

National Preparedness Priorities:
Addressing the Gaps with Practice-based Research



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SMS Text Messaging for Public Health Emergencies

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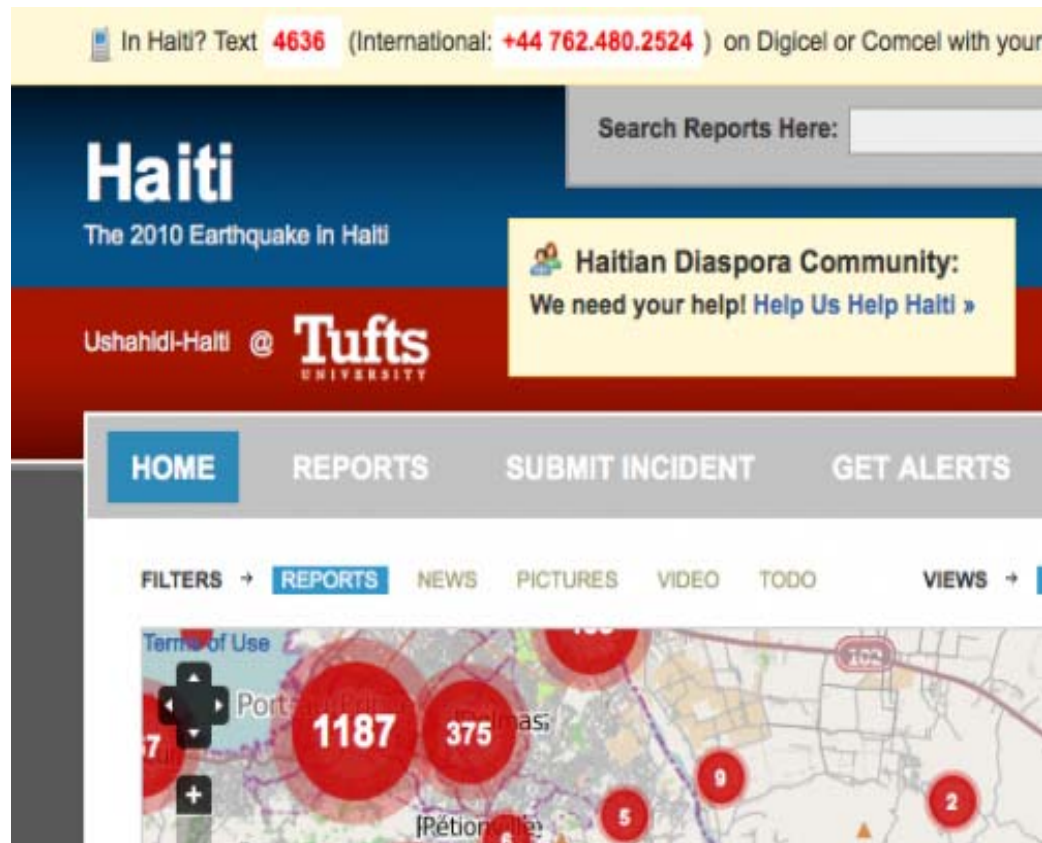




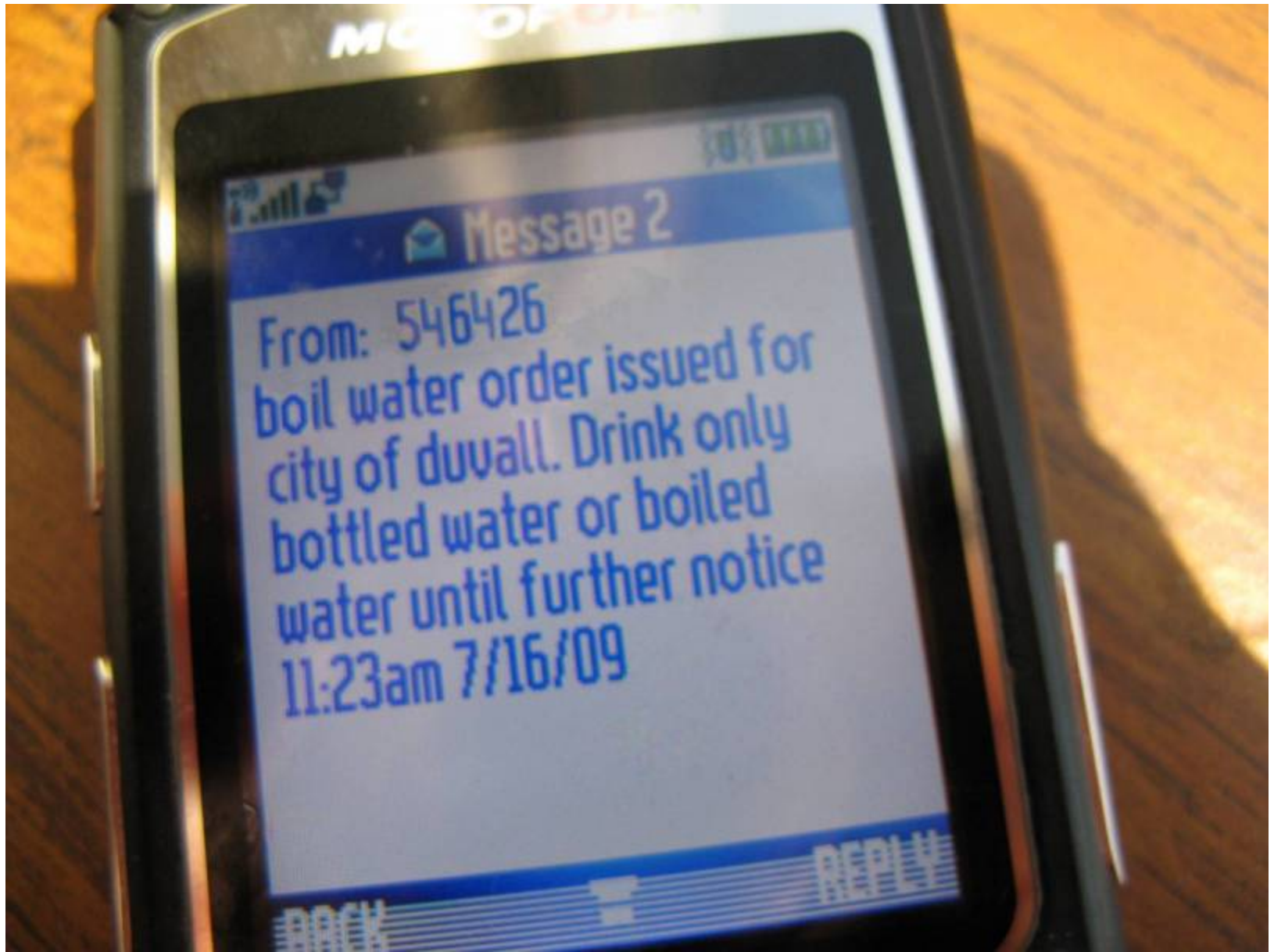
Here's where we're coming from.

National Health Security Strategic Objectives

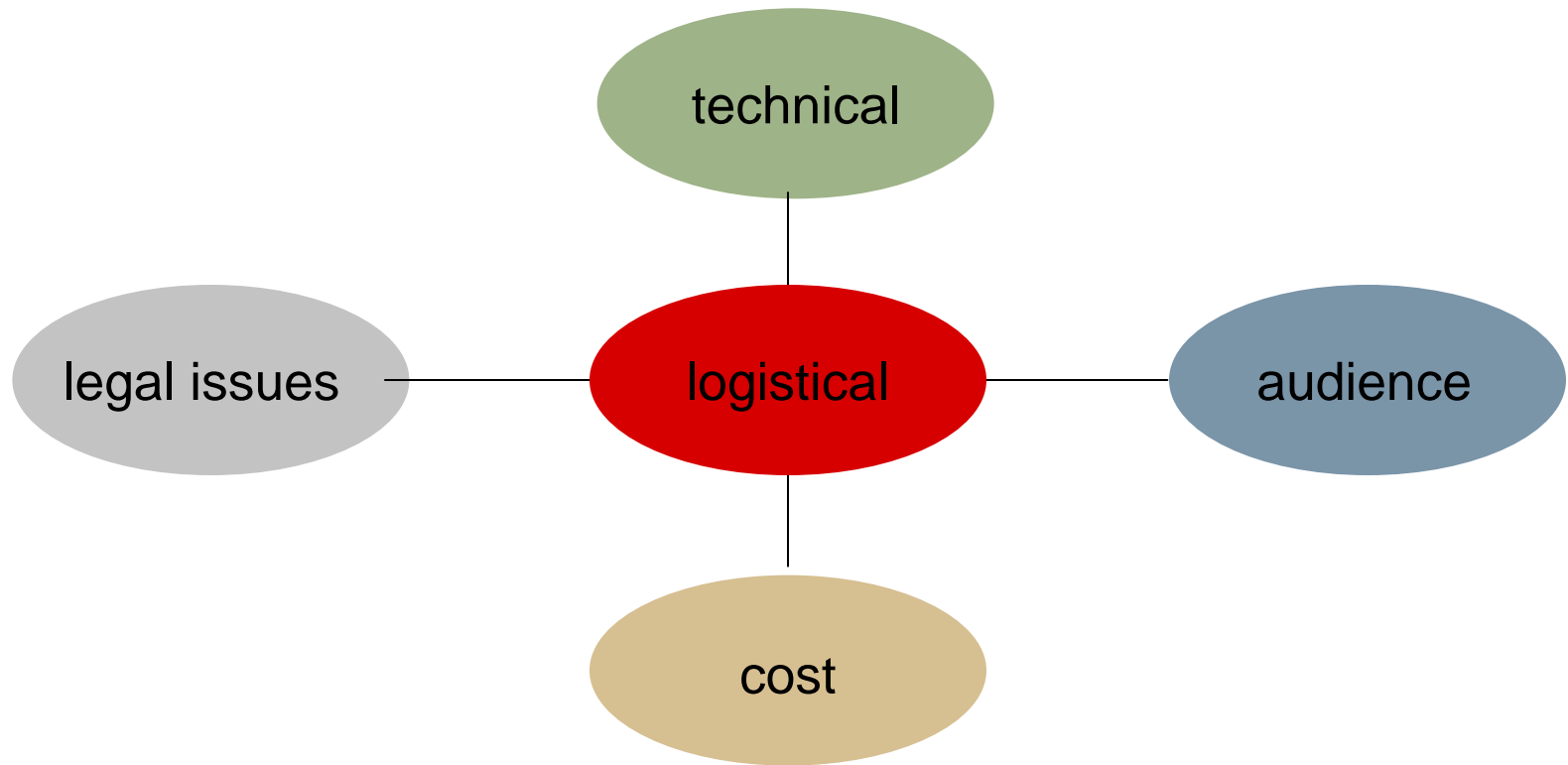
#5: Improve community resilience and emergency response through timely and effective communications



Our vision



How do we reach our vision?



A black and white photograph of a person wearing a plaid shirt, holding a smartphone with both hands. The person's face is not visible. The background is a blurred wooden floor. The text "Who do we want to reach?" is overlaid in the upper left, and "And how do they use texting?" is overlaid in the middle right.

Who do we want to reach?

And how do they
use texting?

Example Texter Types



On-the-go
Texter



Security
Texter



Social
Texter

Telephone survey: What does our texting public want from Public Health?

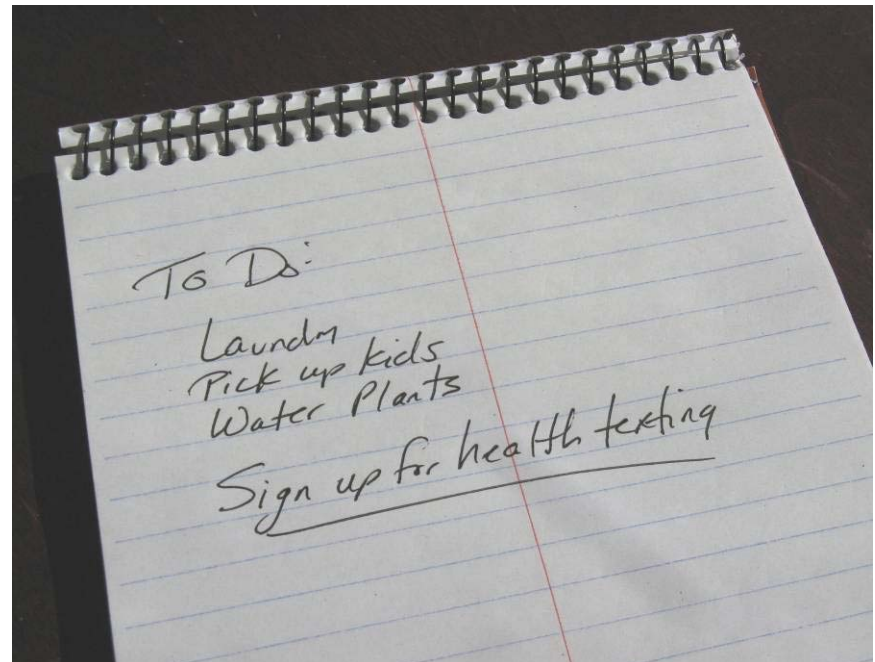
Type of Message	% of participants who are likely or very likely to sign up to receive messages.
Messages about emergencies	83%
Messages about emergency preparedness	46%
Health tips	26%

How do you get people to sign up?



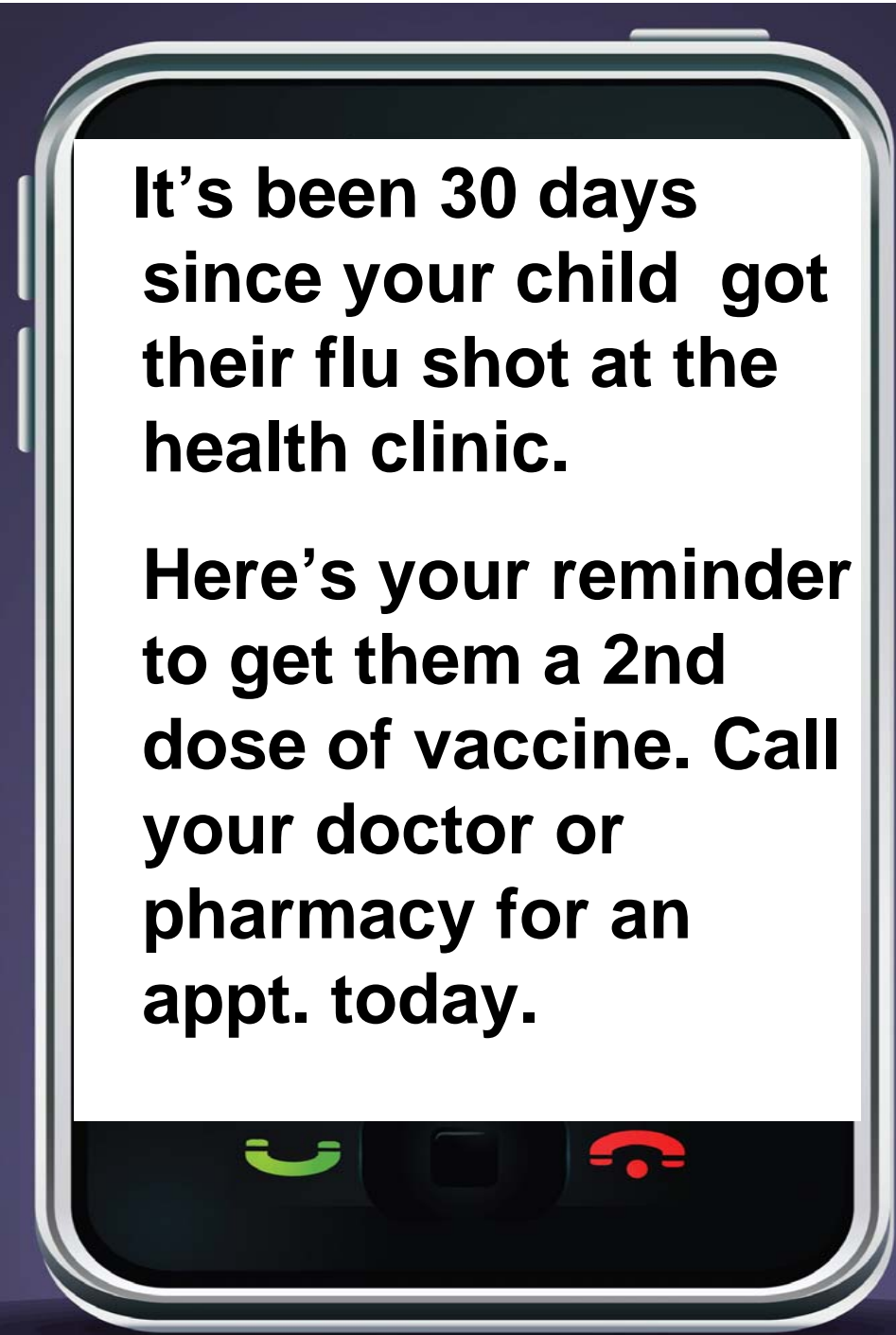
What increases opt-in?

- Perception of high value
- Messages personalized to the consumer
- Assurances of limited texts



Texting a second dose reminder



A graphic of a smartphone with a dark purple background. The screen is white and displays two paragraphs of text in a bold, black, sans-serif font. At the bottom of the screen, there is a dark bar with three icons: a green telephone handset, a black square, and a red telephone handset.

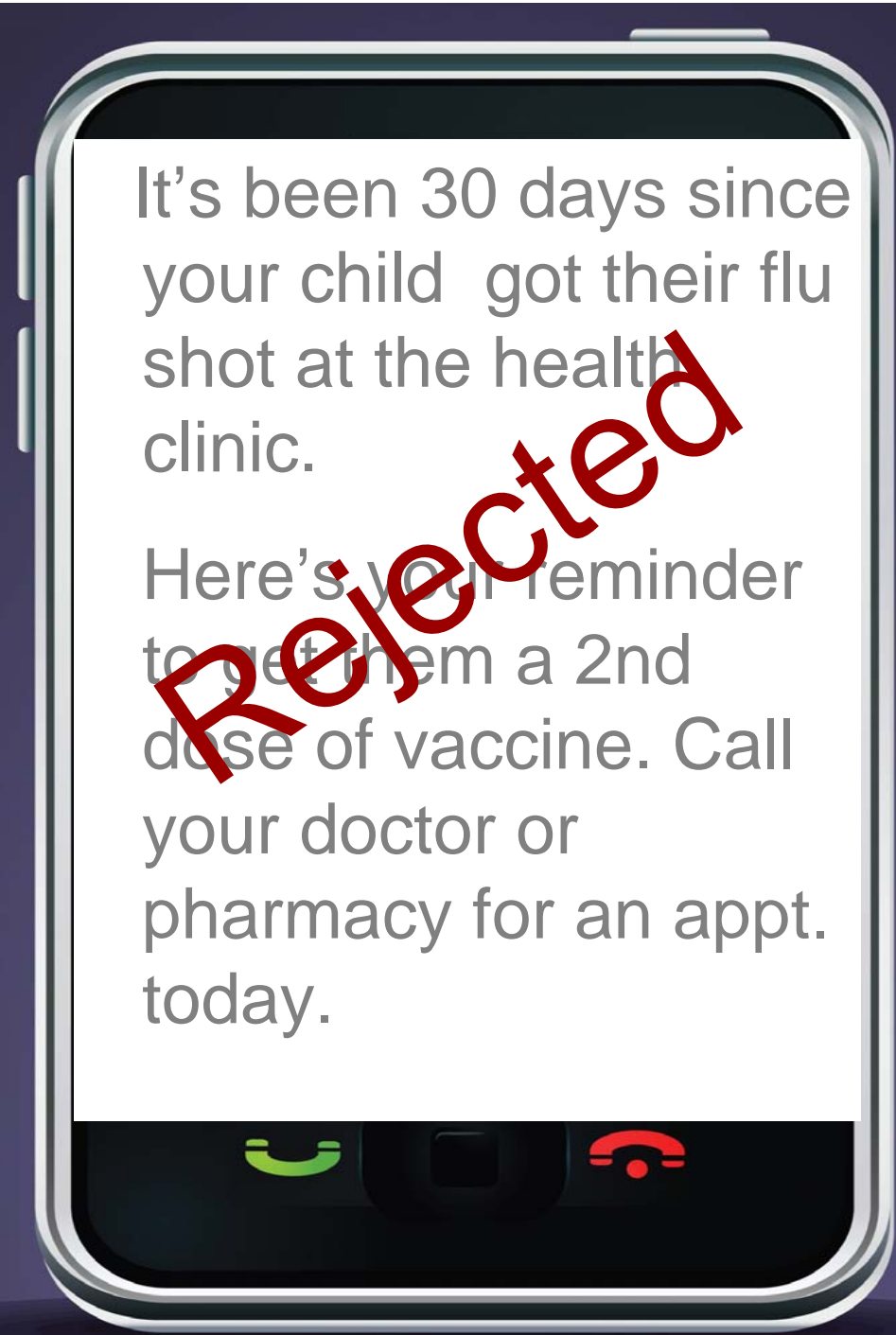
**It's been 30 days
since your child got
their flu shot at the
health clinic.**

**Here's your reminder
to get them a 2nd
dose of vaccine. Call
your doctor or
pharmacy for an
appt. today.**

Ok to send?

What legal issues should you expect?





It's been 30 days since
your child got their flu
shot at the health
clinic.

Here's your reminder
to get them a 2nd
dose of vaccine. Call
your doctor or
pharmacy for an appt.
today.

Messages

910-11

Edit

Call

FaceTime

Add Contact

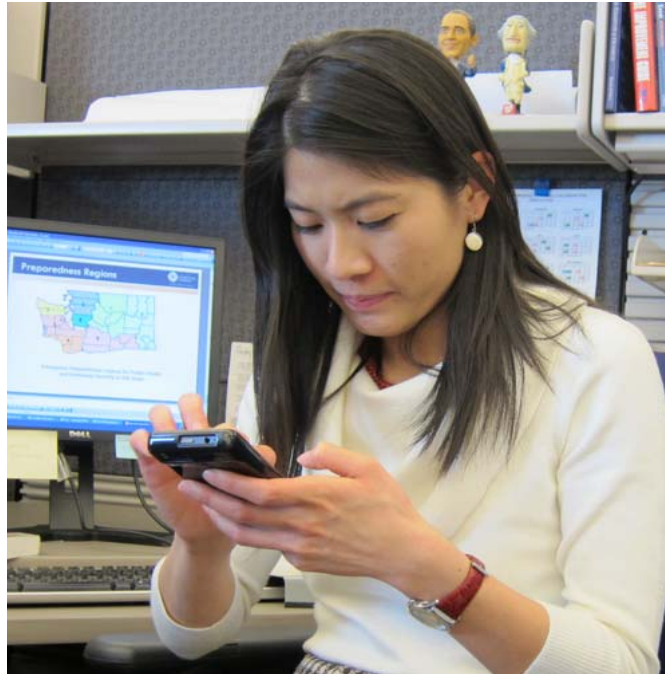
Feb 15, 2011 11:12 PM

Keep your children
protected against the flu.
Some kids need a second
dose 30 days after they
receive their first flu shot.

Do you remember asking
for a text message
reminder for flu vaccine?
Its time! Call a doctor or
pharmacy to schedule an
appointment.

Lessons learned

***84% OPT-IN**



Next Steps

Security review of text messaging

SMS texting in multiple languages

Calls with health departments
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Research Team

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For more information

- About the text messaging project:
<http://www.kingcounty.gov/healthservices/health/preparedness/texting>
or contact Hilary Karasz at
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- About the Northwest PERRC research on emergency communication to vulnerable populations:
<http://www.nwcphp.org/research/nwperrc>



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