**Division of Health Informatics and Surveillance  
Communication Office  
Content Strategy Plan – NNDSS Modernization Initiative (NMI)**

# Objective:

Currently, the NNDSS Modernization Initiative (NMI) [website](http://www.cdc.gov/nmi/) serves as the single, communication channel for promoting NMI content. An integral component of the website is the “[Latest NMI News](http://www.cdc.gov/nmi/news.html)” page, where the *Biweekly NMI Technical Assistance Coordination Team Updates*, are currently published.

Plans are underway to develop the NMI news page, as the website’s main area for promoting NMI news, highlights, and updates. To create more value for the Centers for Disease Control’s (CDC) partners and jurisdictions, the Division of Health Informatics and Surveillance Communication Office (DHIS CO) intends to publish this content through multiple communication channels.

# Goals:

In addition to using the web for promoting NMI content, DHIS CO recommends the use of [RSS feeds](http://windows.microsoft.com/en-US/internet-explorer/use-rss-feeds?ocid=IE10_what_feed#ie=ie-10), as an additional communication channel for promoting NMI content. The easy setup, management, and implementation of RSS feeds make it a good option, as a communication channel.

RSS (*Really Simple Syndication*) feeds would offer an easy way to get the latest NMI content delivered directly to a user’s desktop or browser. Users can subscribe to the NMI feed and get the latest news, highlights, and updates. By subscribing, users will have access to the latest NMI content, when updated (This is an example RSS feed for [CDC Features](http://www.cdc.gov/features/featurerss.html)).

After subscribing, users would have the options of reading the feed in a RSS reader, which is downloaded or accessed online, or reading in a browser, such as Internet Explorer. An RSS reader allows a user to scan headlines from a number of news sources, and read in a central location. A feed automatically updates, whenever the content is updated.

Using RSS as an additional communication channel would increase audience awareness of NMI content, while informing the targeted audience of important news and project updates. This effort would further help to build the relationship between CDC and its partner, Council of State and Territorial Epidemiologists (CSTE), by providing jurisdictions with timely communication.

# Strategy:

During the RSS feeds implementation, DHIS CO intends to perform the following:

1. Utilize CDC tools for managing the NMI RSS feeds.
2. Develop RSS feeds for NMI content: news and highlights, and project updates.
3. Display a “Connect with NMI” link on the NMI website, for users to subscribe to the feeds.
4. Engage CSTE in the implementation, by providing CSTE with an RSS feed link to post on its website, or send to jurisdictions, for subscribing to the NMI RSS feeds.

# Metrics:

CDC programs use RSS feeds, as another communication channel, to provide audiences with relevant content on health and safety topics. During the last year, users have viewed CDC RSS feeds **47,788,128** times.

Since the NMI website launch in March 2015, traffic to the NMI news page has steadily increased, and nearly all users, during that period, have bookmarked the page.

Once the NMI RSS feeds are implemented, DHIS CO will routinely review the metrics data, using the Omniture Analytics tool, to measure the success of the implementation.