



CDC
Digital
Solutions



Centers for Disease Control and Prevention (CDC) Digital Media Solutions and Support Flexible Ordering Agreement (FOA): Delivering Digital Transformation Solutions to Public Health

For the Office of Planning, Research, and Evaluation (OPRE) in the U.S. Department of Health and Human Services (HHS),

ICF created a Social Sharing Playbook that guides OPRE's engagement strategy by providing a visual style guide, sample content, workflow processes, tailoring considerations, response guidelines, and platform-specific tips.

The Centers for Disease Control and Prevention (CDC) has vast inventories of content and the need to deliver it in timely, accessible and relevant ways. ICF is uniquely positioned to help CDC strategize, design, adopt and evaluate the technologies to deliver what citizens and health stakeholders need to be protected 24/7 from health and safety threats.

CDC's Office of the Associate Director for Communications (OADC) issued a multiple-award FOA for digital communication and technology support to the agency and its partners. The contract has a value of up to \$250 million and a term of five years. ICF is one of only two awardees, and is the only public health company on this vehicle.

The FOA covers a full spectrum of services to enable CDC to continue its digital transformation – incrementally and comprehensively.

Content Strategy: To map content that is easily accessible to the right people, at the right time, on the device they have at hand, ICF's content strategists apply a cross-channel lens to content analysis methods and tactics—audience research, content inventories, taxonomy and metadata analysis, search engine optimization audits, and content modeling. Primary and secondary research methods include focus groups and surveys, which are created using ICF's own IRB and OMB processes.

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Our recent launch of the positivespin.hiv.gov featured parallax scrolling and video—all of which was evaluated against 508 and Web Content Accessibility Guidelines 2.0 standards. Our work relied on Accessible Rich Internet Applications to ensure all interactive elements performed through the use of keyboard controls and screen reader commands.

About ICF

ICF (NASDAQ:ICFI) is a global consulting and technology services provider with more than 5,000 professionals focused on making big things possible for our clients. We are business analysts, policy specialists, technologists, researchers, digital strategists, social scientists, and creatives. Since 1969, government and commercial clients have worked with ICF to overcome their toughest challenges on issues that matter profoundly to their success. Come engage with us at icf.com.

Design and Testing: An iterative, participatory, user-centered design methodology drives excellent user experiences across CDC's digital media campaigns and channels. ICF applies its mastery of user experience (UX) best practices and up-to-the-minute understanding of digital trends to create innovative UX and customer experiences that support ongoing enhancement.

Social Media: With up-to-date strategy and technical support, CDC can build, monitor, and evaluate social media channels and profiles. ICF's social media strategists and content experts make social media an effective communications tool and define the right mix of processes and technology to track effectiveness.

Website Support: A mobile-first approach to building engaging websites supports mission-critical tasks and can be used across multiple devices and browsers. Our designers, information architects, developers and subject matter experts work together to deliver timely, accessible and relevant health information at every touch point. With expertise in content management system technologies, ICF can service existing infrastructures, improve search engine optimization (SEO) and evaluate whether current technologies will meet future requirements.

Mobile and Digital Tools: Lessons learned from multiple CDC Centers and other large federal and commercial web systems are parlayed into the development of digital media components that effectively engage key audiences. ICF translates business needs in any form into technical requirements that our team of architects, engineers, and analysts can prioritize and deploy.

Communication Services: CDC must bridge the worlds of science and technology to create compelling interactive content for external and internal audiences. CDC and ICF epidemiologists and scientists inform the content that our health communication, public relations and creative teams turn into effective communications campaigns.

Accessibility and Writing Standards: All digital media, regardless of format, must be Section 508 and adhere to the Plain Language Writing Act. Our team of communication specialists are experts in managing all aspects of compliance and developing simple, easy-to-understand content using a variety of automated tools to supplement manual reviews.

Security Support: Confidentiality, privacy, integrity, and availability are paramount. The information and information systems created and maintained for OADC follow all applicable CDC, HHS, and federal policies and regulations.

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