Why do I need Badges for my site?

Badges from the Public Health Media Library offer attractive and modern images for increasing public health awareness with simple and understandable messages. The use of Badges on your site can reinforce a positive health behavior in a simple and understandable way. When you syndicate this content, you provided an easy and cost-free way for your public health partners to provide credible, timely, and science-based health information to their audiences.

How do I syndicate Badges?

To obtain a badge 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. 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 Badge from the left navigation panel under Browse by Type.
3. Either Browse the site to select your Badge or enter a specific topic in the Search box.
4. You have two options:
   - Syndicate your selected content immediately, or
   - Save for Later
     Note: The "Save for Later" option is only available to those who have created Content Syndication User Accounts.
5. *To syndicate your selected content immediately*:
   - Select the badge you want to syndicate.
   - Click "Get Embed Code."
   - Copy the code block into your Web editor to syndicate the content.
6. *To Save for Later*, click "Add to List."
   - Select Syndicated List from the top of the screen.
   - Select the badge you want to syndicate.
   - Click "Get Embed Code."
   - Copy the code block into your Web editor to syndicate the content.
   Note: You can preview Buttons, Badges, Images, eCards, and Infographics in full size. In many cases, you may also share them on Facebook, Twitter, and Google+ from the Media Detail tab on the Preview Window.

What is a Badge?

A Badge is a graphic that can be posted on an individual's site, social network profile, or personal blog to show support for or affiliation with a cause or issue.

Badges available in the Public Health Media Library are images linked to additional media that can be shared with other sites to drive traffic to the sharing site.

Badges can be confused with buttons. Buttons and badges are basically the same type of media, with different messages.

A badge says "I did this thing" or "I belong to this group."

A button says "Do this thing" or "Join this group." Another difference is that normally organizations use buttons and individuals use badges.

Examples of Badges

Badge for Parents details driving and the "Rules of the Road."

Badge for Parents discusses handling over keys to the car with confidence.

Badge for Parents details safe driving for teens.

Badge for mothers discussing Breastfeeding and the flu