

Why do I need to subscribe to a Feed?

The Public Health Media Library provides the capability of allowing you to add Feeds to your website thereby allowing your site to be more robust, more accessible, informative, and up-to-date. This feature in the Public Health Media Library allows you to maintain the structure and styling of your site, while at the same time building in and tracking content that is produced and maintained by CDC.

As with other syndicated content, feeds are automatically updated at the source, leaving you free to focus on other priorities. In addition, by sharing current public health knowledge and experiences, you have the potential to build collaborations that can leverage resources and expertise and enhance the practice of public health.

Health information is ever evolving with articles on current outbreaks, disease prevention, and healthy living. Having the most current and popular health articles and information in a feed on your site from trusted sources expands your reach, engages target audiences in the community, and allows you to customize content to fit specific needs.

How do I Subscribe to a Feed?

Feeds allows you to import content and code directly from CDC websites into your site. Complete the following steps to obtain content.

1. From the CDC Public Health Media Library home page, select Feeds from the left navigation panel under Browse by Type.
2. Select the Feed.
3. You can subscribe to a feed in one of the following ways.
 - Click on the Subscribe link,
 - Or, select the feed and click the "Subscribe to this Feed" button at the top.
 - Or, from your Web browser's address bar, copy the URL (Web address.)
4. Paste the URL into the "Add New Channel" or "Add New Feed" section of the reader.

Result: The RSS feed displays and regularly updates the headlines for you.

What is a Feed?

Feeds, also known as RSS feeds, syndicated content, or Web feeds, contain frequently updated and currently published content.

A feed can have the same content as a Web page, but it is often formatted differently.

Feeds can be used for distributing other types of digital content, including pictures, audio, or video. By syndicating a Web feed, you are allowing users to subscribe to it.

Feeds solve a problem for people who regularly use the Web. Feeds allow you to stay informed by retrieving the latest content from the sites you are interested in easily. In addition, you save time by not needing to visit each site individually.

A variety of CDC health topics and discussions are available in feeds
