

# Have You Heard?

*Facts from the Field*

# CDC

Office for State, Tribal, Local and Territorial Support

## ***Have You Heard?* — FAQs and Submission Guidelines**

### **What is Have You Heard?**

*Have You Heard? Facts from the Field* (or HYH, for short) is a feature from the [Office for State, Tribal, Local and Territorial Support](#) that highlights the accomplishments, successful practices, and innovative programs of state, tribal, local, and territorial (STLT) health departments. HYH is part of CDC's effort to strengthen two-way communication with the field and helps inform staff working at the national, state, and local levels about what is truly happening on the front lines of public health.

### **How do I submit an idea for HYH?**

Anyone may submit content to be considered for HYH. Just submit it to [OSTLTSfeedback@cdc.gov](mailto:OSTLTSfeedback@cdc.gov) with "HYH idea" in the subject line.

### **After I submit an idea, what happens next?**

The HYH team will consider your content and contact you.

### **What makes good HYH content?**

- **Newsworthy** information, data, or statistics about STLT accomplishments and initiatives, particularly those that are innovative or have demonstrated impact.
- **Timely/recent:** Information or resources that are more than a year old will *not* be considered for publication.
- **Succinct** info, data, or statistics—1 to 3 bullets consisting of 20 to 30 words each
- Bullets should highlight:
  - **Great impact data**  
For example: In 10 months, [Foodborne Chicago](#) processed 193 complaints, [resulting](#) in 133 restaurant inspections, with serious violations found in 54 of the restaurants.
  - **Innovative or new practices**  
For example: From May to October, Virginia's Fairfax County sets about 4,000 mosquito traps with its [Disease Carrying Insects Program](#) and then tests the traps for West Nile virus.
  - **Partnership and planning**  
For example: Through the [Asheville Project](#), employees with diabetes who teamed up with their community pharmacists experienced improved blood glucose control, lower total healthcare costs, and fewer sick days.



- Every bullet should contain **at least one hyperlink** that links directly to the data, statistics, or accomplishments mentioned.
  - Hyperlinks should *not* link to CDC websites or resources
- For HYH examples, look at archived HYHs by [topic](#) and [date](#).

#### **Who is the HYH audience?**

The audience is STLTs and other public health professionals.

#### **How are HYHs disseminated and promoted?**

Employees in STLT public health agencies, along with other subscribers in the field, receive the emails through CDC GovDelivery email messages. The HYH also goes out to CDC staff through CDC Today and is promoted on the [CDC STLT Connection Facebook page](#). It may even be tweeted by the CDC Director.

#### **How often is HYH sent out?**

HYH has no set schedule and is sent out only when there is interesting, recent, and newsworthy information from the field to share.

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Be sure to [subscribe](#).