Communication Strategy

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May 8, 2024
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.
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
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
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/GRhv5OQZUhi](https://ow.ly/GRhv5OQZUhi) #infectionControl #ProjectFirstline #NationalPublicHealthWeek #PublicHealth
Newsletter

• Template approved to plug in information each month

MD Firstline Focus
Your Guide to Infection Control Training Resources

Escape Room Trainings Are a Hit!
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

Maryland Department of Health
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
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**

<table>
<thead>
<tr>
<th>Before postcard campaign</th>
<th>After postcard campaign</th>
<th>% increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>28</td>
<td>281</td>
<td>903%</td>
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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


• Chinese YouTube videos: https://www.youtube.com/playlist?list=PL8iXJWFynuRgbiN_LZxzIBRI6H11ShH3U

• Haitian Creole YouTube videos: https://www.youtube.com/playlist?list=PL8iXJWFynuRhsUSKzClAtpukdJpf5nddh

• Russian YouTube videos: https://www.youtube.com/playlist?list=PL8iXJWFynuRg4ruIZXSpmRkADvKUTPbJ

• Spanish YouTube videos: https://www.youtube.com/playlist?list=PL8iXJWFynuRhQ49GU_5_REc8moPuXcKW
Questions

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