

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.

Note: In many case, you may also share them to Facebook, Twitter, and Google+ from the Media Detail tab on the Preview Window.

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.

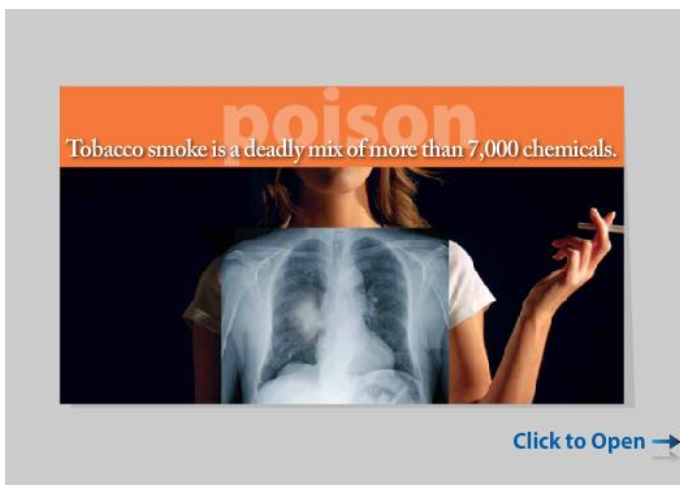
Examples of eCards



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."