



CDC's Internal Blog: *Connecting Conversations*

EPA Environmental Information Symposium
November 15, 2007

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Centers for Disease Control and Prevention





Employee Communication Goals

1. Create a recognized and valued **system of employee communication.**
2. Create a **well informed employee public.**
3. Enhance **trust and community.**
4. Prepare and encourage employees to **serve as ambassadors for CDC.**





CDC Connects

- CDC's online "newspaper" and front page of the intranet
- **Goals of *CDC Connects*:**
 - Provide communication vehicle for leadership
 - Build employee community
 - Improve access to intranet resources



Director's Corner



- :: [Leadership](#)
- :: [New Ideas](#)
- :: [Business Svcs](#)
- :: [Diversity](#)
- :: [Goals](#)

In a Snapshot



Are You Getting Enough Sleep? More than one-quarter of Americans report occasionally not getting enough sleep and 10 percent experience chronic insomnia. CDC launched a new website coinciding with the first annual Drowsy Driving Prevention Week. Click on the photo for links and more.

SNAPSHOT ARCHIVE >

This Week In CDC History

Nov. 4, 1990: The Breast and Cervical Cancer Mortality Prevention Act of 1990 ([Public Law 101-354](#)) established [CDC's National Breast and Cervical Cancer Early Detection Program](#). The program provides breast and cervical cancer screening support to underserved women in all 50 States, the District of Columbia, 5 US territories, and 12 American Indian/Alaska Native tribes or tribal organizations.

The Inside Story



Safe Water Team Earns Award

"Unsafe water is a key health risk." That simple statement drives a health intervention that is making a difference in the lives of people across the globe and is now receiving national recognition. CDC's Safe Water Team was chosen to receive the 2007 Circle of Excellence Award.



Georgia Volunteers are "Prepared to Serve"

As Veterans Day approaches, we highlight three CDC staff, Barbara Meek, BS, EMT-P, (McKing Consulting Corp.), CCHIS/OD: William (Bill) McShane, PhD, (Battelle, NCEH/ATSDR; and William E. (Bill) Pamplin, MA, (Northrop Grumman Corporation) CCID/OD/SSPU.



Retirement All Good for Allgood

When Diane Jacobs Allgood retired from CDC on October 31, she was known for more than her plentiful M&M dispenser. Because she had worked for a number of different organizations throughout her career, Allgood absorbed many different names, positions, skills, specialties, etc., making her known as the go-to person.

STORY ARCHIVE >

CDC Calendar of Events ...today's CDC-wide events

- 9:00 am - [The End of Polio: Photographs of Sebastião Salgado](#) (Clifton - Roybal)
- 9:00 am - [Flu Shot Walk-in Open House](#) (Koger)
- 9:00 am - [Forklift Safety Refresher Training](#) (Chamblee)
- 11:00 am - [Individual & Community Factors Affecting Adherence to Public Health Directives in the Event of an Emergency](#) (Clifton - Roybal)

FULL CALENDAR >

Connecting Conversations ...an internal CDC blog

- 11/6/2007 - [Recommendations about Pay and Awards](#)
- 11/1/2007 - [The Candy Conundrum](#)

MORE >

Employee Tools

- :: [A-Z List](#)
- :: [Admin e-Systems](#)
- :: [Calendar of Events](#)
- :: [Campus Maps](#)
- :: [CDC Neighborhood](#)
- :: [Construction News](#)
- :: [Creative Services](#)
- :: [Emergency Numbers](#)
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- :: [Forms](#)
- :: [HealthImpact.net](#)
- :: [Human Resources](#)
- :: [Jobs](#)
- :: [Library Resources](#)
- :: [myPay](#)
- :: [Request OA Services](#)
- :: [Room Scheduling](#)
- :: [Services for Employees](#)
- :: [Thrift Savings Plan](#)
- :: [Time & Attendance](#)
- :: [Training](#)
- :: [Travel](#)

My Links

- :: [Announcements](#)
 - :: [DEOC Portal](#)
 - :: [Staying in Touch Newsletters](#)
- [Add Link](#) | [Edit Links](#) | [Help](#)

CDC Organization

- :: [OD](#)
- :: [CCEHIP](#)
- :: [CCHIS](#)
- :: [CoCHP](#)
- :: [CCID](#)
- :: [COGH](#)
- :: [COTPER](#)
- :: [NIOSH](#)



Why?

- **Conversations are happening anyway**
- **Blog allows respectful, open conversations**
- **Safe forum for tackling controversial issues or bad news quickly and openly**
- **Blog can lead to problem-solving across the agency**
- **Great employers demonstrate trust in employees (*Fortune* magazine's 2006 100 best companies)**

When?

- **Proposed late 2005**
- **External blog launched January 2006**
- **Approved spring 2006**
- **IT Security review & clearance summer 2006**
- **Launched October 2006**
- **New topics weekly**



What?

- **Moderated blog that allows anonymous comments**
- **Topics are indexed by category and date**
- **Everything is permanently archived**





*Connecting
Conversations*

Where?

<http://intranet.cdc.gov>





Tuesday, October 30, 2007

CDC Intranet Search

CDC Connects

Connecting Conversations

[CDC Connects](#) > [Connecting Conversations](#)

There are a few rules...

Welcome to Connecting Conversations, a CDC Connects blog. We welcome your honest, insightful feedback. There are a few limits: please see our [rules](#).

Recent Posts

[When the well is dry...](#)

October 26th, 2007 by [CDC Connects](#)

When the well is dry, we know the worth of water.

So said Benjamin Franklin, in Poor Richard's Almanac, in 1746. It's something we're learning in Atlanta, and in other locations too, right now.

An unprecedented drought stretching across the southeastern United States has forced some of the region's cities to declare water emergencies. The situation has become so serious that officials in Atlanta said Atlanta could run out of drinking water in a matter of months.

What can we do to help? What are you doing to help conserve water?

According to the Buildings and Facilities Office (BFO), CDC was ahead of the curve before the

Recent Comments

- On [When the well is dry...](#) - October 30, 2007
Just put a sign over every toilet... "If it's yellow, let it mellow. ..."
- On [Dating in the Workplace... Yea or Nay?](#) - October 29, 2007
How do I get a transfered to Fort Collins? I want to join the #8 dati...
- On [Dating in the Workplace... Yea or Nay?](#) - October 29, 2007
FYI just wanted everyone to know #8 is starting a singles group lookin...
- On [Dating in the Workplace... Yea or Nay?](#) - October 29, 2007
Need a singles group? Go to meetup.com and you can organize a group o...
- On [When the well is dry...](#) - October 29, 2007
#1 and #8 You cannot be serious.. That is your logic? Please see the ...

Connecting Conversations

- [About This Blog](#)
- [Rules](#)
- [Archives and Search](#)
- [Send a Topic Idea](#)

Categories

- [Business Services](#) (11)
- [CDC History](#) (1)
- [CDC Now/Futures](#) (2)
- [CDC Stays Healthy](#) (6)
- [Facilities/Scenes](#) (3)
- [General](#) (19)
- [Public Health in Action](#) (11)

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- [Construction News](#)





Tuesday, October 30, 2007

CDC Intranet Search

GO >

Connects

Connecting Conversations

[CDC Connects](#) > [Connecting Conversations](#) > [About This Blog](#)

About This Blog

The purpose of this blog is to

- Enhance two-way communication between and among employees (including FTEs, contractors, fellows, and others) and management.
- Provide a forum for discussing topics relevant to working at CDC, gathering opinions and ideas from CDC staff and managers and leading to brainstorming and problem-solving.

This blog is

- On CDC's intranet, not available externally. What you read here will not come up in a Google search, and people outside CDC won't be able to read it at will.
- Open to suggestion for topic starters, but discussion threads will be started by **CDC Connects**. Comments relating to those topics may be posted by anyone at CDC.

This blog is not

- A tool for *implementing* change. Suggestions for changes and solutions to problems are welcome—indeed encouraged—for purposes of discussion and fine-tuning. But suggestions developed here should be offered through usual channels for consideration.

Opinions expressed in this blog are not official CDC positions on any issue.

A technical note: If you use 'less than' and 'greater than' symbols in a comment, the text in between them will be deleted by this blogging software.

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[CDC Connects](#) > [Connecting Conversations](#) > [Rules](#)

Rules

Give us your honest, insightful feedback. Consider this your professional soapbox—but with a few limits:

If you identify yourself:

- Your comment will post immediately.
- Your comment will be reviewed by the blog moderator after it's posted.
- If it does not conform to these rules, offensive portions or the entire comment will be deleted.

If you remain anonymous:

- Your comment will be reviewed by the blog moderator before it is posted.
- If your comment conforms to these rules, it will be posted as is.
- If it does not conform, offensive portions or the entire comment will be deleted.

Your comments must relate to CDC. This is not the place to talk about your personal issues, political beliefs, push your child's fundraiser, or discuss any other non-business related issues.

Your comments must relate to the topic at hand. Comments must have something to do with the topic in the original post. If you wish to start a new topic, send your idea or your draft post to [CDC Connects Story Ideas](#).

No personal attacks are allowed. It's OK to disagree with a colleague's position on an issue. It's not OK to question his or her character. No comments with an insulting, inflammatory, or disrespectful tone will be allowed. In particular, malicious responses that insult others based on race, ethnicity, gender, religion, nationality, or sexual preference will not be tolerated.

The bottom line:

This blog is for you—but we reserve the right to refuse airtime to anyone who does not abide by the rules.

We very much want to encourage thoughtful and intelligent debate. Even though these conversations take place virtually rather than face-to-face, the unwritten rules of professional decorum still apply.

Got it? Great. Go for it!

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- [Library Resources](#)
- [myBay](#)



Leave a Reply

Comment immediately with your name...

Name

Mail (will not be published)

...or comment anonymously. (Your comment will be reviewed before it is posted.)

[Anonymous Comment](#)



Leave a Reply

...or comment anonymously. (Your comment will be reviewed before it is posted.)

[Anonymous Comment](#)

Submit Comment





How?

- **WordPress software**
 - **Free, user-friendly, can change look**
- **A lot of time**
- **A little clearance**





*Connecting
Conversations*

WordPress

<http://blogs.inside.cdc.gov/ConnectingConversations/wp-admin/>



Connecting Conversations [\(View site »\)](#)

Dashboard Write Manage Comments Blogroll Presentation Plugins Users Options

Welcome to WordPress

Use these links to get started:

- [Write a post](#)
- [Update your profile or change your password](#)
- [Add a link to your blogroll](#)
- [Change your site's look or theme](#)

Need help with WordPress? Please see our [documentation](#) or visit the [support forums](#).

WordPress Development Blog

[WordPress 2.3.1](#) — 4 days ago

WordPress 2.3.1 is now available. 2.3.1 is a bug-fix and security release for the 2.3 series. 2.3.1 fixes over twenty bugs. Some of the notable fixes are: Tagging support for Windows Live Writer Fixes for a login bug that affected those with a Blog Address different than their WordPress Address Faster taxonomy database queries, especially tag intersection [...]

Latest Activity

Comments »

Comments in moderation (4) »

- Frank Ceo on [When the well is dry...](#) [\(Edit\)](#)
- Anonymous on [When the well is dry...](#) [\(Edit\)](#)
- Anonymous on [Dating in the Workplace... Yea or Nay?](#) [\(Edit\)](#)
- Anonymous on [Dating in the Workplace... Yea or Nay?](#) [\(Edit\)](#)
- Anonymous on [Dating in the Workplace... Yea or Nay?](#) [\(Edit\)](#)

Posts »

- [When the well is dry...](#)
- [Dating in the Workplace... Yea or Nay?](#)
- [One Year Later...](#)
- ["Microbes run the world."](#)
- [Are We Sending Mixed Messages to the Public?](#)

Blog Stats



Connecting Conversations [\(View site »\)](#)

Dashboard Write **Manage** Comments Blogroll Presentation Plugins Users Options

Posts Pages Uploads Categories Files Import Export

Last 15 Posts

Search Posts...

Search

Browse Month...

October 2007

Show Month

Browse Category...

All

Show Category

ID	When	Title	Categories	Comments	Author			
77	2007-10-26 12:44:01 pm	When the well is dry...	Facilities/Scenes	36	CDC Connects	View	Edit	Delete
76	2007-10-19 8:42:21 am	Dating in the Workplace... Yea or Nay?	General	95	CDC Connects	View	Edit	Delete
75	2007-10-12 8:59:59 am	One Year Later...	General	27	CDC Connects	View	Edit	Delete
74	2007-10-05 10:14:36 am	"Microbes run the world."	Public Health in Action	27	CDC Connects	View	Edit	Delete



Connecting Conversations [\(View site »\)](#)

Dashboard **Write** Manage Comments Blogroll Presentation Plugins Users Options

Write Post Write Page

Title

Post

Visual

Code



Main content area for writing the post.

Categories

Add

Separate multiple categories with commas.

- Awards/Kudos
- Business Services
- CDC History
- CDC Now/Futures
- CDC Stays Healthy
- Facilities/Scenes
- Farewells
- General

Discussion

- Allow Comments
- Allow Pings



Comments

Show Comments That Contain...

Search

(Searches within comment text, e-mail, URL, and IP address.)

[View Mode](#) | [Mass Edit Mode](#)

1 | [2](#) | [3](#) | ... | [114](#) | [Next »](#)

1. **Anonymous** | IP: [1193766738anonymous.com](#)

I submitted my comment on yesterday, October 29, 2007. However, I have yet to read it. Is there a reason why its not posted. It was in reference to the Natural and Super Natural, the real reason the water shortage is a so call problem right now.

Oct 30, 1:52 PM — [[Edit](#) | [Delete](#) | [Approve](#) | [Spam](#)] — [When the well is dry...](#)

2. **Frank Ceo** | [ffc7@cdc.gov](#) | IP: [158.111.183.76](#)

If you have an old high-water-use toilet, you can put a brick or a filled water bottle in the tank to reduce the amount of water per flush

Oct 30, 1:04 PM — [[Edit](#) | [Delete](#) | [Unapprove](#) | [Spam](#)] — [When the well is dry...](#)





What We've Learned

51 Posts, 2400 Comments Later

- **Most active discussions: on topics that affect daily work life**
- **Least active discussions: on scientific or programmatic topics**
- **Many managers are reluctant participants**

Discussions easily wander off topic



Successes

- “I like this blog. It’s good to have a venue like this to talk about things.”
- Increasing numbers of comments → Increasing participation
- Management seeking input through blog
- Management actions as a result of blog discussions



Challenges

- Increase discussions led by CDC leaders and managers
- Encourage use of discussions/ feedback in management decisions
- Increase guest posts
- Increase awareness among employees





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Questions?

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