

TOPIC LABEL (1-3 words about the general topic, all CAPS)

## Main Message Statement (Index #1-3)

### Summary (Index #10)

Visual that conveys or supports the Main Message Statement. Human figure should be performing the recommended behavior. Visual should not portray any behavior that is not recommended (Index #4).

Caption or label (Index #4).

### RISK BOX, CALLOUT OR TEXT (INDEX #18, 19 or 20)

Use this area to show the risk. If risk is not relevant, use this area for more text, or for a call out.

Short description of images (1-3 words per image)

### Insert audience-appropriate text (no period at end of header)

Include at least one call to action (Index #5) and behavioral recommendations, if relevant (Index #12)

- Use active voice in both the main message and call to action (Index #6).
- Use familiar language and spell out acronyms when using them for the first time. Explain technical terms when using them for the first time (Index #7).
- Use bulleted lists (Index #8).
- Use chunks with headings (Index #9).
- Explain what you know and don't know about the topic (Index #11).
- Explain behavioral recommendations (Index #13-14).
- Use familiar numbers (Index #15) and explain what they mean (Index #16). Avoid math (Index #17).
- Include additional risk information not included in call out box (Index #18-20).
- When writing a link, use the entire URL

Call out type for link or information (P1 style):  
<http://www.cdc.gov/entire link goes here>  
 or call 1-800-CDC-INFO.

Center Name Goes Here

Division, Program, or Office Name Goes Here



## Headline

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Photo or other visual should support text that appears near it. Add a visual to demonstrate probability if relevant (Item #20).

Caption or label (Index #4).

## Headline

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## References

1. Include references only if your audience expects them.

## Glossary

1. Use familiar words and numbers instead of relying on a glossary

Call out type for link or information (P1 style):  
<http://www.cdc.gov/entire link goes here>  
 or call 1-800-CDC-INFO.