

# Communication Strategy

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Health Quality Innovators

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# Target audience in Maryland

Frontline healthcare workers in these settings:

- Assisted living facilities
- Group homes
- Correctional facilities
- Outpatient dialysis center
- Home health providers
- General outpatient healthcare centers including FQHCs and urgent care centers
- K-12 school health
- Residential behavioral health facilities

# Overall Strategy

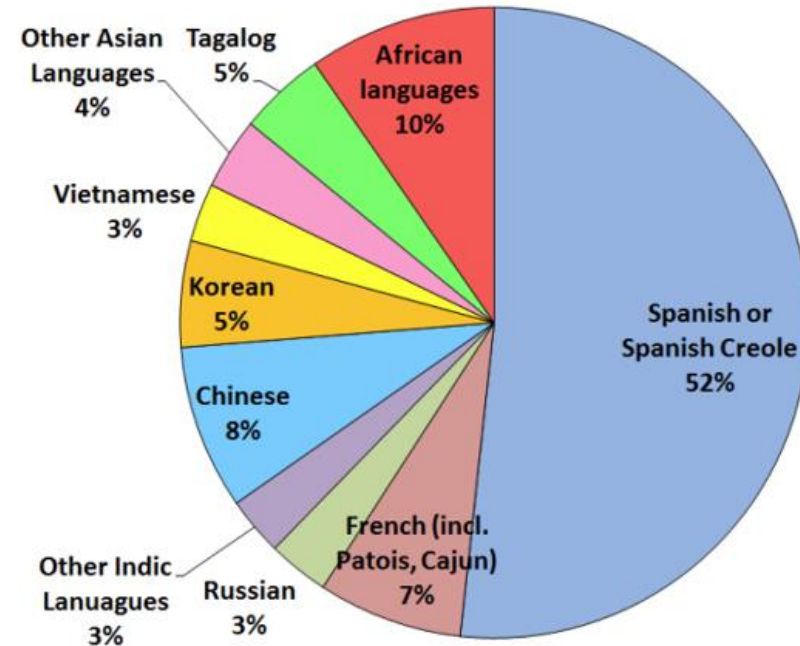
- Leverage PFL resources already developed and tailor to audience needs
- Set up content and communications channels that could be used no matter what materials would be created and released in the future



# Tailoring to the Maryland audience

- Learning Needs Assessment (LNA) responses indicated a desire for Spanish
- American Community Survey data for Maryland provided insight on additional languages
- Reviewed “Languages by Jurisdiction” and “Languages Spoken at Home” data provided by CDC

Top 10 Non-English Languages Spoken at Home, Among Residents Ages 5 and Older





# Tailoring to the Maryland audience

- **Spanish**
  - Video Episodes 1 – 25  
(All Year 1 Topics)
- **Chinese, Haitian Creole, Russian, Tagalog**
  - Video Episodes 1 – 7  
(Topics 1 – 5)



# Learning Management System (LMS)

- 24/7 access to courses
- Mailed physical Quick Start Bundle toolkits for employers to encourage staff to log into the LMS for Project Firstline courses, downloadable version available on website
- Created courses with translated videos





# Learning Management System

- Quick Start Bundle included:
  - Checklist on how to use the materials
  - Poster for employees to read in common areas like the break room with QR code to the LMS
  - Sample email for employers to send to staff to introduce them to Project Firstline
  - 5 laminated Project Firstline posters ready to hang

**Free Online Infection Control Courses**  
Quick Start Checklist

- ✓ **Hang the Project Firstline Start Now flyer** in a common employee area, such as the break room. This poster contains a QR code that employees can scan to easily get started.
- ✓ **Send an email** to your employees to let them know about Project Firstline courses and their benefits. You can create your own email, or use the template provided in this toolkit.
- ✓ **Hang the laminated posters** around your facility. For example, post "How to Read a Disinfectant Label" near your cleaning supplies.
- ✓ **Sign up for our newsletter** to hear about upcoming free webinars and new resources.
- ✓ **Check out more posters and job aids online.**

[mdfirstline.org](http://mdfirstline.org)   [mdfirstline@hqj.solutions](mailto:mdfirstline@hqj.solutions)    PROJECT FIRSTLINE  
CDC's National Training Collaborative for Healthcare Infection Control    Maryland  
DEPARTMENT OF HEALTH

# Social Media

- Dedicated Project Firstline Twitter and Facebook accounts
- SocialPilot social media scheduler
- Got templates approved to plug in
  - Scheduled webinars
  - Conference attendance
  - Professional recognition days







MD Firstline

April 2 at 10:00AM · 🌐



Happy National Public Health Week to all public health professionals! [Maryland Department of Health](#) Project Firstline appreciates all you do to control the spread of infections in your community! Remember, you can refresh your infection control knowledge online with MD Project Firstline: <https://ow.ly/GRhv50QZUhi> #InfectionControl #ProjectFirstline #NationalPublicHealthWeek #PublicHealth



It's National  
Public Health  
Week!



PROJECT  
**FIRSTLINE**

CDC's National Training Collaborative  
for Healthcare Infection Control

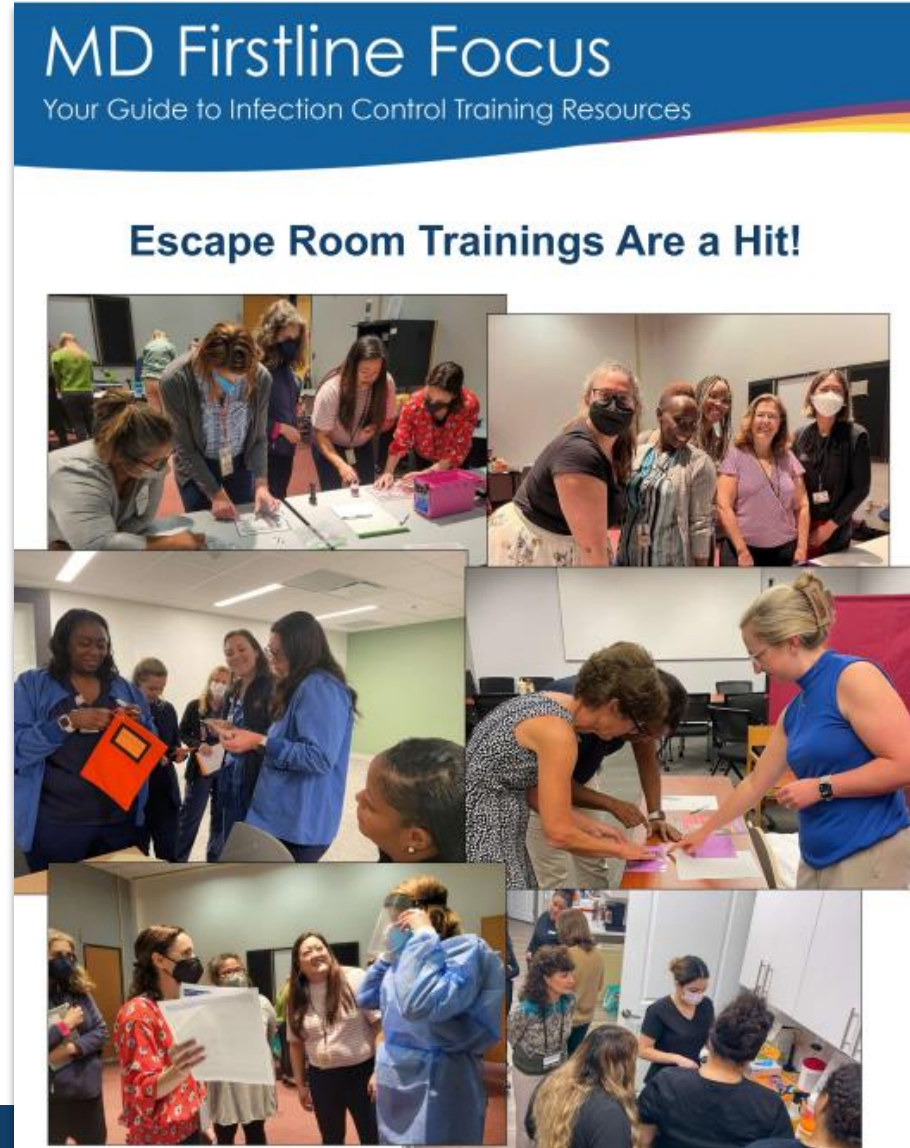


**Maryland**

DEPARTMENT OF HEALTH

# Newsletter

- Template approved to plug in information each month





MD Firstline

April 8 at 11:00 AM · 🌐



Ready for an infection control challenge? Join us on April 18 when [Maryland Department of Health](#) will host an interactive 20-minute webinar on the proper steps to take when you see diarrhea. Register today: <https://ow.ly/aQqY50QZWC5> #InfectionPrevention #InfectionControl #ProjectFirstline

**The right infection control actions help stop germs from spreading.**



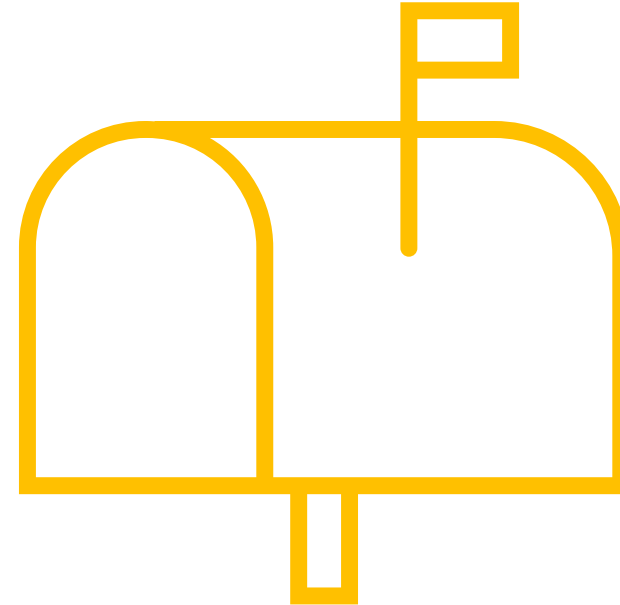
Learn more:

[WWW.CDC.GOV/PROJECTFIRSTLINE](http://WWW.CDC.GOV/PROJECTFIRSTLINE)



# Postcard Campaigns

- Three postcards to promote:
  - Incentives - opportunity to earn e-gift cards by taking Project Firstline courses
  - Escape Room
  - Translated videos





# Promotions Coordination

- Shared calendar to coordinate promotions, conferences, webinars, featured resources, special professional days, etc. to present a cohesive message
- Mailed one post card per month in August, September and October 2024
- Newsletter and social media content featured post card topics for those months





# Measuring Success

- Trackable QR codes (Bitly) on postcards
- LMS reports
- Number of Escape Room training sessions tracked via customer relationship management (CRM) software



# What strategies worked?

- Incentives campaign
  - One entry into random drawing for \$25 e-gift card for each completed course
  - \$50 e-gift card for completing courses for all 17 Project Firstline topics



**Earn  
while you learn**

Learning to lower the spread of infectious diseases could earn you a \$50 Walmart gift card.\*

**PROJECT  
FIRSTLINE  
IS FOR  
YOU**

 **PROJECT  
FIRSTLINE**  
CDC's National Training Collaborative  
for Healthcare Infection Prevention & Control

 **Maryland**  
DEPARTMENT OF HEALTH

# What strategies worked?

- Incentives campaign
  - Leveraged the newsletter, social media and physical postcards to promote the incentives, which largely drove users to the LMS
  - Monthly average LMS course completion rate

## Monthly average LMS course completion rate



# MD Project Firstline

## Escape Room

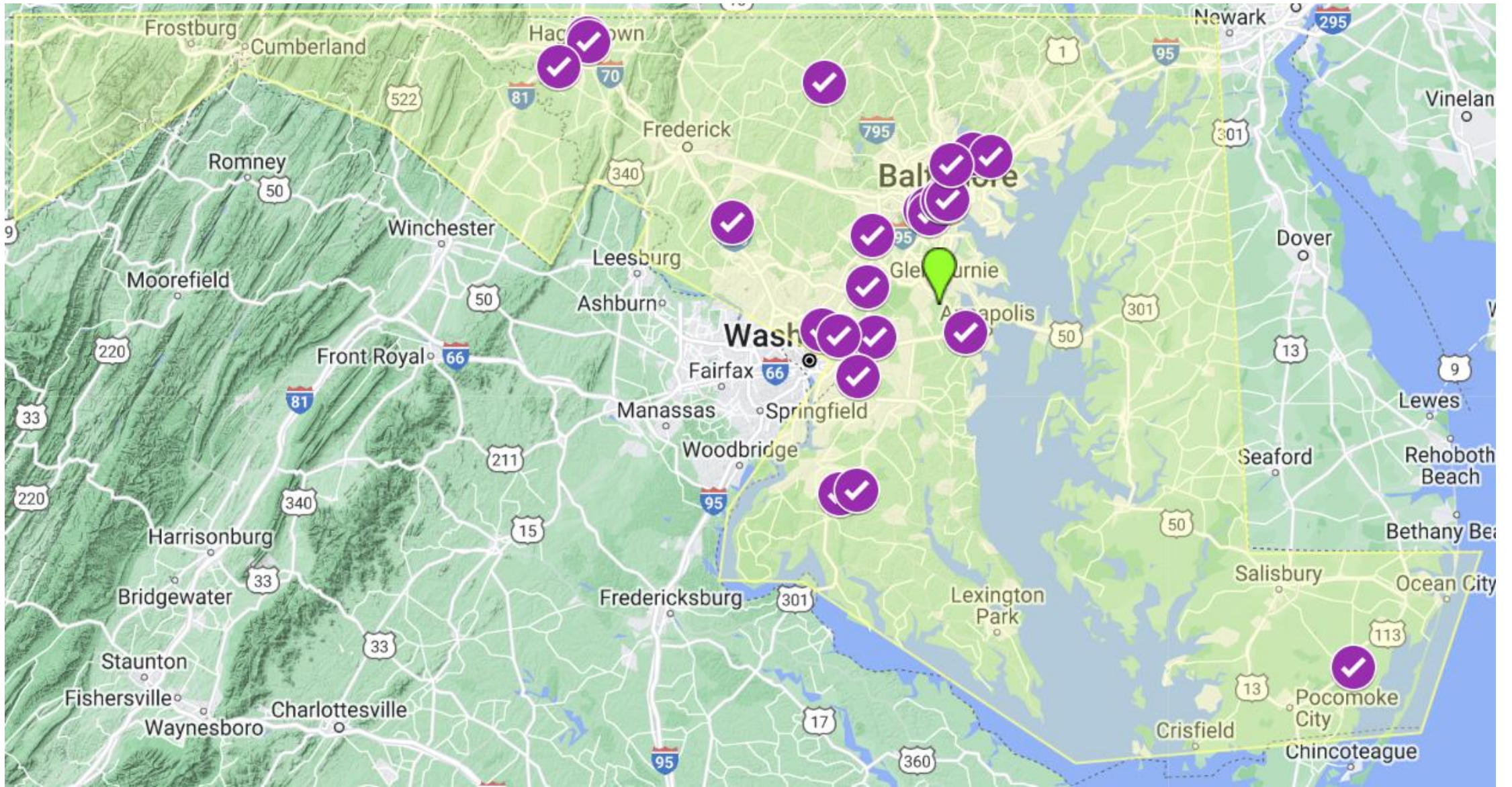


# What strategies worked?

- Escape Room campaign
  - 44 onsite training sessions since the postcard mailing in October 2023
  - Created interest from rural areas of the state we had not previously been successful in reaching
  - Great interest from dental facilities







# Pivoting based on feedback

- Course completions using translated videos did not increase with the postcard/social media/newsletter campaign
- Used learning needs assessment for insight
  - Users do not like creating accounts to access resources
  - Most LNA respondents were managers, supervisors, directors – not frontline workers

# Pivoting based on feedback

- Translations now openly available on YouTube without a login
- Creating a Spanish toolkit
  - Poster employers can hang with the QR code directly to the translated videos on YouTube
  - Bundled with Spanish posters developed by CDC
- Collect frontline healthcare worker contact info during onsite trainings to use for communications and future LNAs



# The Future

- Leverage existing promotional channels to quickly deliver important messages
- Continue incentives program and Escape Room training
- Research other ways to promote translations
- Increase focus on dental professionals



# Resources

- Quick Start Bundle <https://mdfirstline.org/wp-content/uploads/2023/06/MD-Project-Firstline-Promotional-Bundle.pdf>
- Chinese YouTube videos:  
[https://www.youtube.com/playlist?list=PL8iXJWFyynuRgbiN\\_LZxzIBRI6H11ShH3U](https://www.youtube.com/playlist?list=PL8iXJWFyynuRgbiN_LZxzIBRI6H11ShH3U)
- Haitian Creole YouTube videos:  
<https://www.youtube.com/playlist?list=PL8iXJWFyynuRhsUSKzCIAtpukdJpf5nddh>
- Russian YouTube videos:  
<https://www.youtube.com/playlist?list=PL8iXJWFyynuRg4ruIZXSpMnRkADvKUTPbJ>
- Spanish YouTube videos:  
[https://www.youtube.com/playlist?list=PL8iXJWFyynuRhQ49GU\\_5\\_REc8moPuXcKW](https://www.youtube.com/playlist?list=PL8iXJWFyynuRhQ49GU_5_REc8moPuXcKW)



# Questions

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