



# CDC's Digital First Approach: Enhancing User Experience on CDC's Vaccines Site



The background of the slide features a light gray gradient. In the center-left, there is a graphic illustration of various hands interacting with different electronic devices. These include a smartphone with a calendar icon, a tablet with a globe icon, a laptop with a video camera icon, and several smaller phones and tablets showing icons like a shopping cart, email, and a video play button. The hands belong to people of different skin tones, suggesting a diverse user base. The overall theme is digital connectivity and user interaction.

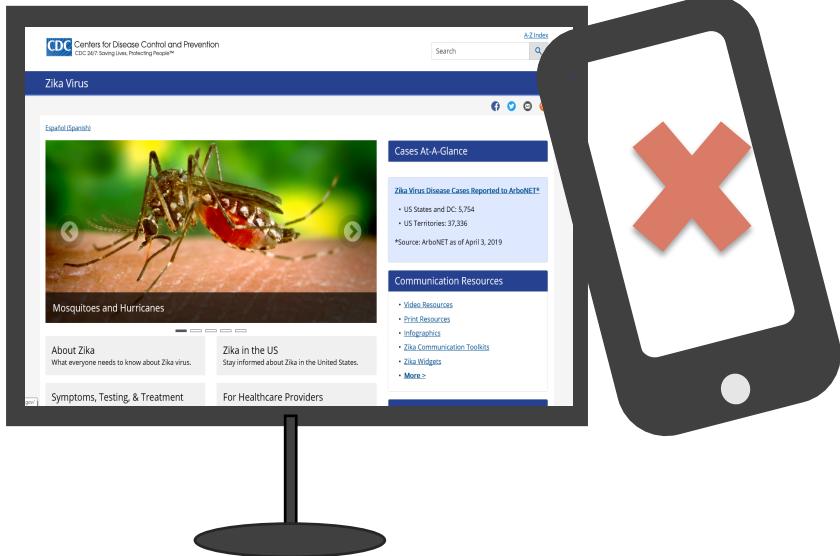
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# Part I: Digital First...

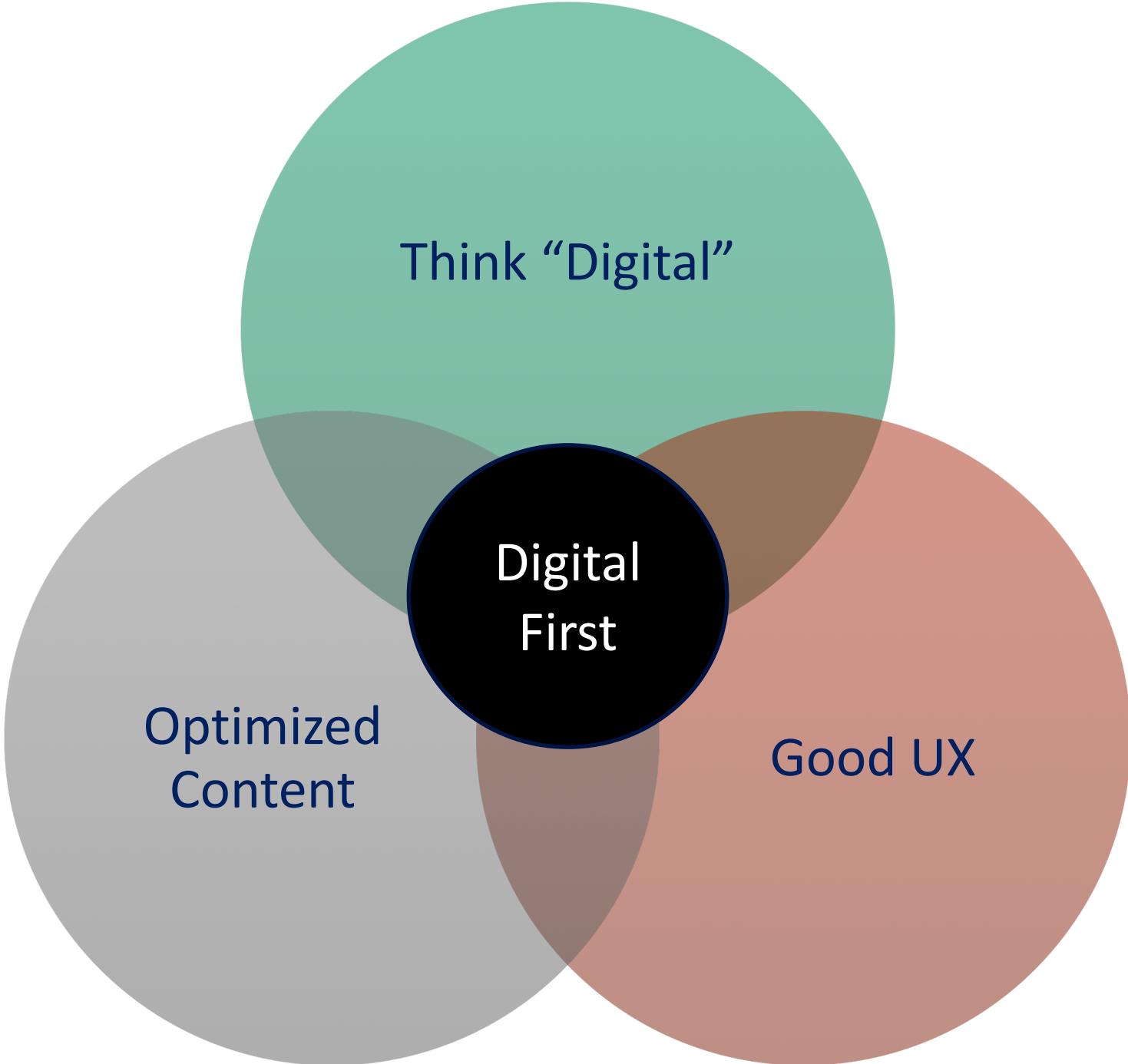


# Lessons from Zika

- Lots of “high value” print materials (PDFs, Infographics, fact sheets, etc. ) buried on site.
- Not optimized for a mobile experience.
- Long complex content – “wall of text”



The image shows two examples of CDC's Zika communication materials. On the left is a screenshot of a web page titled 'CDC's Response to Zika: ZIKA: THE BASICS OF THE VIRUS AND HOW TO PROTECT AGAINST IT'. It includes sections on 'About Zika', 'How Zika Spreads', and 'Zika Symptoms', along with a 'Communication Resources' sidebar. On the right is a mobile-optimized infographic titled 'TOP 5 THINGS EVERYONE NEEDS TO KNOW ABOUT ZIKA'. It lists five key points: 1. Zika primarily spreads through infected mosquitoes. You can also get Zika through sex. 2. The best way to prevent Zika is to prevent mosquito bites. 3. Zika is linked to birth defects. 4. Pregnant women should not travel to areas with risk of Zika. 5. Returning travelers infected with



# CDC's Digital First Approach

CDC uses a digital first approach to make digital content more usable, effective and accessible on multiple devices.

- With digital first, we optimize our content for digital delivery from the very beginning, recognizing that digital is the primary way our audiences access CDC information.

The image displays the CDC website for the US Opioid Crisis, specifically focusing on maternal and infant health. The desktop view shows a detailed page with a sidebar containing links like 'Reproductive Health', 'About Us', 'Programs and Activities', 'Preparedness and Response', 'Risk Assessment System', 'CDC Activities (ART)', and 'Email Updates'. The main content area features a chart titled 'The Toll' comparing 2015 and 2016 opioid use disorder rates among women, with a large purple arrow indicating a four-fold increase. Below the chart, it states: 'Opioid use disorder has gone up more than 4 times among pregnant women.' and 'The rate of overdose deaths among women rose 20% in one year.' The mobile phone view shows a simplified version of the same content, highlighting the key message about the four-fold increase in opioid use disorder among pregnant women.

# **Part II: Vaccines for Your Children Website**

CDC site



## For Parents: Vaccines for Your Children



[<< Back to Vaccines Home](#)



National Infant  
Immunization Week  
IMMUNIZATION.  
POWER TO PROTECT.

APRIL 27 - MAY 4, 2019



[Growing Up with  
Vaccines: What  
Should Parents  
Know?](#)



[#Vaccines  
By The  
Numbers](#)



[How Vaccines Work](#)

### Why Vaccinate?

On-time vaccination throughout childhood is essential because it helps provide immunity before children are exposed to potentially life-threatening diseases. Vaccines are tested to ensure that they are safe and effective for children to receive at the recommended ages.

### Protect your Child at Every Age

Find age-specific vaccine information for your child from birth through 18 years.

### Making the Vaccine Decision

Learn about how vaccines work, vaccine safety and risks, and answers to common questions.

### Your Child's Vaccine Visit

Find out what to do before, during and after your child's vaccine visit.

### Records & Requirements

Learn about immunization records and state vaccine requirements for child care and school.

### Immunization Coverage in the U.S.

Review estimates of the number of babies and teens who have received recommended vaccines.

### Travel and Vaccines

- Redesign the site using a “digital first” approach.

# Background

**Primary Audience:**

Parents who wanted more information on vaccinations for their children or teenagers

**Key Message:**

Vaccinate your children from potentially life threatening diseases

**Primary method of delivery:**

60% + Mobile devices

**Concerns:**

- Great content “locked away” in PDFs
- Non-intuitive navigation
- Text heavy, content not optimized for mobile presentation



# **Part III: Top “Digital First” Techniques**

What worked well....

# 12 Top Techniques

1. Design for Mobile
2. Optimize Page Titles
3. Use Descriptive Headings
4. Write Short Page Summary
5. Identify and Prioritize Key Messages
6. Structure Content Based on User Goals
7. Highlight Key Content with Callout Boxes
8. Chunk Text for Easier Scanning
9. Make Key Links Stand Out
10. Design Navigation to be Clear, Concise, Easy to Understand
11. Use Images that Add Value and Support Key Messages
12. Optimize Infographics for Digital Consumption



## 1. Design for Mobile

- Prioritize content **in order of importance**.
- Place most important information **within the first 1-2 screenfuls** of the page.
- Avoid **pushing key content too far down** on the page.
- Avoid placing features, fact sheets, PDFs, and other resources **above critical content**.
- Ensure links are **easy to scan and easy to tap** on mobile. Lists, buttons, and other large target areas make mobile links easier to tap.



## Example

# 1. Design for Mobile

The redesigned Digital First version **begins the page with key information about the vaccine** and answers key questions about when children should receive the vaccine.

The screenshot shows a mobile web page from the CDC's 'Vaccines for Your Children' site. At the top, the CDC logo and a search icon are visible. Below the header, the text 'Vaccines for Your Children' and 'A resource for parents' is displayed. A section titled 'Measles' is shown, featuring a decorative border of small icons. The main content area contains text about the MMR shot: 'Getting the measles-mumps-rubella shot (called the MMR shot) is the **best way to protect against measles**. Doctors recommend that all children get the MMR shot.' Below this, a question 'When should my child get the shot?' is followed by two dose sections: 'DOSE #1 12-15 months' and 'DOSE #2 4-6 years'. A note at the bottom states: 'Doctors recommend that your child get **two doses** of the MMR shot for best protection.'



## 2. Optimize Page Titles

- Write clear page titles that accurately reflect the page content.
  - Lead with most important key words.
  - Consider SEO (search engine optimization) in the development of page titles.

The Digital First page title is more concise and easier to understand. Page title could be revised to “Measles Vaccine”.

The screenshot shows a web page from the Centers for Disease Control and Prevention (CDC). The header includes the CDC logo and the text "Centers for Disease Control and Prevention" and "CDC 24/7: Saving Lives. Protecting People™". A search bar and an "A-Z Index" link are also in the header. The main navigation bar is teal and contains the text "Vaccines for Your Children" and "A resource for parents". Below this, a breadcrumb trail shows "Parents Home > Your child's vaccines". On the left, a sidebar menu lists "Parents Home", "Why vaccinate", "Vaccine schedule", "Your child's vaccines" (which is currently selected), "Combination vaccines", "Chickenpox (Varicella)", and "Diphtheria". The main content area has a white background and features the text "Vaccine for Measles" in large blue letters. Below this, there is a decorative graphic of various viruses and bacteria. A callout box contains the text "Getting the measles-mumps-rubella shot (called the MMR shot) is the **best way to protect against measles**. Doctors recommend that all children get the MMR shot." Social media sharing icons (Facebook, Twitter, Email, Print) are located at the top right of the main content area.



### 3. Use Descriptive Headings

- Use headings to
  - Break up text.
  - Set expectations: Users are willing to scroll, but in order to do so, they need confirmation that the information they are looking for is included on the page. Headings should be used to quickly and clearly communicate page content.
- Use mixed case (first letter capitalized) for headings.
- Write descriptive headings that answer key questions. This helps users who are scanning (on desktop) or swiping (on mobile) quickly to take away critical messages.
- Avoid questions as headings (when possible).



## Example

### 3. Use Descriptive Headings

The Digital First page uses sentence case for headings within body content to help make the headings easier to scan and read. See “How vaccines prevent disease”. The Digital First page also uses headings to communicate key messages such as “Vaccines do not make a mild illness worse”.

#### How vaccines work

##### Overview

As a parent, you want to protect your little one from harm. Before you decide to vaccinate your baby, you may wish to know more about:

- [how vaccines work](#)
- [how vaccines work with your baby's immune system](#)
- [vaccines side effects/risks](#)
- [vaccines ingredients](#)
- [vaccine safety](#)



Use this page to find this information as you make the vaccine decision. If you have more questions, talk with your child's doctor or see the [common questions about vaccines](#) for additional information.

#### How vaccines prevent disease

The diseases vaccines prevent can be dangerous, or even deadly. **Vaccines reduce your child's risk of infection by working with their body's natural defenses to help them safely develop immunity to disease.**



#### Headings with Mixed Case

#### Vaccines do not make a mild illness worse

Vaccines only have a tiny fraction of the bacteria and viruses that children encounter naturally. Because of this the immune system can handle getting vaccines to build immunity to diseases and fight minor illnesses at the same time. However, vaccines may cause mild side effects. These side effects are very minor and



#### Heading with Key Message



## 4. Write Short Page Summary

- Use page summaries to help users **quickly identify** the most important messages and more **easily find key information**.
- Include **1 sentence** to ensure messages are **concise**. If longer than 2 sentences, **consider bullets** or a space between paragraphs. *Parents missed or glossed over summary boxes that were too long.*
- **Bold key phrases** and avoid italicized text. *Parents did not perform as well when summary boxes did not include bold text or used italicized text.*
- Use **active text that is direct and easy to digest**. *Parents did not respond as well to messages that were passive, overly general, or not in concise, direct statements.*
- Structure summaries so most important words appear in the **first 3-5 words** of the summary.



## Example

# 4. Write Short Page Summary

The page title is "Vaccines for Your Children" with the subtitle "A resource for parents". A dropdown menu shows "11 - 12 years" is selected. Below it is a photo of a smiling boy with a "11-12 years" badge. The text says: "There are 4 vaccines recommended for preteens. These vaccines can prevent very serious diseases like meningitis and HPV cancers."

**Works Well:**  
Key phrases bold, concise summary with actionable information. Two sentences includes a break in between.

The page title is "Vaccines for Your Children" with the subtitle "A resource for parents". A dropdown menu shows "Measles" is selected. Below it is a decorative border of small icons. The section title "Measles" is bolded. The text says: "Getting the measles-mumps-rubella shot (called the MMR shot) is the **best way to protect against measles**. Doctors recommend that all children get the MMR shot."

**Works OK:**  
Includes bold and italicized text. Italics did not work as well as text that was only bolded.

The page title is "Vaccines for Your Children" with the subtitle "A resource for parents". A dropdown menu shows "What to do if your child is sick" is selected. The text says: "If your child has a mild illness, it's usually okay to get vaccinated. Doctors recommend that you get your child's vaccines on time and can help you decide if vaccines can be safely given."

**Needs Improvement:**  
No bold message. Long summary, not written in active voice.



## 5. Identify and Prioritize Key Messages

- Identify the single most important content message for each page.
- Use inverted pyramid style of writing. Place the most important info first. Parents performed best on pages where the most important information was included at the top of the page.
- Ensure each key message is clear and that critical information stands out.
- Avoid pages that begin with features that overshadow the most important information.
- Avoid placing fact sheets and resources at the top of the page. Parents stated that they wouldn't start by going to the fact sheet.
- Avoid placing content in PDFs. Most parents stated that they didn't want to open a PDF to find important content.



Example

## 5. Identify and Prioritize Key Messages

The redesigned page quickly answers key questions that a parent might have about the vaccine.

The screenshot shows a mobile-optimized version of the CDC's website. At the top, the CDC logo and the text "Centers for Disease Control and Prevention" are visible, along with a search icon. Below this, a teal header bar reads "Vaccines for Your Children" and "A resource for parents". The main content area has a white background. A section titled "Measles" features a decorative border of small icons. Below the title, a paragraph explains that getting the MMR shot is the best way to protect against measles. Another section, "When should my child get the shot?", provides information about the timing of doses: "DOSE #1" at 12-15 months and "DOSE #2" at 4-6 years. A note at the bottom states that two doses are recommended for best protection.

Vaccines for Your Children  
A resource for parents

Measles

Measles

Getting the measles-mumps-rubella shot (called the MMR shot) is the **best way to protect against measles**. Doctors recommend that all children get the MMR shot.

When should my child get the shot?

DOSE #1  
12–15 months

DOSE #2  
4–6 years

Doctors recommend that your child get **two doses** of the MMR shot for best protection.



## 6. Structure Content Based on User Goals

- Consider **users' key goal** in coming to the page.
- Structure pages to **answer users' key questions**.
- Identify the **optimal path a user should take** to explore additional content. *What should users do after visiting the page? What resources would be most helpful? Where should they go next?*
- Highlight the **most important links** to make them **easy to find** and help users to know what to do next.
- Use **callout boxes and action buttons** to highlight the most important links and help direct users along their journey



## Example

# 6. Structure Content Based on User Goals

### User Goals & User Journey:

The 11-12 year old page clearly considers users' questions (how many vaccines will my child receive, what are they, what do the vaccines do, etc.).

The page begins with **1.** a key message to **answer users' top questions** (page summary box) and then places **2.** the **most important information first** (a list of vaccines with links to additional info about each vaccine).

After the list of vaccines, the section ends **3.** with an '**action button**' to view the full schedule. This button helps to direct users to the next most important resource that they may want to visit.

1 →

2 →

3 →

The screenshot shows a webpage from the CDC's 'Vaccines for Your Children' site. At the top, the CDC logo and the text 'Centers for Disease Control and Prevention' are visible, along with a search icon. Below this, a teal header bar reads 'Vaccines for Your Children' and 'A resource for parents'. A dropdown menu shows '11 - 12 years'. The main content area features a circular badge with '11-12 years' and a soccer ball. To the right is a photo of a smiling young boy. Below the badge, text states: 'There are 4 vaccines recommended for preteens. These vaccines can prevent very serious diseases like meningitis and HPV cancers.' In the center, a large heading asks, 'What vaccines will my 11-12 year old get?'. Below it, text says, 'At 11 - 12 years old, your pre-teen should receive the following vaccines:' followed by a bulleted list of four vaccines: Meningococcal Conjugate Vaccine (1 Dose), HPV Vaccine for Preteens and Teens, Tdap Vaccine (1 Dose), and Flu Vaccine (Every Year). Each item has a brief description. At the bottom right is a blue button labeled 'View Full Vaccine Schedule'.



## 7. Highlight Key Content with Callout Boxes

- Use **colored callout boxes** to draw attention to key content. *Colored callout boxes made it easier for parents to find tips and key messages.*
- Use **headings** to summarize content.
- Use **bold text** to highlight messages.
- Use **bullets** to help break up content and make it easier to scan.
- Add **icons or an image** for visual interest.
- **Do not overuse** as it may impact usability. *Pages that had too many callouts or too many different styles/colors of callout boxes felt cluttered to parents.*
- Select **one (or two styles)** for callout boxes. Use **light background colors**.



## Example

# 7. Highlight Key Content with Callout Boxes

Example of callout boxes that use icons, headings, bold text and bullets to communicate key messages.



Treat side effects from vaccines by:

- Putting a cool, wet washcloth on the sore area
- Asking your child's doctor about using pain- or fever-reducing medicine



A mild illness is usually not a reason to reschedule a vaccination visit. It's important that children get their vaccines on time to get the best protection against serious diseases.



## 8. Chunk Text for Easier Scanning

- Use **smaller paragraphs / blocks** of text.
- Ensure page **has lots of white space** so page feels less cluttered.
- Use lots of **headings** to break up the lists on the page.
- Use **bullets, lists, callout boxes, images, and modules** to break up long paragraphs of text.
- **Bold** key phrases and avoid bolding **entire sentences** or lists.
- **Avoid two columns** or modules on the left/right side of pages. *This makes content harder to scan (on larger viewports) as this interrupts the flow of reading and scanning.*
- **Use short chunks with highlighted messages:** *Key information needs to be bulleted or in callout boxes to make it stand out as mobile users swipe very quickly up and down a page.*



## Example

# 8. Chunk Text for Easier Scanning

Example of how taking content from paragraphs of text and placing it into a bulleted list improves readability and ease of scanning.

## What are the side effects?

Most children don't have any side effects from the shot. The side effects that do occur are usually very mild, such as a fever, rash, soreness or swelling where the shot was given, or temporary pain and stiffness in the joints (mostly in teens and adults). More serious side effects are rare. These may include high fever that could cause a seizure.

Current Page



## What are the side effects?

Most children don't have any side effects from the shot. The side effects that do occur are usually very mild, such as:

- Soreness, redness, or swelling where the shot was given
- Fever
- Mild rash
- Temporary pain and stiffness in the joints

More serious side effects are rare. These may include high fever that could cause a seizure.

Digital First Page



## Example

# 8. Chunk Text for Easier Scanning



## What NOT To Do:

1. Avoid bolding large sections or sentences of text.
2. Avoid the use of checkboxes unless there is a need to use them
3. Carefully consider whether or not to use multiple columns (on larger viewports) as it can interrupt the flow of the page.

1



Children with a mild illness or fever may still get vaccines



Doctors at leading health organizations, like the Centers for Disease Control and Prevention (CDC), the American Academy of Pediatrics, and the American Academy of Family Physicians recommend that children with mild illnesses receive their vaccinations on schedule. Because a mild illness does not affect how well the body responds to a vaccine, your child may still be vaccinated if he or she has:

- A low grade fever (less than 101 degrees Fahrenheit)
- A cold, runny nose, or cough
- An ear infection (otitis media)
- Mild diarrhea

A mild illness is usually not a reason to reschedule a vaccination visit. It's important that children [get their vaccines on time](#) to get the best protection against serious diseases.

3



When should my child get the shot?

DOSE #1  
12-15 months

DOSE #2  
4-6 years

Doctors recommend that your child get **two doses** of the MMR shot for best protection.

Your child will need **one dose** at each of the following ages:

- [12 through 15 months](#)
- [4 through 6 years](#)

Why should my child get the shot?



- Protects your child from measles, a potentially serious disease, as well as mumps and rubella.
- Prevents your child from getting an uncomfortable rash and high fever from measles.
- Keeps your child from missing school or child care (and keeps you from missing work to care for your sick child).

1-2 Months

- Diphtheria, tetanus, and whooping cough (pertussis) (DTaP)  
1st Dose
- Haemophilus influenzae type b (Hib)  
1st Dose
- Hepatitis B  
2nd Dose
- Polio (IPV)  
1st Dose
- Pneumococcal (PCV)  
1st Dose
- Rotavirus (RV)  
1st Dose

Vaccines at 1-2 Months

2





## Example

# 8. Chunk Text for Easier Scanning



## What TO Do:

The 1-2 Month page is an excellent example of a page that is chunked well, easy to scan, and visually appealing. Key features:

1. Includes appealing images
2. Includes page summary
3. Several bulleted lists
4. Lots of headings
5. Ample white space
6. Use of callout boxes
7. Use of buttons for key links

The screenshot displays the CDC's 'Vaccines for Your Children' website, specifically the 'Baby Vaccines at 1-2 Months' section. The page is clean and organized with several key features:

- Header:** CDC Centers for Disease Control and Prevention, CDC 24/7 Saving Lives. Protecting People.  
A-Z Index | Search
- Main Content Area:**
  - Baby Vaccines at 1-2 Months:** A large image of a smiling baby with the text '1-2 months' overlaid.
  - Text:** Protect your baby against 14 potentially serious diseases before 2 years old with vaccines.
  - List:** What vaccines will my baby get?
    - At 1 – 2 months, your baby should receive vaccines to prevent the following diseases:
      - Hepatitis B (2nd dose)
      - Diphtheria, Tetanus, and Whooping Cough (DTaP)
      - Haemophilus influenzae Type B (Hib)
      - Polio (IPV)
      - Pneumococcal (PCV)
      - Rotavirus (RV)
  - Callout Box:** Well-child visits tracker. Record your baby's vaccines, weight, height, and developmental milestones. Download Checklist of Immunizations and Developmental Milestones (12 Pages).
  - Text:** What to expect at your check-up. Get tips to prepare for your baby's well-child visits.
  - List:** At 1 – 2 months, your baby should:
    - Begin to smile at people
    - Coo and make purring sounds
    - Begin to follow things with eyes
    - Hold head up
  - Text:** Learn more about developmental milestones at: [Learn the Signs. Act Early.](#)
  - Section:** After a vaccination. After your baby gets a vaccination:
    - Your baby may be extra fussy and develop a mild rash or fever
    - Place a cool, damp cloth on the injection area to help reduce redness and soreness at the injection site.
    - Read the [Vaccine Information Sheets](#) your doctor provided to learn about the possible side effects your child may experience.
    - Pay extra attention to your child for a few days after vaccination. If you see something that concerns you, call your child's doctor.
  - Section:** Vaccine schedule. CDC's immunization schedule is based on recommendations from the Advisory Committee on Immunization Practices (ACIP) and is approved by the American Academy of Pediatrics (AAP) and the American Academy of Family Physicians (AAFP).
  - Callout Boxes:** Comfort Your Child, Childcare / Schools, Paying for Vaccines.
  - Text:** Tips on how to comfort your child and make shots less stressful. Requirements for immunizations vary by state. State vaccination requirements for childcare and school. Vaccines for Children (VFC) Program.
  - Callout Box:** Comfort Your Child. I can do how I comfort my child and make shots less stressful. Your child's vaccine visit.



## 9. Make Key Links Stand Out

- Highlight links so that they stand out.
  - Place links
    - on a new line so they don't get lost within a paragraph of text.
    - at beginning or the end of sentences.
    - at the beginning of bullets.
  - Try to avoid links in the middle of a sentence.
- Use callout boxes to highlight important links.
- Use 'action buttons' to emphasize important links.



## Example

# 9. Make Key Links Stand Out



## What NOT To Do:

1. The first example shows a number of links that are hard to see because they are **buried within paragraphs of text**.
2. The second example show an example of using too many vertical cards for related items. In UX testing, using too many vertical cards in a row **acted like a ‘scroll stopper’** and users tended not to scroll to the bottom of the page to view additional content.

1 →

### Before the visit

Do some research and read about the shots your child is getting.

- Read any vaccine materials you received from your child's healthcare professional and write down any questions you may have.
- Use this [Instant Childhood Immunization Schedule](#) tool to see which shots are recommended for your child's age.
- Learn more about the benefits and risks of the vaccines that your child will receive by reviewing the corresponding [Vaccine Information Statements](#). You can also request Vaccine Information Statements at the doctor's office.
- Find your child's personal immunization record and bring it to your appointment. An up-to-date record tells your doctor exactly what shots your child has already received.



2 →

<b>Comfort Your Child</b>  Tips on how to comfort your child and make shots less stressful <a href="#">Your child's vaccine visit</a>	<b>Childcare / Schools</b>  Requirements for immunizations vary by state <a href="#">State vaccination requirements for childcare and school</a>	<b>Paying for Vaccines</b>  If you need help paying for your child's vaccines, learn more <a href="#">Vaccines for Children (VFC) Program</a>
<b>Staying on track</b>  The schedule is designed to provide the right protection at the right time <a href="#">6 Reasons to follow the immunization schedule</a>	<b>Shots while sick?</b>  Children with mild illnesses may still get vaccines, even if they have a fever <a href="#">Vaccines when your child is sick</a>	<b>Possible side effects</b>  Millions of children in the US have been and continue to be safely vaccinated every year with no or only mild side effects <a href="#">Possible vaccine side effects</a>



## Example

# 9. Make Key Links Stand Out



## What TO Do:

1. The first example shows a list of links nicely grouped in a 2-column block list and includes an “action” button to view more.
2. The second example includes a bulleted list with the links appearing at the **beginning of each line** with an “action” button to highlight an important link.
3. The third example shows how **placing a link on a new line** can help the link stand out visually from the content.

1

**Find Vaccines by Age**

Vaccines	Age
Pregnancy	2 - 3 years
Birth	4 - 6 years
1 - 2 Months	7 - 10 years
4 months	11 - 12 years
6 months	13 - 18 years
7 - 11 months	Adoption
12 - 23 months	

[View Full Vaccine Schedule](#)



Tips on how to comfort your child and make shots less stressful

3

[Your child's vaccine visit](#)

2

What vaccines will my 11-12 year old get?

At 11 - 12 years old, your pre-teen should receive the following vaccines:

- [Meningococcal Conjugate Vaccine \(1 Dose\)](#)  
Helps protect against some of the bacteria that can cause meningococcal disease, including sepsis and meningitis.
- [HPV Vaccine for Preteens and Teens](#)  
Helps protect both girls and boys from HPV infection and cancers caused by HPV.
- [Tdap Vaccine \(1 Dose\)](#)  
Helps protect against tetanus, diphtheria and pertussis (whooping cough).
- [Flu Vaccine \(Every Year\)](#)  
Helps protect against flu virus.

[View Full Vaccine Schedule](#)



## 10. Design Navigation to be Clear, Concise, Easy to Understand

- Ensure that the navigation is **easy to understand and logical** to users.
- Link labels should be **clear, concise, and descriptive**.
- Avoid labels that use “**marketing-speak**”. Instead use clear labels.
- Use **title case** for capitalization in navigation (first letter of every word capitalized)
- Use concise labels and consider the **length of the titles**. Try to keep structures to **7-10 links (for each level of navigation)**.
- Place the **most important links** at the top of the list. Consider the order in which users might want to digest the information and design the navigation to correspond to that.



## Example

# 10. Design Navigation to be Clear, Concise, Easy to Understand

### Current Navigation:

The current site had several links that wrapped onto multiple lines or use long, overly complex link labels such as “Protect Your Child at Every Age,” “Making the Vaccine Decision,” and “Diseases that Vaccines Prevent.”

### Redesigned Navigation:

The redesigned navigation uses shorter labels that are more descriptive and clear.

\*Parents were **32% MORE successful** using the Digital First navigation than the Current navigation.

A screenshot of a sidebar menu titled "Parents Home". The menu items are: Protect Your Child at Every Age, Making the Vaccine Decision, Your Child's Vaccine Visit, Diseases that Vaccines Prevent, Records and Requirements, Immunization Coverage in the US, Travel and Vaccines, and Resources.

Current Nav

A screenshot of a sidebar menu titled "Parents Home". The menu items are: Why vaccinate, Vaccine schedule, Your child's vaccines, Before, during, and after your child's vaccine, Questions about vaccines, Vaccine records, Travel and vaccines, and Resources. The "Vaccine schedule" item is highlighted with a blue border.

Digital First Nav





## Example

# 10. Design Navigation to be Clear, Concise, Easy to Understand

### Use Clear Labels:

- Protect your child at every age → Vaccination schedule
- Making the Vaccine Decision → Why vaccinate
- Diseases that Vaccines Prevent → Your child's vaccines

The screenshot shows a vertical navigation menu on a white background. At the top is a blue header bar with the text "Parents Home". Below it is a list of items with small icons: "Protect Your Child at Every Age" (house), "Making the Vaccine Decision" (stethoscope), "Your Child's Vaccine Visit" (plus sign), "Diseases that Vaccines Prevent" (green bar), "Records and Requirements" (book), "Immunization Coverage in the US" (chart), "Travel and Vaccines" (airplane), and "Resources" (link). Each item has a plus sign to its right.

Current Nav

The screenshot shows a vertical navigation menu on a white background. At the top is a blue header bar with the text "Parents Home". Below it is a list of items with small icons: "Why vaccinate" (plus sign), "Vaccine schedule" (blue bar), "Your child's vaccines" (plus sign), "Before, during, and after your child's vaccine" (plus sign), "Questions about vaccines" (plus sign), "Vaccine records" (plus sign), "Travel and vaccines" (plus sign), and "Resources" (link). A large blue arrow points from the "Vaccine schedule" item towards the "Current Nav" screenshot.

Digital First Nav



## 11. Use Images that Add Value and Support Key Messages

- Use images to add **visual appeal and interest**.
- Images can be used to help **brand** a group of pages, **reinforce the page title**, and **set the tone** for the page.
- Select images that add **value and support content key messages**.
- Use images to help **break up content** and make a page easier to scan.
- Avoid using lots of images solely for decoration.



## Example

# 11. Use Images that Add Value and Support Key Messages

## X What NOT To Do:

Parents thought some images on the Digital First pages were too big or did not provide any additional value.

Vaccines When Your Child Is Sick

In your child has a mild illness, it's usually okay to get vaccinated. Doctors recommend that you get your child's vaccines on time and can help you decide if vaccines can be safely given.

Children with a mild illness or fever may still get vaccines

Doctors at leading health organizations, like the Centers for Disease Control and Prevention (CDC), the American Academy of Pediatrics, and the American Academy of Family Physicians recommend that children get their routine vaccinations even if they're sick or have a fever. Because a mild illness does not affect how well the body responds to a vaccine, he or she will still need to be vaccinated if:

- A low-grade fever (less than 101 degrees Fahrenheit)
- A cold, runny nose, or cough
- An ear infection (without fluid)
- Mild diarrhea

A mild illness is usually not a reason to reschedule a vaccination visit. It's important that children get immunized on time, to get the best protection against serious diseases.

Vaccines do not make a mild illness worse

Vaccines help form a tiny fraction of the body's immune system. They don't contain live viruses or bacteria that could cause disease. Instead, they contain parts of the virus or bacteria that trigger the immune system to respond. If your child has a fever or other symptoms, it's still safe to get his or her shots. Side effects from vaccines are usually minor and easily treatable. They usually consist of one or more of the following:

- A low-grade fever
- Soreness or swelling where the shot was given

Children taking antibiotics can get vaccines

Antibiotics will not affect how your child's body responds to vaccines. If your child is taking antibiotics for a bacterial infection, it's still safe to get his or her shots.

Serious illness may affect the vaccines your child gets

Children with a moderate or serious illness, with or without fever, may need to wait until they're better to get some vaccines. Your child may not receive some vaccines if he or she has:

- A chronic health condition (like cancer)
- A weakened immune system (like if undergoing chemotherapy or taking certain medications after a transplant)
- Had a severe allergic reaction to a previous dose of a vaccine or its ingredients in the past

If your child has a serious illness or medical condition, talk to your child's doctor or nurse. They can help determine which vaccines your child can and cannot get at each visit and how to best protect your child's health.

Related Articles

- Preparing for Your Child's Vaccination
- How to Hold Your Child During a Vaccination
- Make Shots Less Stressful

CDC Last Review: November 10, 2016  
Centers for Disease Control and Prevention | Immunization and Respiratory Diseases

Serious illness may affect the vaccines your child gets

Children with a moderate or serious illness, with or without fever, may need to wait until they are better to get some vaccines.

Your child may not receive some vaccines if he or she has:

- A chronic health condition (like cancer)
- A weakened immune system (like if undergoing chemotherapy or taking certain medications after a transplant)
- Had a severe allergic reaction to a previous dose of a vaccine or its ingredients in the past





## Example

# 11. Use Images that Add Value and Support Key Messages



## What Worked WELL:

The images on the “age” pages worked to:

- Brand page titles
- Provide visual interest
- Set a friendly tone for the page content

### Baby Vaccines at 1-2 Months



Protect your baby against **14 potentially serious diseases** before 2 years old with vaccines.

### Vaccines at 11 – 12 Years



There are **4 vaccines recommended for preteens.**

These vaccines can **prevent very serious diseases** like meningitis and HPV cancers.



## 12. Optimize Infographics for Digital Consumption

- Use a **Digital First approach** by designing images first for digital consumption and then using these images for print materials.
- Use images from infographics that provide additional value to help **illustrate a point** or make info **easier to understand**.
- Redesign images from infographics to format them for the web by making sure that they are **simple, easy to scan, easy to understand, and not overly complex**.
- Avoid using images that are **designed for print**.
- Avoid using **images with text** when possible.
- Avoid using **complex images with content in multiple columns**.



## Example

# 12. Optimize Infographics for Digital Consumption



## What NOT To Do:

1. The first image serves as a title for the infographic and provided little value when added to the webpage.
2. The second image has content in multiple columns and was **hard to scan** on the web as it was not designed for a Digital First experience.

1

## MEASLES

*More than just a little rash*

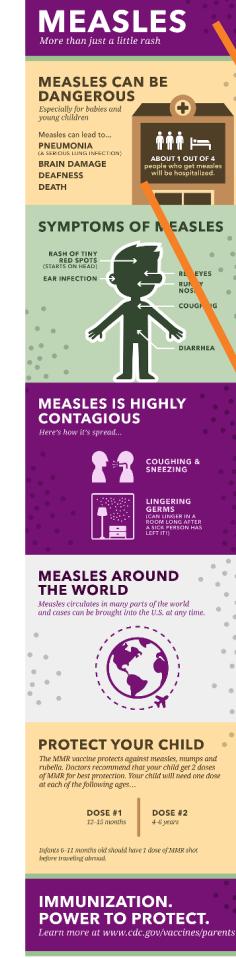
2

## MEASLES CAN BE DANGEROUS

*Especially for babies and young children*

Measles can lead to...

**PNEUMONIA**  
(A SERIOUS LUNG INFECTION)  
**BRAIN DAMAGE**  
**DEAFNESS**  
**DEATH**



Integrated into webpage

Infographic



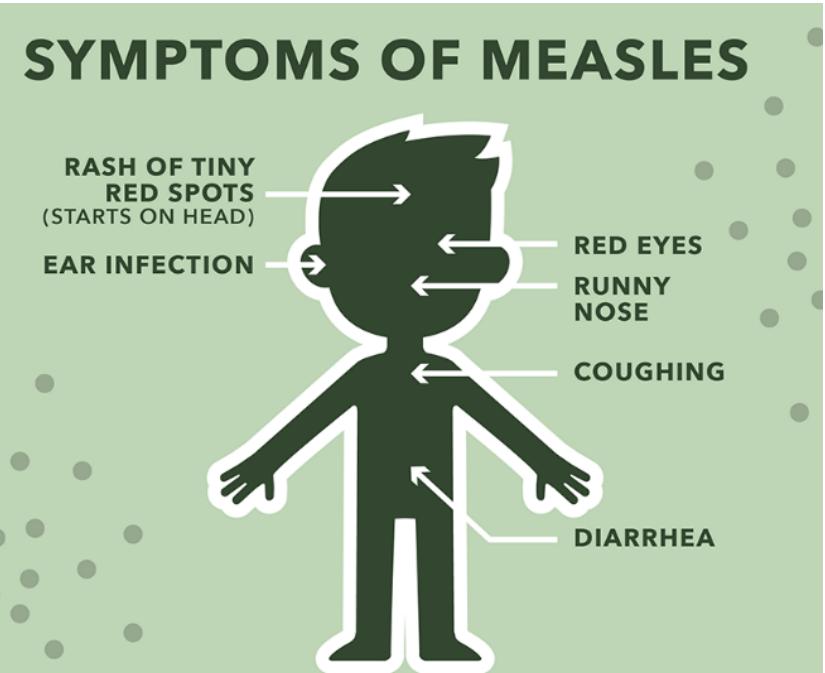
Example

## 12. Optimize Infographics for Digital Consumption



### What Worked WELL:

The symptoms image helps to visually display content in a way that's easy to scan.



Infographic



A screenshot of a webpage from the CDC website. The top navigation bar includes links like "Home", "About CDC", "Contact CDC", "CDC Newsroom", "CDC News", "CDC Health Topics", "CDC Science", "CDC Data & Statistics", "CDC Resources", and "CDC Tools". Below the navigation, there's a search bar and a "Sign In" button. The main content area features the measles infographic from the previous slide, followed by additional text and links related to measles prevention and information.

Integrated into webpage

# **Part IV: Usability Study**

# Research Questions

- We tested our proposed digital first pages against the current pages to determine whether **digital first designs**
  - contribute to greater success in finding key vaccination messages,
  - are easier to use,
  - and provide a better user experience.
- IF digital first designs performed better, what digital first element was responsible for the greater success?

# Methods

- 16 parents (male/female)
- Even number of participants (8 and 8) viewed the pages on a desktop and a smartphone.
- 2-phase study

**Phase 1** - participants randomly assigned either the current pages OR the digital first pages in which they were to perform tasks and look for information

**Phase 2** - same participants were shown the alternate version as well, and asked to compare the two different versions and provide feedback on “ease of use” and “look and feel”

# Current Parents' Website

**CDC** Centers for Disease Control and Prevention

All CDC

**For Parents: Vaccines for Your Children**

[« Back to Vaccines Home](#)

**Why Vaccinate?**

On-time vaccination throughout childhood is essential because it helps provide immunity before children are exposed to potentially life-threatening diseases. Vaccines are tested to ensure that they are safe and effective for children to receive at the recommended ages.

**Protect your Child at Every Age**

Find age-specific vaccine information for your child from birth through 18 years.

**Records & Requirements**

Learn about immunization records and state vaccine requirements for child care and school.

**Making the Vaccine Decision**

Learn about how vaccines work, vaccine safety and risks, and answers to common questions.

**Immunization Coverage in the U.S.**

Review estimates of the number of babies and teens who have received recommended vaccines.

**Your Child's Vaccine Visit**

Find out what to do before, during and after your child's vaccine visit.

**Diseases that Vaccines Prevent**

Review the 16 diseases prevented by vaccines recommended for children and teens.

**Vaccine Resources for Parents**

Find fact sheets, links to videos, and additional educational resources.

**Get Email Updates**

To receive email updates about this page, enter your email address:

Email Address:  Submit

**HOW VACCINES STRENGTHEN YOUR BABY'S IMMUNE SYSTEM**

**PARENTS OF TEENS: Learn about protecting your children against cancers caused by HPV.**

Page last reviewed: January 14, 2019  
Content source: National Center for Immunization and Respiratory Diseases

**CONTACT CDC-INFO**  
Have questions? We have answers!  
1-800-CDC-INFO (1-800-232-4636)  
TTY: 888-232-6348  
Email: CDC-INFO

**CDC INFORMATION**  
About CDC  
Jobs  
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Publications  
File Viewers & Players

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**CDC** Centers for Disease Control and Prevention

**For Parents: Vaccines for Your Children**

[« Back to Vaccines Home](#)

**Growing Up with Vaccines: What Should Parents Know?**

**#VACCINES BY THE NUMBERS:**

Immunization: Power to Protect

**HPV Vaccines**

My Recommendation as a Doctor and a Parent

**Vaccines By The Numbers**

**How Vaccines Work**

**Learn More About...**

- Adoption and Vaccines
- Pregnancy
- Help Paying for Vaccines

**Get Email Updates**

To receive email updates about this page, enter your email address:

Email Address:  Submit

**What's this?**

**Why Vaccinate?**

On-time vaccination throughout childhood is essential because it helps provide immunity before children are exposed to potentially life-threatening diseases. Vaccines are tested to ensure that they are safe and effective for children to receive at the recommended ages.

**Protect your Child at Every Age**

Find age-specific vaccine information for your child from birth through 18 years.

**Making the Vaccine Decision**

Learn about how vaccines work, vaccine safety and risks, and answers to common questions.

**Your Child's Vaccine Visit**

Find out what to do before, during and after your child's vaccine visit.

**Diseases that Vaccines Prevent**

Review the 16 diseases prevented by vaccines recommended for children and teens.

**Vaccine Resources for Parents**

Find fact sheets, links to videos, and additional educational resources.

**14 Diseases YOU ALMOST FORGOT ABOUT (THX TO VACCINES)**

Vaccines help to prevent 16 different diseases...

**CHICKENPOX** **DIPHTHERIA** **INFLUENZA (FLU)**

**Learn more about...**

- Records & Requirements
- Immunization Coverage
- Travel & Vaccines
- Resources

**Get updates**

Email Address:  Submit

**What's this?**

Page last reviewed: January 14, 2019  
Content source: National Center for Immunization and Respiratory Diseases

**CONTACT CDC-INFO**  
Have questions? We have answers!  
1-800-CDC-INFO (1-800-232-4636)  
TTY: 888-232-6348  
Email: CDC-INFO

**CDC INFORMATION**  
About CDC  
Jobs  
Partnerships  
Publications  
File Viewers & Players

**CONNECT WITH CDC**

U.S. Department of Health & Human Services USA.gov CDC Website Edit Disclaimer

# Digital First Parents' Prototype

**CDC** Centers for Disease Control and Prevention

**Vaccines for Your Children**

A resource for parents

**Why Vaccinate?**

On-time vaccination throughout childhood is essential because it helps provide immunity before children are exposed to potentially life-threatening diseases. Vaccines are tested to ensure that they are safe and effective for children to receive at the recommended ages.

**Making the Vaccine Decision**

**Find Vaccines by Age**

Age Group	Age Range
Pregnancy	2 - 3 years
Birth	4 - 6 years
1 - 2 Months	7 - 10 years
4 months	11 - 12 years
6 months	13 - 18 years
7 - 11 months	Adoption
12 - 23 months	
2 - 3 years	
4 - 6 years	
7 - 10 years	
11 - 12 years	
13 - 18 years	
Adoption	

**View Full Vaccine Schedule**

**Preparing for Your Child's Vaccination**

**How to Hold Your Child**

**Make Shots Less Stressful**

**Vaccines When Your Child is Sick**

**Preparing for Your Child's Vaccination**

**How to Hold Your Child**

**Make Shots Less Stressful**

**Vaccines When Your Child is Sick**

**Learn more about...**

- Records & Requirements
- Immunization Coverage
- Travel & Vaccines
- Resources

**Get updates**

Email Address:  Submit

**What's this?**

Page last reviewed: December 13, 2018  
Content source: National Center for Immunization and Respiratory Diseases

**CONTACT CDC-INFO**  
Have questions? We have answers!  
1-800-CDC-INFO (1-800-232-4636)  
TTY: 888-232-6348  
Email: CDC-INFO

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**CONNECT WITH CDC**

U.S. Department of Health & Human Services USA.gov CDC Website Edit Disclaimer

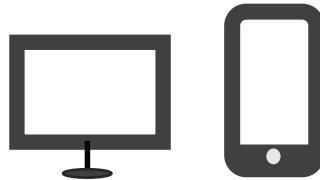
# **Part IV: Usability Study - Results**

## Results

### Finding Key Messages

**93% Digital First**

Success in completing  
ALL tasks

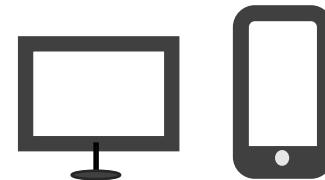


93%

93%

**69% Current Website**

Success in completing  
ALL tasks



69%

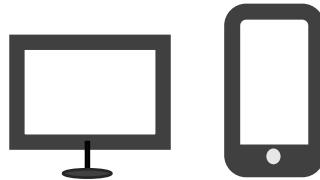
68%

**Bottom Line:** Parents were **24% MORE successful** using the Digital First prototype than the Current website.

## Results

### Finding Key Messages (Finding Content on Page)

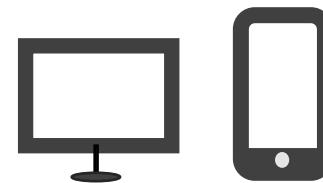
**100% Digital First**  
Success in completing  
**ALL tasks**



100%

100%

**82% Current Website**  
Success in completing  
**ALL tasks**



93%

70%

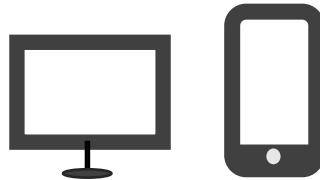
**Bottom Line:** Parents were **18% MORE successful** using the Digital First prototype than the Current website.

## Results

### Finding Key Messages (Navigating to Content)

**87% Digital First**

Success in completing  
ALL tasks



87%

88%

**55% Current Website**

Success in completing  
ALL tasks



56%

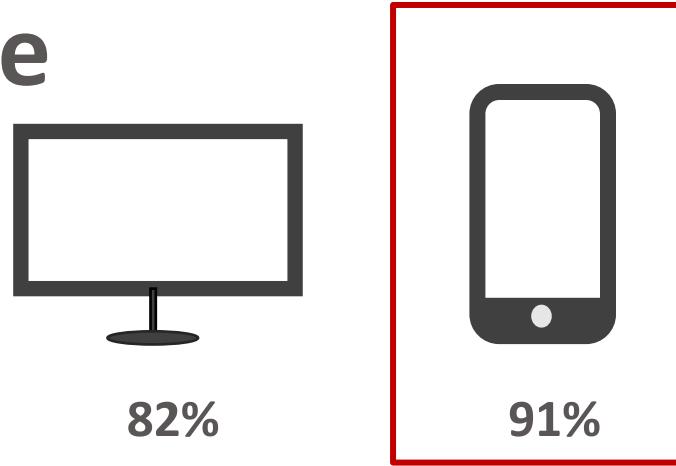
54%

**Bottom Line:** Parents were **32% MORE successful** using the Digital First prototype than the Current website.

## Results

### Ease of Use

**87% Preferred Digital First version over the current website**

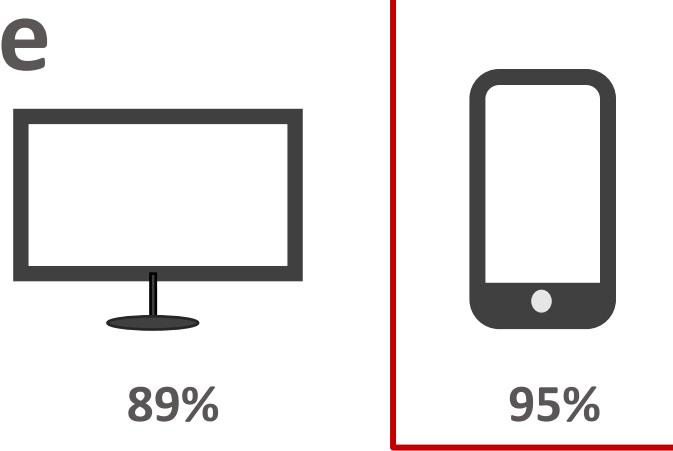


**Bottom Line:** Parents using the **mobile version** of the Digital First site had higher preference ratings, with **91% of them preferring the Digital First prototype.**

## Results

### Look & Feel

**92% Preferred Digital First version over the current website**



**Bottom Line:** Parents using the **mobile version** of the Digital First site had higher preference ratings, with **95% of them preferring the Digital First prototype**.

# Part IV: Usability Study – Participant Comments

# Comments

## Current Website

This screenshot shows the homepage of the 'For Parents: Vaccines for Your Children' section of the CDC website. The page features a green header with the CDC logo and a search bar. Below the header, there's a main content area with several sections: 'Why Vaccinate?' (with a cartoon illustration of a doctor and patient), 'Protect your Child at Every Age' (with a link to vaccination information from birth through 18 years), 'Making the Vaccine Decision' (with a link to vaccine work, safety, and answers to common questions), 'Your Child's Vaccine Visit' (with a link to what to do before, during, and after the visit), 'Travel and Vaccines' (with a link to travel needs), 'Diseases that Vaccines Prevent' (with a link to 16 diseases prevented by vaccines recommended for children and teens), 'Vaccine Resources for Parents' (with a link to fact sheets, videos, and educational resources), and 'HOW VACCINES STRENGTHEN YOUR BABY'S IMMUNE SYSTEM' (with a photo of a baby and a link to learn about parents). At the bottom, there's a 'Get Email Updates' section, a contact form, and footer links for 'CONTACT CDC-INFO', 'CDC INFORMATION', 'CONNECT WITH CDC', and 'U.S. Department of Health & Human Services'.

### Immunization Schedule



- [Compliant version of the schedule](#)
- [Printer-friendly version](#) [2 pages]
- [Black & white](#) [2 pages]
- [En español: Child Schedule in Easy-to-read Format](#)

Birth	1 month	2 months	4 months	6 months	12 months	15 months	18 months	19-23 months	2-3 years	4-6 years
HepB	HepB			HepB						
		RV		RV						
		DTaP	DTaP		DTaP					DTaP
		Hib	Hib	Hib	Hib					
		PCV13	PCV13	PCV13	PCV13					
		IPV	IPV	IPV	IPV					IPV
		Influenza(Yearly)*								
		MMR								
		Varicella								
		HepA§								

### HPV Vaccine for Preteens and Teens

Español (Spanish)

#### Fact Sheet for Parents

[Printer friendly version](#) [1 page]

HPV vaccination is recommended at ages 11-12 to protect against cancers caused by HPV infection.

#### Why does my child need HPV vaccine?

##### HPV and Cancer



##### HPV Cancer Prevention

Preteens need HPV vaccine now to prevent many of the cancers caused by HPV later.

##### Human papillomavirus (HPV) vaccine protects against cancers caused by HPV infection.

HPV is a common virus that infects teens and adults. About 14 million people, including teens, become infected with HPV each year. HPV infection can cause [cervical, vaginal, and vulvar cancers](#) in women and [penile cancer](#) in men. HPV can also cause [anal cancer](#), [cancer of the back of the throat \(oropharynx\)](#), and [genital warts](#) in both men and women.

### 11 to 12 Years

There are four vaccines recommended for preteens—these vaccines help protect your children, their friends, and their family members. While your kids should get a flu vaccine every year, the three other preteen vaccines should be given when kids are 11 to 12 years old. There are some vaccines your teen will need more than one shot of to have the best protection.

The following vaccines are recommended by the American Academy of Pediatrics (AAP), the American Academy of Family Physicians (AAFP), other medical societies, and CDC:

- [Menengococcal Conjugate Vaccine](#)  
One dose of meningococcal conjugate vaccine helps protect against some of the bacteria that can cause meningococcal disease, including sepsis and meningitis.
- [HPV Vaccine](#)  
Human papillomavirus (HPV) vaccines help protect both girls and boys from HPV infection and cancers caused by HPV.
- [Tdap Vaccine](#)  
One dose of Tdap is recommended for protection against tetanus, diphtheria and pertussis (whooping cough).
- [Flu Vaccine](#)  
Everyone 11-12 years of age and older should get a flu vaccine every year.



##### Recommended Vaccine Schedule



Help protect your teen's health by

#### Vaccine Benefits

The vaccines recommended for preteens can prevent very serious diseases like meningitis and HPV cancers. Even illnesses like pertussis (whooping cough) or the

## Comments

# Current Website

- “This one is **super text-heavy** and it’s also **hard for me to scan.**”  
–*Mom, Kids’ Ages: 2, 5, Desktop*
- “**It feels busy and wordy. I'm having a little trouble skimming**  
–*Mom, Kids’ ages: 5, 13, 18, Desktop*
- “**From a parent's perspective, at the end of the day, that's a whole lot of words I've got to read to figure out where to click.**”  
–*Mom, Kid’s Age: 1, Desktop*
- “There’s a lot of content I probably wouldn’t read. **It feels like a wall of text.**”  
–*Mom, Kids’ Ages: 9, 22, Desktop*
- “**The most important information is not apparent.**”  
–*Dad, Kids’ Ages: 10, 13, Desktop*

## Comments

### Current Website

- “This is not easy to read [...] I’m confused. I’m scrolling back and forth and want to see the full image.” She tried to pinch and zoom on the chart. “That graphic is not mobile-friendly. I wish I could click on it.”

—Mom, Kid’s age: 7, Mobile
- “Seems like kind of a lot of words, that knowing me, I probably wouldn’t really read. I feel like it’s not clear they are really recommended [vaccines].”

—Mom, Kids’ ages: 5, 13, 18, Desktop
- “I’m unlikely to open a PDF. [...] [This page] is drier and a little more boring. I don’t really want to read it.”

—Mom, Kids’ Ages: 2, 5, Desktop
- “It’s a lot. It’s too much. I see PDFs I’m not even going to click on.”

—Mom, Kid’s age: 7, Mobile

# Comments

# Digital First Website

**CDC** Center for Disease Control and Prevention  
CDC 2018 Social media guidelines

Vaccines for Your Children  
A resource for parents

**Why Vaccinate?**  
One vaccine throughout childhood is essential because it helps provide immunity before children are exposed to potentially life-threatening diseases. Vaccines are tested to ensure that they are safe and effective for children to receive at the recommended ages.

[Making the Vaccine Decision](#)

**Find Vaccines by Age**

Age Group	Approximate Age
Pregnancy	2 – 3 years
Birth	4 – 6 years
1 – 2 Months	7 – 10 years
4 months	11 – 12 years
6 months	13 – 18 years
7 – 11 months	Adoption
12 – 23 months	

[View Full Vaccine Schedule](#)

**14 Diseases YOU ALMOST FORGOT ABOUT THANKS TO VACCINES**  
Vaccines help to prevent 16 different diseases...

**CHICKENPOX** **DIPHTHERIA** **INFLUENZA (FLU)**

[Learn more about...](#)

Records & Requirements  
Immunization Coverage  
Travel & Vaccines  
Resources  
Get updates  
Email Address  
What's this? [Submit](#)

Page last updated December 12, 2018  
Centers for Disease Control and Prevention, Atlanta, GA 30341

**CONTACT CDC**  
How to Report an Outbreak  
1-800-231-7322 (4662)  
Email  
Twitter  
Facebook  
Instagram  
YouTube  
The Science & Policies  
[CDC Information](#)  
Atlanta CDC  
Privacy  
Help  
Feedback  
Accessibility  
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U.S. Department of Health and Human Services | CDC | U.S. Centers for Disease Control and Prevention

## Child Vaccine Schedule

Birth through 18 Years



Getting vaccines on time is the *best way to protect your child from harmful diseases.*

### During Pregnancy

Flu vaccine  
 Tetanus, diphtheria, and pertussis (Tdap)

[View Full Vaccine Schedule](#)

### Birth

Hepatitis B 1st Dose

[View Full Vaccine Schedule](#)

### 1-2 Months

Diphtheria, tetanus, and whooping cough (pertussis) (DTaP) 1st Dose  
 Haemophilus influenzae type b (Hib) 1st Dose  
 Hepatitis B 2nd Dose  
 Polio (IPV) 1st Dose  
 Pneumococcal (PCV) 1st Dose

## Measles

Getting the measles-mumps-rubella shot (called the MMR shot) is the *best way to protect against measles*. Doctors recommend that all children get the MMR shot.

### When should my child get the shot?

DOSE #1	DOSE #2
12–15 months	4–6 years

Doctors recommend that your child get two doses of the MMR shot for best protection. Your child will need one dose at each of the following ages:

- 12 through 15 months
- 4 through 6 years

### Why should my child get the shot?



- Protects your child from measles, a potentially serious disease, as well as mumps and rubella.
- Prevents your child from getting an uncomfortable rash and high fever from measles.
- Keeps your child from missing school or child care (and keeps you from missing work to care for your sick child).

### The measles vaccine is safe!

The MMR shot is very safe, and it is effective at preventing measles (as well as mumps and rubella). Vaccines, like any medicine, can have side effects. But most children who get the MMR shot have no side effects.

## Baby Vaccines at 1–2 Months



Protect your baby against **14 potentially serious diseases** before 2 years old with vaccines.

### What vaccines will my baby get?

At 1 – 2 months, your baby should receive vaccines to prevent the following diseases:

- Hepatitis B (2nd dose)
- Diphtheria, Tetanus, and Whooping Cough (pertussis) (DTaP)
- Haemophilus Influenzae Type B (Hib)
- Polio (IPV)
- Pneumococcal (PCV)
- Rotavirus (RV)

[View Full Vaccine Schedule](#)

### Create a personalized schedule



Get a personalized vaccination schedule for your child so you'll always be on track with his or her vaccine visits.

[Create Your Child's Schedule](#)

## Comments

### Digital First Website

- “I like the colors. It takes something pretty basic like vaccines and **draws your attention** to where you should be clicking.”  
*–Mom, Kid’s Age: 1, Desktop*
- “Much more **intuitive**. Delivers the question every parent has, ‘What do I need to have for the age?’ Seems **more consumer-centric and consumer-friendly**.”  
*–Dad, Kids’ Ages: 10, 13, Desktop*
- “**It’s easy to glance [and find]** what’s going to be given and what’s going on in the future.”  
*–Mom, Kid’s Age: 1, Desktop*
- “**No guessing needed.** [...] **Less cluttered.** It’s already confusing, you need it to be broken down as easy as possible. I thought this was easier to get to.”  
*–Mom, Kid’s Age: 8, Desktop*

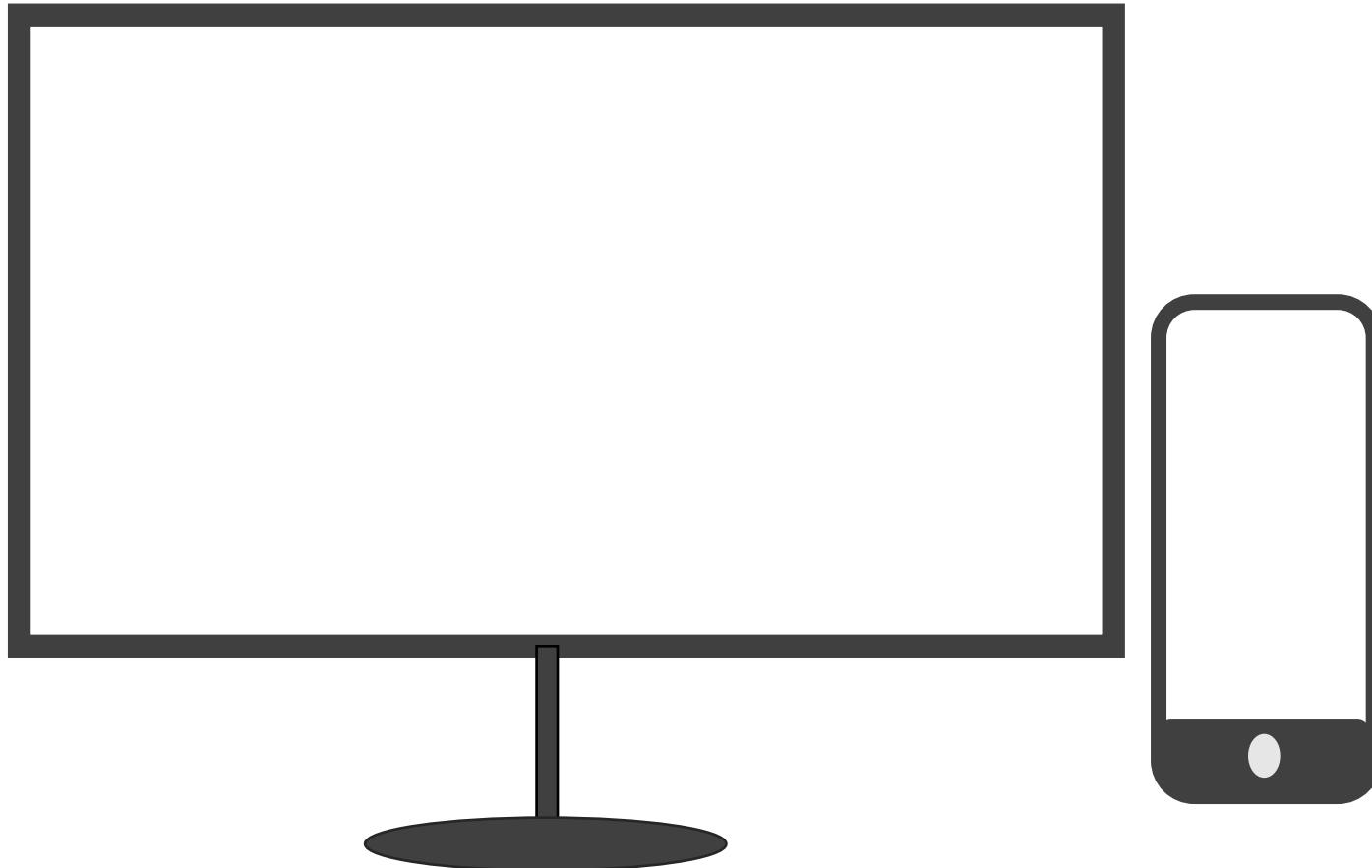
## Comments

# Digital First Website

- “Seems pretty straightforward [...] It’s a lot better because **the most important information is easy to access** versus SME gobbledegook.”  
–*Mom, Kid’s age: 7, Mobile*
- “**I like that it’s broken down into smaller chunks of information.** It’s easier to digest and easier to find what you need.”  
–*Mom, Kid’s Age: 1, Desktop*
- “There’s no guesswork on this one. It looks really thorough here. **It’s laid out a lot better—it’s easier to see what you need.**”  
–*Mom, Kid’s Age: 8, Desktop*
- “**Much more helpful. It delivers the content in a way I expect to see it.**”  
–*Dad, Kids’ Ages: 10, 13, Desktop*

# Coming Soon...

- <https://www.cdc.gov/vaccines/parents/index.html>



# THANK YOU

- Special thanks to:
  - Cathy Hogan (CDC, NCIRD)
  - Stacey Thalken (CDC, OADC)
  - Annette Almonte Malagon (Northrop Grumman)
  - Julio Castro Perdomo (Northrop Grumman)
  - Jennifer Teeter (Northrop Grumman)
  - Cari Wolfson (Northrop Grumman)
- Questions? Lisa Richman ([lrichman@cdc.gov](mailto:lrichman@cdc.gov))