - Disconnected information
  - Obsolete formats
  - Data and resources are difficult to discover, access, and navigate
- Conduct multi-year project
  - Led by Office of Information Services
  - Supported initially with DMI funds
  - Managed through contracts
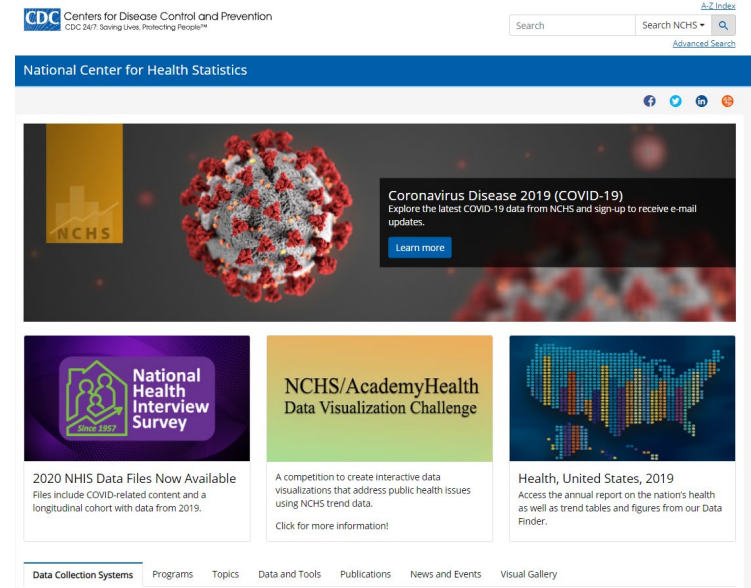
CDC Digital Communication Modernization

- Multi-year initiative to improve CDC's overall communication efforts with optimized content aligned with users' needs

- Focuses on streamlining processes and improving tools for everyone involved in digital communication

- Builds best practices into web publishing processes

- Reduces web content maintenance burden and makes resources available for other priorities

- Ensure better digital communication for all audiences

Better digital communication for all audiences

Informed by data & science

Consistent

Actionable

Accurate

Easy to find

Optimized for digital

Meets user needs

Tailored & targeted

Content for CDC Audiences

Written clearly

Complementary objectives

- CDC Digital Comm Modernization
  - Audiences can find relevant, personalized content and understand it
  - Data and user testing inform all digital products
  - Digital content processes are clear and streamlined
  - Digital First is built into the content creation and design process

- NCHS Website Modernization
  - Focus on digital (and data-driven) formats
  - Improve navigation and organization
  - Tailor site experience for all user types and proficiencies
  - Ensure clear communication using plain language and appealing content

CDC's Clean Slate

- A Digital Communication Modernization and CDC Moving Forward project
  - Provides a "clean slate" for CDC.gov by removing all content
  - Relaunches optimized content on CDC.gov
  - Offers a new look with a unified CDC design and navigation
- Why does CDC.gov need a Clean Slate?
  - Internal reviews of COVID-19 response showed the need to improve our process for getting accurate information to the public faster
  - External reviews showed the need to adapt to industry standards and processes
  - Consumers and professional users were overwhelmed and needed an approachable and easy-to-use site
  - Site was unsustainable with current resources and processes (200,000+ pages)

Clean Slate advances NCHS Website Modernization


CDC Clean Slate

Clean Slate—alternate path to our original destination

- Benefits of pivoting our approach
  - Enterprise solutions
  - Accelerated timelines
  - Agency resources and capabilities
- New approach, tools, and requirements map to NCHS priorities
  - Clear Communication Principles
  - Comprehensive Content Strategy
  - Digital First Principles
  - Information Architecture, Navigation, and Taxonomy
  - User Experience
  - Website Management Processes

Shift in NCHS focus from structure to content

- Currently working to transform and optimize content for new templates
- New content templates
  - Driven by audience, audience needs, communication goal, and key messages
  - Drive page structure, organization, length, language, and length

DATA DRIVEN

RESEARCH BASED
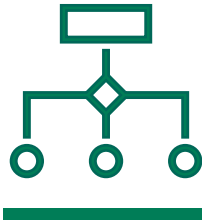
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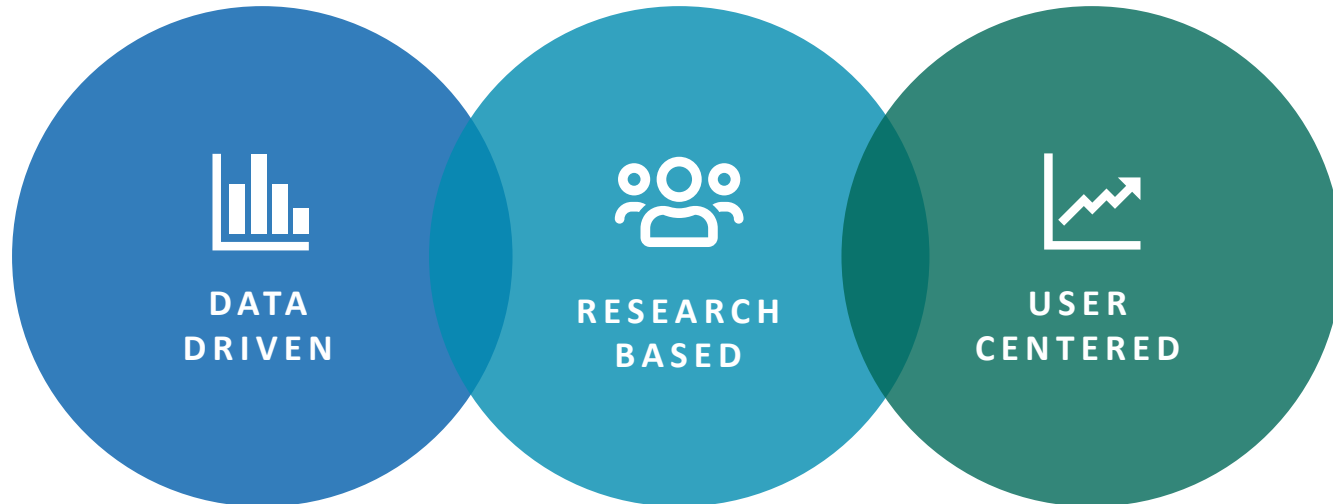
Our work will drive website-wide changes

Consolidated webpages

Tailored links based on automation

Cleaner navigation based on a sophisticated taxonomy

More consistent structures and pages

Plainer language for all content, including professional content

Launching the new CDC.gov

- CDC.gov beta site is now available to preview
- Full site will launch later in spring 2024
- New site will feature improved content, less clutter, a better user experience, and a new look and feel
  - Culmination of efforts to improve communication and keep high-performing, data-driven content
  - Older, unchanging content that meets a validated user need will be available through CDC Stacks or archive.cdc.gov
- Most new CDC content available immediately at launch
  - Some CDC content will return in phases as it is improved throughout 2024
  - **Most NCHS sites will launch later in 2024**
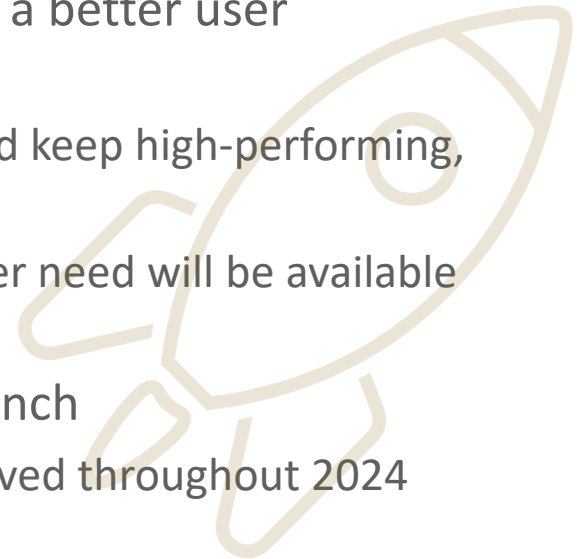
Preview and share feedback on the new site

beta.cdc.gov provides a preview of the new site and an opportunity for partners to share feedback before the new CDC.gov launches

- **Available for one month,** starting on February 27, 2024
  - First promoted to partners via email and then links added for all audiences
- **A banner** at the top of the page will indicate you are on a beta page
  - **Use the feedback link in the banner** to submit feedback
  - Banners will disappear when the site officially relaunches

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.