

## 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*, click the Get Embed Code tab.

- Select the HTML content you want to syndicate.
- 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.

**Note:** In many cases, you may also share your HTML content to Facebook, Twitter, and Google+ from the Media Detail tab on the Preview Window.

## An 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.

**(CDC) Content Source URL**

**Partner URL**

**Pertussis (Whooping Cough) - What You Need To Know**

**Pertussis (whooping cough) is a very contagious disease caused by a type of bacteria called *Bordetella pertussis*. Among vaccine-preventable diseases, pertussis is one of the most commonly occurring ones in the United States.**

**Pertussis Vaccine Protection**

There is high pertussis vaccine coverage for children nationwide. However, protection from the childhood vaccine decreases over time. Preteens, teens and adults need to be vaccinated, even if they were completely vaccinated as children.

Also, pertussis vaccines are very effective but not 100% effective. If pertussis is circulating in the community, there is still a chance that a fully vaccinated person can catch this very contagious disease. When you or your child develops a cold that includes a prolonged or severe cough, it may be pertussis. The best way to know is to contact your doctor.

**Pertussis Symptoms**

Pertussis can cause serious illness in infants, children and adults. The disease starts like the common cold, with runny nose or congestion, sneezing, and maybe mild cough or fever. But after 1-2 weeks, severe coughing can begin.

Unlike the common cold, pertussis can become a series of coughing fits that continue for weeks. Pertussis can cause violent and rapid coughing, over and over, until the air is gone from the lungs and you are forced to inhale with a loud "whooping" sound. In infants, the cough can be minimal or not even there.

Infants may have a symptom known as "apnea." Apnea is a pause in the child's breathing pattern. If your baby is having trouble breathing, take him to a hospital or doctor right away.

**Disease Complications**

Pertussis is most severe for babies; more than half of infants younger than 1 year of age who get the disease must be hospitalized. About 1 in 4 infants with pertussis get pneumonia (lung infection), and about two thirds will have slowed or stopped breathing. Pertussis can be deadly for 1 or 2 infants per 100 who are hospitalized. Learn how pertussis can be treated.

**How Pertussis Spreads**

People with pertussis usually spread the disease by coughing or sneezing while in close contact with others, who then breathe in the pertussis bacteria. Many infants who get pertussis are infected by parents, older siblings, or other caregivers who might not even know they have the disease.

**Pertussis Trends**

Reported cases of pertussis vary from year to year and tend to peak every 3-5 years. In 2010, 27,550 cases of pertussis were reported in the U.S.—and many more cases go unreported. Twenty-seven deaths were reported—25 of these deaths were in children younger than 1 year old.

**Preventing Pertussis**

The best way to prevent pertussis is to get vaccinated. Parents can also help protect infants by keeping them away as much as possible from anyone who has cold symptoms or is coughing.

**Vaccine Recommendations**

**For Infants and Children:** In the U.S., the recommended pertussis vaccine for children is called DTaP. This is a safe and effective combination vaccine that protects children against three diseases: diphtheria, tetanus, and pertussis. For maximum protection against pertussis, children need five DTaP shots. The first three shots are given at 2, 4, and 6 months of age. The fourth shot is given at 15 through 18 months of age, and a fifth shot is given when a child enters school, at 4 through 6 years of age. If a 7-10 year old is not up-to-date with DTaP vaccines, a dose of Tdap should be given before the 11-12 year old check-up.

**For Preteens and Teens:** Vaccine protection for pertussis, tetanus, and diphtheria can decrease with time. Preteens going to the doctor for their regular check-up at age 11 or 12 years should get a booster vaccine, called Tdap. Teens and young adults who didn't get a booster of Tdap as a preteen should get one dose when they visit their health care provider.

**For Pregnant Women:** Pregnant women who have not been previously vaccinated with Tdap should get one dose of Tdap during the third trimester or immediately postpartum, before leaving the hospital or birthing center. By getting Tdap during pregnancy, maternal pertussis antibodies transfer to the newborn, likely providing protection against pertussis in early life, before the baby starts getting DTaP vaccines. Tdap will also protect the mother at time of delivery, making her less likely to transmit pertussis to her infant.

**For Adults:** Adults 19 years of age and older who didn't get Tdap as a preteen or teen should get one dose of Tdap. Getting vaccinated with Tdap at least two weeks before coming into close contact with an infant is especially important for families with and caregivers of new infants.

The easiest thing for adults to do is to get Tdap instead of their next regular tetanus booster—the Td shot that is recommended for adults every 10 years. The dose of Tdap can be given earlier than the 10-year mark, so it's a good idea for adults to talk to a health care provider about what's best for their specific situation.

**More Information**

- Learn more about pertussis disease in English and en español
- Fact sheet describes symptoms of pertussis as well as benefits and risks of vaccination

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