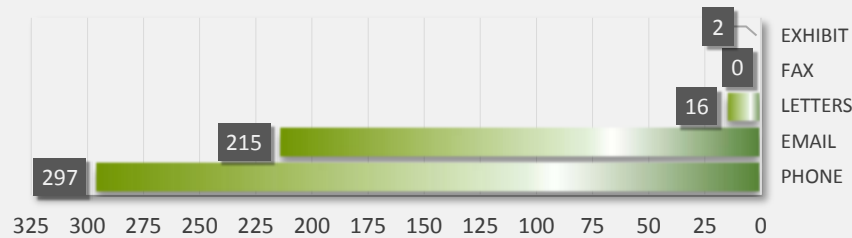
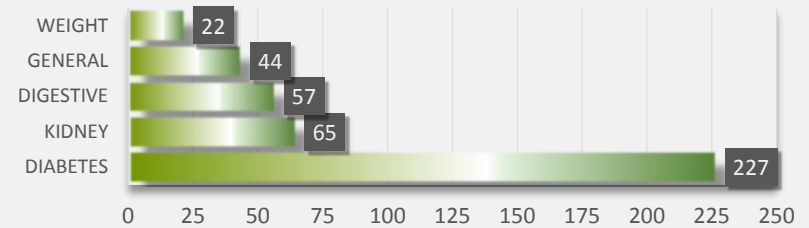


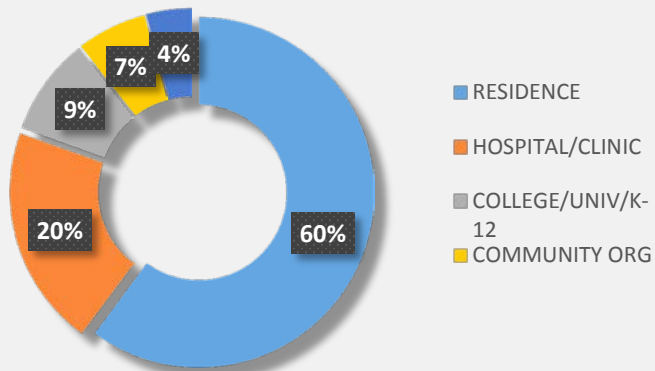
Health Information Center Inquiries



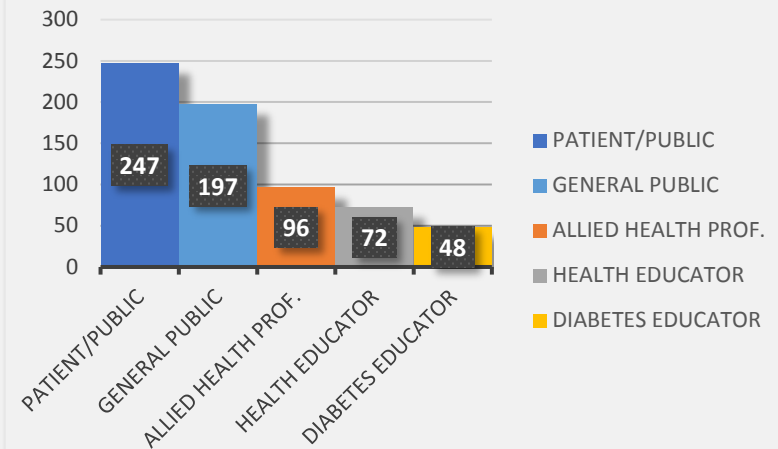
Top 5 Health Topic Codes for Inquiries



Top 5 Setting Codes for Inquiries



Inquiry Profession



Catalog Order

217

HIC Order

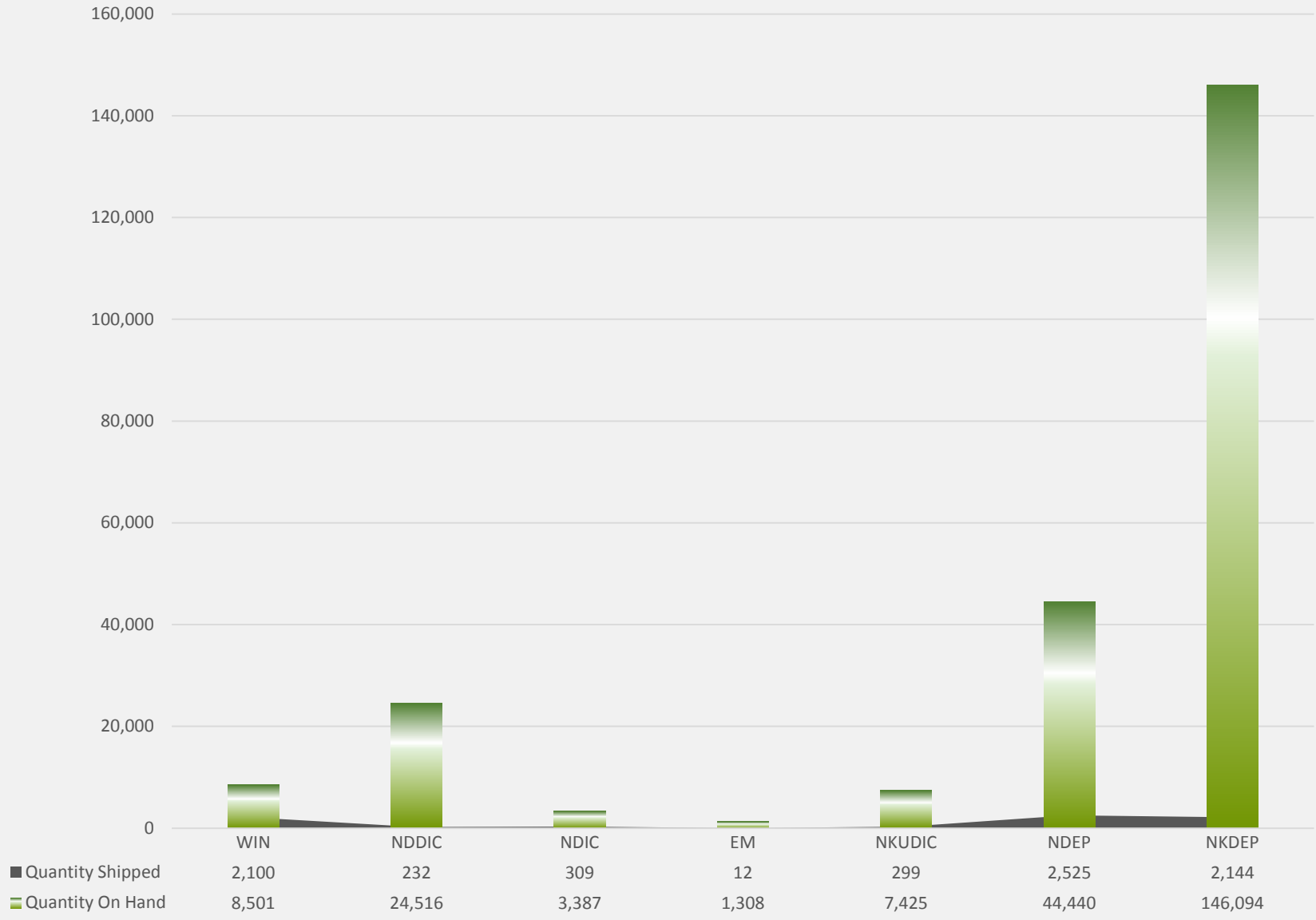
90

Total

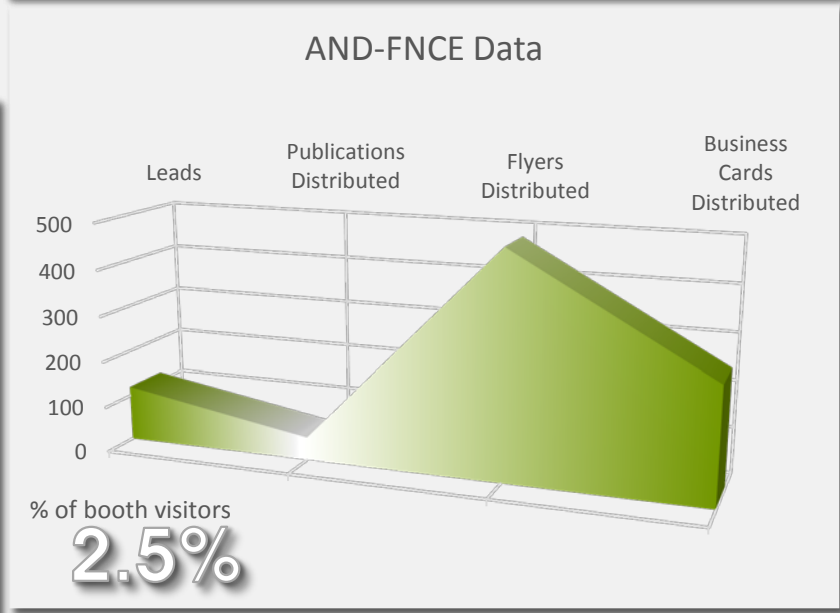
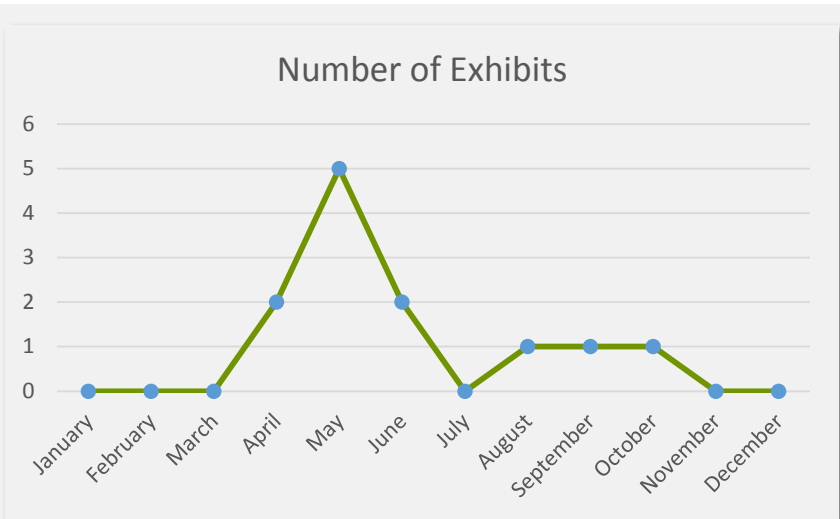
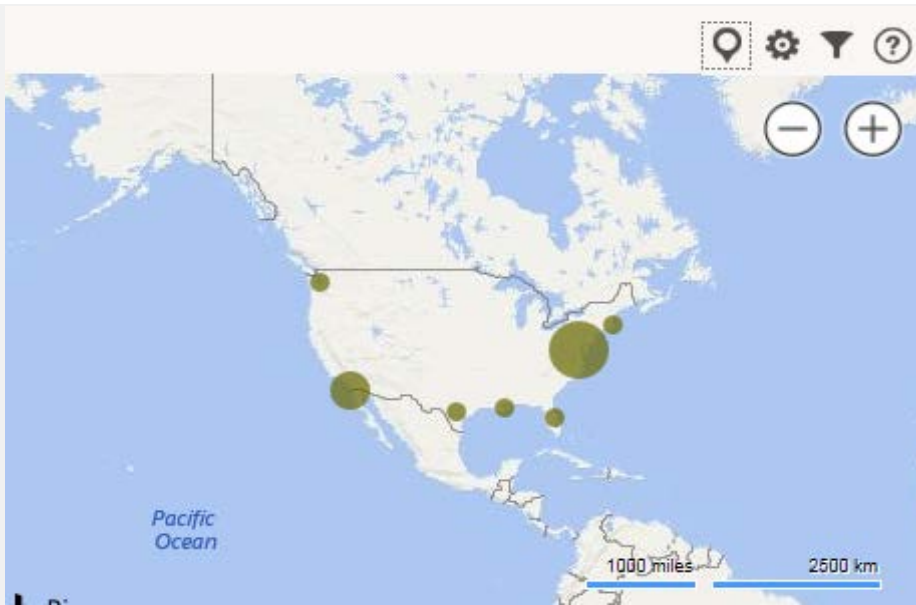
307

Publication Distribution Data

Clearinghouse Publications



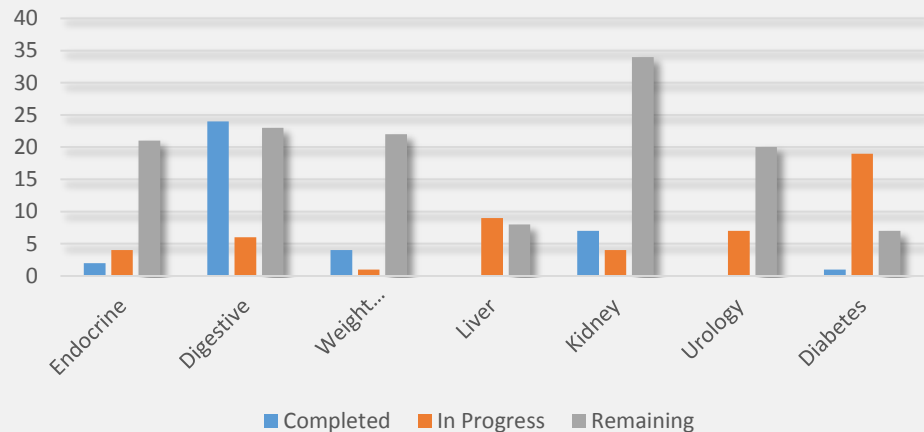
Exhibits Data Dashboard



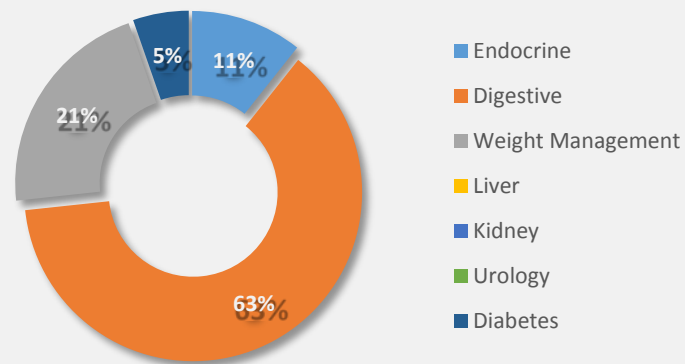
Exhibits in October

1

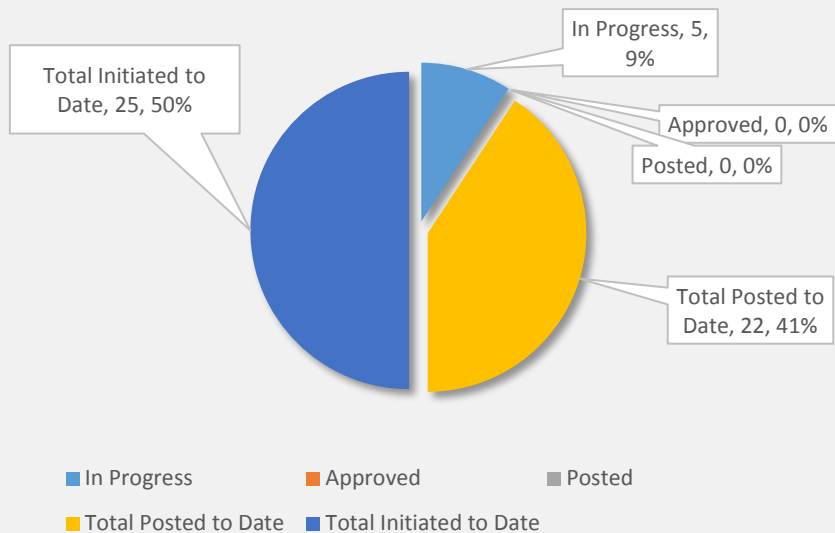
B, S, M Progress by Disease Area



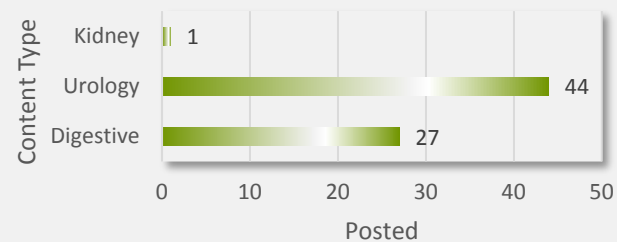
Percent Completed in October



Conventional/Legacy Updates



Content Syndication Topic



Content Syndication - October

0

National Diabetes Month

Radio Media Tour Key Messages:

1. Diabetes is a serious disease that requires self-management education and support as early as possible to prevent or delay diabetes-related health problems in the future.
2. Managing diabetes is not easy. Having a plan and setting goals can help you take small steps to stay healthy.
3. Managing diabetes is a team effort that requires participation from you, your family members, your health care team, and other networks of support.
4. To learn more, visit www.niddk.nih.gov.

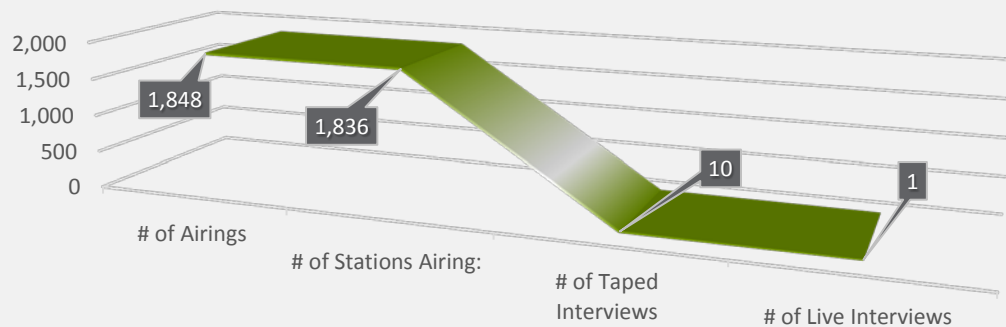
General Key Messages - October

Topic #1:
Hispanic Heritage Month

Topic #2:
Health Literacy Month

Topic #3:
National Diabetes Month is coming:
Managing Diabetes – It's Not Easy,
But It's Worth It

National Diabetes Month in November
Radio Media Tour Summary



- Airing nationally on NBC News Radio
- Airings on statewide networks in Kentucky, Louisiana, Mississippi, and North Carolina
- Airings on #1 News Talk Information stations in San Antonio and Salt Lake City

Total Listenership

11,107,890