

**Chapter 1 : Tools & Templates | Gateway to Health Communication | CDC**

*CDC's Guide to Writing for Social Media [ MB, 60 pages]- CDC's Guide to Writing for Social Media was written to provide guidance and share the lessons learned in more than three years of creating social media messages in CDC health communication campaigns, activities, and emergency response efforts. In this guide, you will find.*

Highlight and copy the desired format. Emerging Infectious Diseases, 4 1 , Abstract Outbreak investigations, an important and challenging component of epidemiology and public health, can help identify the source of ongoing outbreaks and prevent additional cases. Even when an outbreak is over, a thorough epidemiologic and environmental investigation often can increase our knowledge of a given disease and prevent future outbreaks. Finally, outbreak investigations provide epidemiologic training and foster cooperation between the clinical and public health communities. Investigations of acute infectious disease outbreaks are very common, and the results of such investigations are often published; however, surprisingly little has been written about the actual procedures followed during such investigations 1 , 2. Most epidemiologists and public health officials learn the procedures by conducting investigations with the initial assistance of more experienced colleagues. This article outlines the general approach to conducting an outbreak investigation. The approach applies not only to infectious disease outbreaks but also to outbreaks due to noninfectious causes e. How Outbreaks Are Recognized Possible outbreaks of disease come to the attention of public health officials in various ways. Often, an astute clinician, infection control nurse, or clinical laboratory worker first notices an unusual disease or an unusual number of cases of a disease and alerts public health officials. For example, staphylococcal toxic shock syndrome and eosinophilia myalgia syndrome were first noted by clinicians 3 , 4. Frequently, it is the patient or someone close to the patient who first suspects a problem, as is often the case in foodborne outbreaks after a shared meal and as was the case in the investigation of a cluster of cases of apparent juvenile rheumatoid arthritis near Lyme, Connecticut, which led to the discovery of Lyme disease 5. Review of routinely collected surveillance data can also detect outbreaks of known diseases, as in the case of hepatitis B infection among the patients of an oral surgeon in Connecticut and patients at a weight reduction clinic 6 , 7. The former outbreak was first suspected when routinely submitted communicable disease report forms for several patients from one small town indicated that all of the patients had recently had oral surgery. However, it is relatively uncommon for outbreaks to be detected in this way and even more uncommon for them to be detected in this way while they are still in progress. Finally, sometimes public health officials learn about outbreaks of disease from the local newspaper or television news. Reasons for Investigating Outbreaks The most compelling reason to investigate a recognized outbreak of disease is that exposure to the source s of infection may be continuing; by identifying and eliminating the source of infection, we can prevent additional cases. For example, if cans of mushrooms containing botulinum toxin are still on store shelves or in homes or restaurants, their recall and destruction can prevent further cases of botulism. However, even if an outbreak is essentially over by the time the epidemiologic investigation beginsâ€”that is, if no one is being further exposed to the source of infectionâ€”investigating the outbreak may still be indicated for many reasons. Foremost is that the results of the investigation may lead to recommendations or strategies for preventing similar future outbreaks. Other reasons for investigating outbreaks are the opportunity to 1 describe new diseases and learn more about known diseases; 2 evaluate existing prevention strategies, e. Once a decision is made to investigate an outbreak, three types of activities are generally involvedâ€”the epidemiologic investigation; the environmental investigation; and the interaction with the public, the press, and, in many instances, the legal system. While these activities often occur simultaneously throughout the investigation, it is conceptually easier to consider each of them separately. Epidemiologic Investigation Outbreak investigations are, in theory, indistinguishable from other epidemiologic investigations; however, outbreak investigations encounter more constraints. Outbreak investigations have essential components as follows: While the first seven components are listed in logical order, in most outbreak investigations, many occur more or less simultaneously. The importance of these components may vary depending on the circumstances of a specific outbreak. Case Definition In some outbreaks, formulating the case definition s and exclusion criteria is

straightforward; for example, in an outbreak of gastroenteritis caused by Salmonella infection, a laboratory-confirmed case would be defined as a culture-confirmed infection with Salmonella or perhaps with Salmonella of the particular serotype causing the outbreak, while a clinical case definition might be new onset of diarrhea. In other outbreaks, the case definition and exclusion criteria are complex, particularly if the disease is new and the range of clinical manifestations is unknown. In many outbreak investigations, multiple case definitions are used. When the number of cases available for study is not a limiting factor and a case-control study is being used to examine risk factors for becoming a case, a strict case definition is often preferable to increase specificity and reduce misclassification of disease status.

### Case Confirmation

In certain outbreaks, clinical findings in reported cases should be reviewed closely, either directly, by examining the patients, or indirectly, by detailed review of the medical records and discussion with the attending health-care providers, especially when a new disease appears to be emerging. Clinical findings should also be examined closely when some or all of the observed cases may be factitious, perhaps because of laboratory error; a discrepancy between the clinical and laboratory findings generally exists, which may be discernible only by a detailed review of the clinical findings.

### Establishing the Background Rate of Disease and Finding Cases

Once it is clear that a suspected outbreak is not the result of laboratory error, a set of activities should be undertaken to establish the background rate of the disease in the affected population and to find all the cases in a given population in a certain period. This set of activities should prove that the observed number of cases truly is in excess of the "usual" number. When hundreds of acute onset diarrhea cases are suddenly seen daily in a single outpatient setting, an outbreak is clearly occurring. On the other hand, when too many hospitalized patients are dying unexpectedly of cardiac arrest or the number of cases of listeriosis in a given county in recent months is moderately elevated, it may be necessary to establish the background rates in the population to determine whether an outbreak is occurring. In such situations, the period and geographic areas involved would provide the most useful baseline data, keeping in mind that the labor and time required to collect such information is often directly proportional to the length of the period and the size of the geographic area selected. Because disease incidence normally fluctuates by season, data from comparable seasons in earlier years should be included. Establishing the background rate of a disease is generally more straightforward if confirmatory tests are available than if laboratory tests are unavailable or infrequently used. The rate of certain invasive bacterial infections. When a disease is less frequently laboratory-confirmed because health-care providers may not have considered the diagnosis or ordered the appropriate laboratory tests. In an outbreak of a new disease, substantial effort is often necessary to determine whether or not cases of that disease had been occurring but had gone unrecognized. Once data concerning the background rate of a disease including case-finding for the current period have been collected, it is generally possible to determine whether or not an outbreak is occurring or has occurred, although in some situations it may remain unclear whether or not the number of cases observed exceeds the background rate. In part, the problem may relate to how an outbreak is defined. To paraphrase a U.S. Surgeon General, an outbreak can also be difficult to identify when during the period under study changes occur in the care-seeking behavior and access to care of patients; the level of suspicion, referral patterns, and test-ordering practices of health-care providers; the diagnostic tests and other procedures used by laboratories; and the prevalence of underlying immunosuppressive conditions or other host factors in the population. All these factors, which can affect the apparent incidence of a disease and produce artifactual changes perceived as increases or decreases in the actual incidence, need to be considered when interpreting the findings.

### Descriptive Epidemiology

By collecting patient data, the case-finding activities provide extremely important information concerning the descriptive epidemiologic features of the outbreak. By reviewing and plotting on an "epidemic curve" the times of onset of the cases and by examining the characteristics. While linking the sudden onset of gastroenteritis among scores of persons who attended a church supper to the single common meal they shared is generally not a challenge, an otherwise cryptic source can be at least hinted at by the descriptive epidemiologic features of the cases involved. For example, in a particularly perplexing outbreak of Salmonella Muenchen infections ultimately traced to contaminated marijuana, the age distribution of the affected persons and of their households was markedly different from that typically seen for salmonellosis. Or, similarly, in the outbreak of legionellosis due to contaminated

misting machines in the produce section of a grocery store, before the link to this exposure was even suspected, it was noted that women constituted a substantially higher proportion of the cases usually seen with this disease<sup>5</sup>. The shape of the epidemic curve can also be very instructive, suggesting a point-source epidemic, ongoing transmission, or a combination of the two. Generating a Hypothesis The source s and route s of exposure must be determined to understand why an outbreak occurred, how to prevent similar outbreaks in the future, and, if the outbreak is ongoing, how to prevent others from being exposed to the source s of infection. In some outbreaks, the source and route are obvious to those involved in the outbreak and to the investigators. However, even when the source of exposure appears obvious at the outset, a modicum of skepticism should be retained because the obvious answer is not invariably correct. For example, in an outbreak of nosocomial legionellosis in Rhode Island, the results of an earlier investigation into a small number of hospital-acquired cases at the same hospital had demonstrated that *Legionella pneumophila* was in the hospital potable water supply, and a sudden increase in new cases was strongly believed to be related to the potable water. However, a detailed epidemiologic investigation implicated a new cooling tower at the hospital as the source of the second outbreak. While the true source of exposure, or at least a relatively short list of possibilities, is apparent in many outbreaks, this is not the case in the more challenging outbreaks. A review of existing epidemiologic, microbiologic, and veterinary data is very useful for learning about known and suspected sources of previous outbreaks or sporadic cases of a given infection or disease, as well as the ecologic niche of an infectious agent. Thus, in an outbreak of invasive *Streptococcus zooepidemicus* infections in New Mexico due to consumption of soft cheese made from contaminated raw milk, the investigation focused on exposure to dairy products and animals because of previous microbiologic and veterinary studies. A review of existing data generally only helps confirm what is already known about a particular disease and is far less helpful in identifying totally new and unsuspected sources or routes of infection<sup>1</sup>. When neither review of the descriptive epidemiologic features of the cases nor review of existing scientific information yields the correct hypothesis, other methods can be used to generate hypotheses about what the patients have in common. Open-ended interviews of those infected or their surrogates are one such method in which investigators try to identify all possibly relevant exposures<sup>e</sup>. For example, in an investigation of *Yersinia enterocolitica* infections in young children in Belgium, open-ended interviews of the mothers of some of the ill children showed that many gave their children raw pork sausage as a weaning food, providing the first clue as to the source of these infections. Similarly, in two outbreaks of foodborne listeriosis, a variant of this process led to the identification of the source of the outbreak. In one of these outbreaks, a search of the refrigerator of one of the case-patients who, as a visitor to the area, had had very limited exposure to foods there, suggested cole slaw as a possible vehicle of infection. In the other outbreak, an initial case-control study found no differences between cases and controls regarding exposure to a number of specific food items but showed that case households were more likely than control households to buy their food at a particular foodstore chain. To generate a list of other possible food sources of infection, investigators shopped with persons who did the shopping for case households and compiled a list of foods purchased at that foodstore chain that had not been reported in the previous study. This approach implicated pasteurized milk from that chain as the source of the outbreak. In some particularly perplexing outbreaks, bringing together a subset of the patients to discuss their experiences and exposures in a way that may reveal unidentified links can be useful. Testing the Hypothesis Whether a hypothesis explaining the occurrence of an outbreak is easy or difficult to generate, an analytic epidemiologic study to test the proposed hypothesis should be considered. While in many instances a case-control study is used, other designs, including retrospective cohort and cross-sectional studies, can be equally or more appropriate. The goal of all these studies is to assess the relationship between a given exposure and the disease under study. Thus, each exposure of interest<sup>e</sup>. In outbreaks where generating the correct hypothesis is difficult, multiple analytic studies, with additional hypothesis-generating activities in between, are sometimes needed before the correct hypothesis is formed and tested. In interpreting the results of such analytic studies, one must consider the possibility that "statistically significant" associations between one or more exposures and the disease may be chance findings, not indicative of a true relationship. By definition, any "statistically significant" association may have occurred by chance. Because many analytic

epidemiologic studies of outbreaks involve testing many hypotheses, the problem of "multiple comparisons" arises often. While there are statistical methods for adjusting for multiple comparisons, when and even whether to use them is controversial. At a minimum, it is important to go beyond the statistical tests and examine the magnitude of the effect observed between exposure and disease  $e$ . Evidence of a dose-response effect between a given exposure and illness  $i$ . Whether the time interval between a given exposure and onset of illness is consistent with what is known about the incubation period of the disease under study must also be assessed. When illness is "statistically significantly" related to more than one exposure  $e$ . When trying to decide if a "statistically significant" exposure is the source of an outbreak, it is important to consider what proportion of the cases can be accounted for by that exposure. One or more of the patients may be classified as "nonexposed" for various reasons: The plausibility of each of these explanations varies by outbreak. While there is no cutoff point above or below which the proportion of exposed case-patients should fall before an exposure is thought to account for an outbreak, the lower this proportion, the less likely the exposure is, by itself, the source. Other possibilities need to be considered when the analytic epidemiologic study finds no association between the hypothesized exposures and risk for disease. The most obvious possibility is that the real exposure was not among those examined, and additional hypotheses should be generated. However, other possibilities should also be considered, particularly when the setting of the outbreak makes this first explanation unlikely  $e$ . Two other explanations for failing to find a "statistically significant" link between one or more exposures and risk for illness also need to be considered—the number of persons available for study and the accuracy of the available information concerning the exposures. Thus, if the outbreak involves only a small number of cases and non-ill persons, the statistical power of the analytic study to find a true difference in exposure between the ill and the non-ill or a difference in the rate of disease among the exposed and the unexposed is very limited. If the persons involved in the outbreak do not provide accurate information about their exposure to suspected sources or vehicles of infection because of lack of knowledge, poor memory, language difficulty, mental impairment, or other reasons, the resulting misclassification of exposure status also can prevent the epidemiologic study from implicating the source of infection. Studies have documented that even under ideal circumstances, memory concerning such exposures is faulty. However, given the usually enormous differences in rates of disease between those exposed and those not exposed to the source of the outbreak, even small studies or studies with substantial misclassification of exposure can still correctly identify the source. In the best scenario, the findings of the epidemiologic investigation would guide the collection and testing of environmental samples.

**Chapter 2 : + Best Presentation Ideas, Design Tips & Examples - Venngage**

*CDC is committed to using plain writing in information for the public. Our information is relevant to many groups, and plain writing makes the information even more useful. The Plain Writing Act of External requires all federal agencies to write plainly when they communicate with the public, and.*

This chapter introduces the public health assessment process and serves as a road map to the rest of the manual. It provides an overview of the various steps in the process, introduces the multi-disciplinary team approach that you will use for most of your public health assessments, and describes the specific role of the health assessor and team leader and how various team members fit into the process. Throughout this manual, the public health assessment process will be distinguished from the public health assessment document. ATSDR partners may find that some discussions in this chapter, and the manual in general, are not necessarily relevant to their particular procedures e. This chapter addresses the questions: The evaluation of data and information on the release of hazardous substances into the environment in order to assess any [past], current, or future impact on public health, develop health advisories or other recommendations, and identify studies or actions needed to evaluate and mitigate or prevent human health effects 42 Code of Federal Regulations, Part 90, published in 55 Federal Register , February 13, A public health assessment is conducted to determine whether and to what extent people have been, are being, or may be exposed to hazardous substances associated with a hazardous waste site and, if so, whether that exposure is harmful and should be stopped or reduced. The public health assessment process enables ATSDR to prioritize and identify additional steps needed to answer public health questions, and defines follow-up activities needed to protect public health. There are a number of goals of the process that you should keep in mind throughout your assessment. Evaluate site conditions and determine the nature and extent of environmental contamination. Define potential human exposure pathways related to site-specific environmental contaminants. Identify who may be or may have been exposed to environmental contamination associated with a site past, current, and future. Examine the public health implications of site-related exposures, through the examination of environmental and health effects data toxicologic, epidemiologic, medical, and health outcome data. Address those implications by recommending relevant public health actions to prevent harmful exposures. Identify and respond to community health concerns and clearly communicate the findings of the assessment. Top of Page 2. This manual describes an approach to conducting public health assessments that incorporates each of them. Nature and extent of contaminationâ€”What is the spatial and temporal extent of site-related contamination? Have contaminants migrated off site? Demographics population size and susceptibility â€”Who is being exposed, and do any special populations need to be considered e. Pathways of human exposure past, current, and future â€”How might people be exposed to site-related contamination e. What are the site-specific exposure conditions e. Health effects and disease-related dataâ€”How do expected site-specific exposure levels for the identified hazardous substances compare with the observed health effect levels from toxicologic, epidemiologic, and medical studies , and with any available recommended exposure or tolerance limits e. How do existing morbidity and mortality data on diseases compare with observed levels of exposure? Both types of assessments attempt to address the potential human health effects of low-level environmental exposures, but they are approached differently and are used for different purposes. One needs to understand these differences to know how to interpret and integrate the information generated by each of these assessments. The quantitative risk assessment is used by regulators as part of site remedial investigations to determine the extent to which site remedial action e. The risk assessment provides a numeric estimate of theoretical risk or hazard, assuming no cleanup takes place. It focuses on current and potential future exposures and considers all contaminated media regardless if exposures are occurring or are likely to occur. By design, it generally uses standard default protective exposure assumptions when evaluating site risk. The public health assessment is used by ATSDR to identify possible harmful exposures and to recommend actions needed to protect public health. ATSDR considers the same environmental data as EPA, but focuses more closely on site-specific exposure conditions, specific community health concerns, and any available health outcome data to provide a

more qualitative, less theoretical evaluation of possible public health hazards. It considers past exposures in addition to current and potential future exposures. The general steps in the two processes are similar e. Remedial plans based on a quantitative risk assessment represent a prudent public health approachâ€”that of prevention. By design, however, quantitative risk assessments used for regulatory purposes do not provide perspective on what the risk estimates mean in the context of the site community. The public health assessment does. The process is more exposure driven. The process identifies and explains whether exposures are truly likely to be harmful under site-specific conditions and recommends actions to reduce or prevent such exposures. Three situations can trigger a public health assessment: ATSDR receives a "petition" to evaluate a site or release. After the initial information gathering, ATSDR decides whether a public health assessment should be conducted. Not every petition results in a public health assessment. ATSDR receives a request from another agency. State and federal regulatory agencies and state, local, and tribal health departments may request that ATSDR use its public health evaluation expertise to provide a technical consultation for a proposed or completed action. This type of evaluation is often conducted as an abbreviated public health assessment. ATSDR staff and its government partners i. Early in the process, the team leaderâ€”generally you, the health assessorâ€”establishes a team composed of individuals who contribute to the site-specific technical and communication needs of the site. Experience has shown that a team approach is very effective, especially at more complex sites. The mix of the team will depend on the nature and complexity of site issues and may change over the course of the assessment as more information becomes available. Team members may include scientists e. Those who support the assessment will vary from site to site. The regional representative is a vital link between ATSDR; federal, state, and tribal partners; and the community. For many sites, your team may require a health communication specialist to ensure that appropriate community involvement and outreach mechanisms are established. Figure illustrates the individuals and groups that may play a role in the public health assessment process. Communities often play an important role in the public health assessment process. For a particular site, the community generally consists of people who live and work at or around the site. The community may include, for example, residents, site or facility personnel, members of local action groups, local officials, tribal members, health professionals, and local media. Community members are a resource for and a primary audience and beneficiaries of the public health assessment process. They can provide important information and ideas that may prove valuable input to the public health assessment. For example, they can often supply site-specific information that might otherwise not be documented. As you conduct your assessment, community members may also want to know what the process involves, what they can and cannot expect, what conclusions you reach, and in general how ATSDR and the public health assessment process can help address their concerns. The relationship you build with the community through your public involvement and communication activities will influence how much community members trust you and thus, ultimately, how they react to your public health messages and recommendations. For all these reasons, effective involvement of and communication with the community is important throughout the public health assessment process. Since , ATSDR has embraced the philosophy of continuous improvement of and increased attention to its community involvement and health education efforts, which include identifying and reaching out to the concerned public; informing and educating; promoting interaction and dialogue; involving communities in planning, implementing, and decision-making; providing opportunity for comments and input; and collaborating in developing meaningful partnerships. Chapter 4 provides guidance on how to plan for and conduct community involvement activities. By reading Chapter 4 before the subsequent chapters, which provide guidance on the technical aspects of the public health assessment process, you will be better able to incorporate public involvement and basic communication principles into all the activities you perform at a site. The public health assessment process involves multiple steps, but consists of two primary technical componentsâ€”the exposure evaluation and the health effects evaluation. These two components lead to making conclusions and recommendations and identifying specific and appropriate public health actions to prevent harmful exposures. Integral to the entire process are effective fact finding and thorough scientific evaluation. Identifying and understanding the public health concerns of the site communityâ€”as well as involving and effectively communicating with the publicâ€”is another important component of the process.

Good communication among ATSDR, other agencies, and the community is essential throughout the public health assessment process. The exposure evaluation involves studying the environmental data and understanding if and under what conditions people might contact contaminated media. The information compiled in the exposure evaluation is used to support the health effects evaluation, which includes a screening component, a more detailed analysis of site-specific exposure considerations and of the substance-specific information obtained from the toxicologic and epidemiologic literature. An additional consideration, although not always available, is an evaluation of health outcome data for the community of interest. The specific steps in the process are summarized below and detailed in Chapters 3 through 9. Figure maps out the overall public health assessment process. The evaluation is an iterative, dynamic process that considers available data from varying perspectives. The process is not always linear. Further, because sites are different, not every aspect of the public health assessment process described in this manual will apply to all sites. Another very important point to remember about the process is that public health assessment teams should not wait to complete the entire step-by-step assessment process before recommending an action to address a public health hazard. Instead, the team should immediately focus its efforts on the public health hazard, confer with all stakeholders, and coordinate and implement appropriate actions to minimize exposures and protect public health. The public health assessment process often requires the consideration of multiple data sets. As you do so, you should identify data gaps and limitations, such as the need for further environmental sampling. You need to quickly gain some baseline information about your site. Once you start to build an information base, you can start developing a strategy for conducting the public health assessment. To help ensure a consistent approach across sites, the following steps should be followed: Perform an initial review of site files and general sources of site information. Initial scoping efforts will help you identify the type of environmental, exposure, and community health concern information you may need to pursue. Identify and communicate with site contacts. During site scoping you will also determine when to conduct the site visit. The site visit should be viewed as a prime opportunity for meeting with the local community and gathering pertinent site information, in addition to providing you with first-hand knowledge of current site conditions. Define roles and responsibilities of team members internal and external. Identify core team members as early as possible. As described in Section 2. Establishing the team early will foster better communications throughout the public health assessment process. Establish communication mechanisms internal and external. Establish government agency, tribal, site, community, and other stakeholder contacts early in the process. Develop a schedule for team meetings, start considering how to present the findings of your assessment, and develop health communication strategies.

**Chapter 3 : Chapter 2: Public Health Assessment Overview | PHA Guidance Manual**

*A one page rÃ©sumÃ© is ideal for those with little experience: two pages are maximum for anyone. A rÃ©sumÃ© should provide a positive impact by being clear, accurate, and relevant to the.*

Icons are the perfect visuals to include in presentations. You can even combine multiple icons to create custom illustrations for your slides. Use the Icon Search in Venngage to find illustrated and flat icons: Now, you might be worried that only using two colors is boring, but it all comes down to balance. Playing off the ideas of classic minimalism, the designer made this presentation look sleek and professional. And now your content can be the main attraction of your presentation as well! In fact, the spacing, layout, and style used in this presentation make it easy to repurpose the same images into an infographic. This allows you to create two unique pieces of content from one idea! This handy video guide will show you how to repurpose your content into different types of visuals, including infographics and social media images: Going this extreme with your design choices may seem a bit risky, but to be able to break the mold in this age of cookie-cutter presentations is worth it. No one wants to look at slides that look exactly the same for an hour. They use a consistent visual theme on each slide, but alternate between vertical and horizontal orientations. The swapping of orientations will show people that the presentation is progressing nicely. It can help you make a strong, almost physical, distinction between ideas, sections or topics. Not sure what I mean? Go check out slide number 10 on this slide deck below. Source Printed takeaways such as brochures and business cards give audience members a chance to take home the most important elements of your presentation in a format they can easily access without using a computer. There are over styles with a wide range of custom options, so feel free to get creative and make your folder stand out. Sometimes a unique die cut or an unusual stock is all you need to make something truly memorable. Source Having too much information on in a slide is the easiest way to lose the focus of your audience. This is especially common when people are using graphs, charts or tables. I know this may sound like a simple presentation tip, but I have seen many people lose their audience because the slides are too complex. In this case, Officevibe used some very colorful and playful illustrations to stand out from the crowd. I mean, who could not love the plant with a face on slide number 11? And if you want to see some more icons and illustrations like this, be sure to check out our article on how to tell a story with icons. Not only do they make an interesting focal point for your slide layout, they also make location-based information easier to understand. This cool presentation example by our pro designers at Venngage uses maps to visualize information. With each slide, the map both dominates the screen, and also adds a bit of information about each location. Like, did you know the Ivory Coast produced that much coffee? Source If you are presenting to a small group or a packed stadium, make sure your audience can see your text! Honestly, you really never know where your unique presentation will be seen. It could be seen in a conference room or conference hall, and everything in between. Be ready to present almost anywhere with a bold and easy to read font. Source Using a meme or pop culture reference is another way that you can jive with your audience. For example in this presentation, they used Napoleon Dynamite to give the audience feelings of nostalgia. Source Just like you would never use one font on an infographic , you should never use just one font on your presentation. In this presentation example from HubSpot, they use a bunch of different font weights to add emphasis to key words and ideas. As you can see, they use a bold font on the presentation cover to bring attention to Steve Jobs name. Source Color is another extremely powerful nonverbal tool that you can use to guide your audience. Going from green to orange, and even red almost effortlessly. And each color can be assigned to a different step or number with ease. Need help picking the perfect color palette? Source An easy way to keep your design consistent throughout your unique presentation is to use illustrations like in this slide deck by Domo. They used illustrations instead of pictures to show off their subject on slide numbers and it looks fantastic. This will ensure that the audience focuses on the content, instead of just the photo they could have used. It also helps that illustrations are a top design trend for For example in this presentation, they use this trick to show the difference between their company and the competition. They use color very effectively in this example to show their company is better, in a nonverbal way. With a lighter color and illustrated icons,

the company is able to position them as the better choice. All without saying a word. Source This example is one of the most interesting and cool presentations I have seen in awhile, so I suggest checking out the entire thing. The creator inserts a bunch of his personal interests into the slide to make his presentation about education fun and relatable. This means there should be at most three columns, three icons, three ideas and so on. A great example of this idea starts on slide number 9 in this slide deck and continues throughout the rest of the presentation.

**Chapter 4 : 28 Effective Homepage Design Examples and Ideas for Your Website**

*[This form is divided into three sections. Section 1 is intended for use by the individual submitting the change request. Section 2 is intended for use by the Project Manager to document/communicate their initial impact analysis of the requested change.]*

Design Last Updated on August 22, What happens when you try to sell a house with an overgrown garden, cracks in the driveway, and a broken front door? You also want your homepage to convert. As I said above, a broken front door and an inaccessible driveway prevents future buyers from even considering the sale. The same goes for your website. The first step in winning over more customers is to understand the essential elements that should go into every homepage. The Benefits of a Well-Designed Homepage A simple homepage design welcomes your audience to your site, tells them what you want them to do next, and allows them to explore your site in more depth. Always begin with the basics. When you begin planning out your homepage design, make sure every element satisfies at least one of the following four goals. What do you need on your homepage? What will your audience expect? And which elements take priority? In web design, homepage elements have very specific purposes. Helping your target audience get to know your business Many of your website visitors will find your homepage first. With that in mind, you need to make a solid first impression. Improving the user experience on your website Consumers visit your website with a purpose. It could be to check out your product line, read your blog posts, or find out if you sell a particular type of service. Regardless, you want to direct that consumer to the appropriate page. Your homepage design should facilitate this transition by providing intuitive navigation and a sense of how your website flows. By making this information easily accessible on your homepage, you will see an uptick in conversions. Another way to boost conversions is to create a strong first impression with your homepage. Improving brand awareness Make your company memorable by allowing your brand image and messaging to come through on every page. This is especially true when it comes to your homepage design because the homepage serves as the gateway to the rest of your website. Your logo, tagline, and purpose need to take center stage. In fact, you might even want to add a form or statement to the very top of your homepage – preferably in a large font – that gives your visitors a sense of what you do: What problems do you solve for your customers? Make it clear from the get go. How to Design a Website Homepage Now that you know the four goals to motivate your design principles, ask yourself three guiding questions: What do you absolutely need on your homepage? Who is your target audience and what will they expect? Which elements take priority? Once you have the answers to these three questions, you can begin plotting out how best to improve your homepage. Remember to tie each of your design elements to one of the four goals listed above. Website optimization is an ongoing process! The marketing copy is very simple here. Dropbox knows its target audience and drills down on pain points that affect them, including efficiency and security. Slack I love the Slack homepage design because of its unique illustrations. Slack makes it clear what visitors should do. They can sign in or create an account. Here, we have more navigation options than Dropbox provides, but each contributes to helping visitors find what they want. It wants to provide clean energy at an affordable price. There are two equal CTAs – one for residential customers and one for business owners – that use contrasting colors to draw the eye. CarMax CarMax encountered a unique challenge when designing its homepage. The company both buys and sells cars, so it needed to cater to both audiences. As you can see, CarMax succeeds. Multiple CTAs direct visitors to either find a car to buy or to sell their used car. Do you introduce the business, show off your flagship product, or overwhelm your audience with tons of products or categories? Apparently, boho style is in at least for women , so we see a custom graphic that advertises lots of boho fashions available. The navigation is hefty but cleanly designed, so visitors can easily find the categories that interest them. StudioPress Minimal elements, flat design illustrations, and muted colors make the StudioPress homepage design shine. Thanks to the copy, you know exactly what StudioPress does for its customers: If you scroll down, you encounter expandable content just below some more social proof. Abacus Plumbing This is a lot different from the other examples on this page, but I really love how Abacus Plumbing has structured its homepage. It might look a bit cluttered, but

this homepage includes a ton of social proof. Getting visitors to search for a destination. The homepage design is attractive and perfect for the Century21 audience. Marc Jacobs Nobody would ever call me a fashion expert, but I like the overall homepage design on the Mark Jacobs site. Additionally, consumers will immediately notice the free shipping order in the top bar and the well-spaced navigation links. Laura Worthington Fonts Laura Worthington has created a homepage design that reflects her approach to designing fonts. Skype has created a homepage design that addresses its target audience perfectly. Then you have the three things people use Skype for: The CTA button with the blue background and white text calls attention to itself beautifully. Fitness Blender From the logo to the marketing copy, Fitnessblender has created an awesome homepage. You also have the male and female models, both of whom look fitness-ready, to capture attention and motivate the audience. Nest The copy and the imagery take center stage for the Nest homepage design. Toastmasters International Although the Toastmasters International homepage design might seem a little dated at first, you have to remember its target audience. The organization wants to attract people “ usually business leaders ” and it does so well. I like the background images and the headline copy. Plus, the colors befit the tone and voice the organization wishes to express. Feel free to experiment and figure out how best to represent your business. Bookouture is a digital publisher, primarily of romance and suspense novels, and its homepage targets authors who might want to publish their books here. The use of the computer image to show cover art is a smart one. Ensurem Ensurem is an example of a minimalist design that still feels cultured and fleshed out. The huge hero image helps, as does the dark color palette. You get a sense of refinement from the design. Particularly notable is the CTA. All fit together seamlessly. Suicide Prevention Hotline Nonprofits have their own obstacles when it comes to homepage design. They want to help as many people as possible but they also want to solicit donations, volunteers, and other help from the public. The Suicide Prevention Hotline accomplishes each of these goals well. The Motley Fool Lots of people use The Motley Fool exclusively for articles on finance, but the company offers much more. FindLaw FindLaw has two purposes: It caters to both purposes through its homepage design. You can use the top navigation to find educational information, but the primary CTA “ centered over the hero image ” encourages you to find a lawyer near you. Plus, it uses relevant images to help visitors feel at home, and multiple CTAs offer clear directions about how to proceed. Viewership If you watch my YouTube videos, you know Adam and I have a regular Thursday series where we answer questions from people who have left comments on previous videos. The homepage design is ideal. Lyft In my previous article about best homepage examples , I used Uber as one of my picks. It also successfully caters to both riders and drivers. Then you have the chat box in the lower right-hand corner, which is an excellent UX decision, and the topical hero image. Starbucks is no marketing beginner. The company has set the bar high for every other coffee shop, and its homepage design changes regularly based on the products Starbucks wants to promote. Here, you have two protein shakes that look delicious as well as simple but effective copy. Homepage Design Best Practices in Visitors know what you do and what sets you apart from the competition. Dynamic Visitors can engage with different elements on the homepage, such as links, forms, and expandable content. Links, calls-to-action, and headlines should stand out on the page. Loads fast The best homepage design is lean and quick. Use creative language to convey important ideas and to lure your visitors further into your site. Good navigation You answer the question:

**Chapter 5 : 3 Highly Effective Intranet Examples -**

*The example Change Request Form attached below can be used to submit changes during the life of the project. Appendix E: Change Management Log Template The detailed Change Management Log template attached below can be used to track and manage requested changes during the life of the project.*

The outline of a Powerpoint presentation gives the viewers an idea of what the presentation is all about. You can get an idea of the format for this outline by checking out various presentation outline templates like Financial Presentation Templates , disease presentation templates, demo presentation outlines etc. Here is how you can go about writing the outline for a Powerpoint presentation. Start by writing the topic at the top. Go ahead and using bullets, list down the sub topics and sections that have been included in the presentation. In case there are sub topics under sections, these should also be listed under these. The outline script should begin with a small introduction, followed by the purpose of the presentation and the objectives. What to Include in a Presentation Outline? In order to ensure that you include all the essential segments in a presentation outline, take a look at what all should be present in this. Title of the presentation A small description of the topic The sections and subsections included The purpose of the presentation The benefits of the presentation The objective of the presentation Tips for Making an Effective Powerpoint Presentation When it comes to designing an effective Powerpoint presentation, you need to make sure that both the content as well as the layout is impressive. Here are a few tips that will surely prove helpful for you. Make sure not to include more than one design template for the slides. This will bring about a uniformity which is very important. The slide should not comprise of a lot of content. The sentences should be small and clear. Do not get carried away when using animation effects. Additionally, stick with one or two effects rather than trying to include everything in one presentation. In case you are using images in the slides, opt for high quality ones. A look at the various Conference Presentation Templates that are available online will give you an idea of what is expected of an impressive presentation. This is because of the benefits it extends. It helps you summarize the presentation into small points It gives the user an idea of what to expect of the presentation It helps the presenter to carry on with the presentation in a smooth, flowing manner A proper presentation outline format consists of 3 important parts. You may also like.

## Chapter 6 : Plain Writing at CDC | Other | CDC

*find an example of effective page design and an ineffective page design in a magazine or on the web, describe each page design and why it is effective or ineffective, with the ineffective page design, make specific recommendations for improvement.*

Addressed to Those who Think Lately Digging through our previous blog posts, there were a number of highly effective intranet examples we could have highlighted. The intranet, named FEtCH, was designed to align with their current brand, as well as represent the company focus in finding homes for animals. In addition, an element of fun was added with the use of Online Photo Albums. The SDHS staff take hundreds of photos each week, so Wills thought it would be fun to have employees upload their photos to FEtCH and implement a photo of the week contest. Not surprisingly, this is now one of the most popular areas of the intranet. While many of our other customers term this as KUDOS on their highly effective intranets, this has proven to be a great employee recognition tool for any intranet administrator to deploy. Employees can go onto the FEtCH intranet and check in on animals to see how they are adapting to their new home, as well as receive exclusive updates on the animal. FEtCH is a great example of a highly effective intranet because: This divided staff between two locations during a time when communication and unity was critical. To ensure all staff were on the same page when it came to renovation information, BC Place included an innovative live webcam feed of BC Place right onto the Intranet Homepage so employees could view the renovations and construction in real-time. This is an excellent way to ensure employees have the most up-to-date information about what is going on in your organization. In addition to information about the facility, the intranet included a People Directory with contact information for all the employees and their locations. This enabled employees to easily locate one another as many of them were spread out between the two locations. Employees had access to important Online Forms directly from the intranet homepage, allowing employees to access the forms quickly, increasing efficiency and productivity. The store quickly expanded and they now have over 12 stores throughout the surrounding areas. However, with such growth also came some challenges such as ensuring employees were able to communicate across multiple locations. The Pantry soon became the central hub for information and resources, quickly becoming integrated into the company culture. In addition, it helped facilitate strong employee engagement with features like: Why The Pantry is an effective intranet example: Here are a few other notable mentions that we encourage you to check out to inspire further innovation on your intranet:

## Chapter 7 : 25 Examples Of Clean, Effective And Beautiful Web Design |

*The 28 Best Homepage Design Examples of (And Why They Work) There's no better teacher than an example. I'm going to show you some of the best homepage design examples that I've found in , and I'll tell you exactly why they work so you can apply those same tactics on your own site.*

## Chapter 8 : Presentation Outline Template - 24+ Free Sample, Example, Format | Free & Premium Template

*The U.S. Centers for Disease Control and Prevention (CDC) would like to thank the following persons who worked diligently over a number of years to research, write, and compile the information presented in this document.*

## Chapter 9 : How to Create a Communication Plan (with Sample Plans) - wikiHow

*The term "disease management" has often been used loosely to refer to general public-health campaigns (to promote regular exercise or influenza vaccination, for example), as well as to case-management programs tailored to individual patients.*