

Data.CDC.gov + APIs =

ENERGIZING DATA TO BETTER TELL THE STORY

Through Application Programming Interfaces (APIs), data.CDC.gov can help us “energize” data by giving users easy ways to filter and create visualizations, adding even more value to data and creating attractive content served up to our target audiences.

OUR PARTNERS NEED

RELEVANT INFORMATION

Your public wants information that is relevant to them, delivered right to their favorite devices and social media channels.



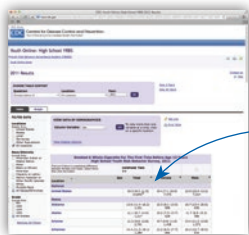
SAVE TIME & RESOURCES

Our public health partners need high-quality digital assets for their websites, apps, and social media—and you want them in easily sharable, customizable formats that save you time and resources.

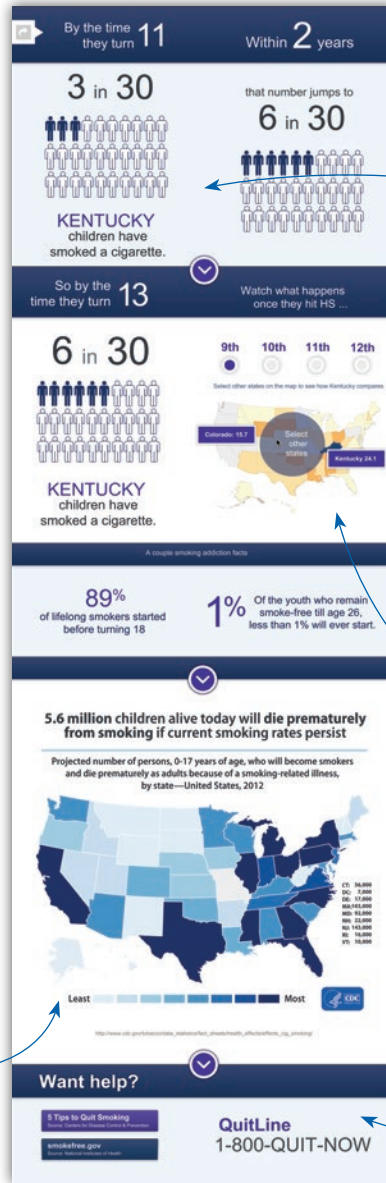


ACCESSIBLE DATA

CDC has vast amounts of scientific information, but the data are not always easily accessible.



With API-enabled data and content syndication, this can become this



PROOF OF CONCEPT

HOW API-ENABLED DATA CAN HELP

Digital content becomes more meaningful—delivered to your audience when, where, and how they need it.



Data come to life, here, in a local infographic. CDC data are pulled in via an API and pushed seamlessly to your websites and apps, and made shareable to social media.



Data become actionable with attractive visuals and customizable calls to action.

Like this infographic, data.CDC.gov and APIs can free up data for presentation in more meaningful ways.

Visualization options include

- bar charts,
- trend lines,
- maps, and more.

These visualizations can even be syndicated for use in

- websites,
- mobile apps, and
- social media.

Put actionable content into the hands of your public today. Tap into the power of Data.CDC.gov and content syndication, and watch your data come to life!

For more information, contact Fred Smith, Senior Technologist, CDC's Office of the Associate Director for Communication, Digital Media Branch
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