



From Cacophony to Clarity: Integrating Communications into IIS Operations

Elena Rosenberg-Carlson, MPH | MIIC Outreach and Communications Lead

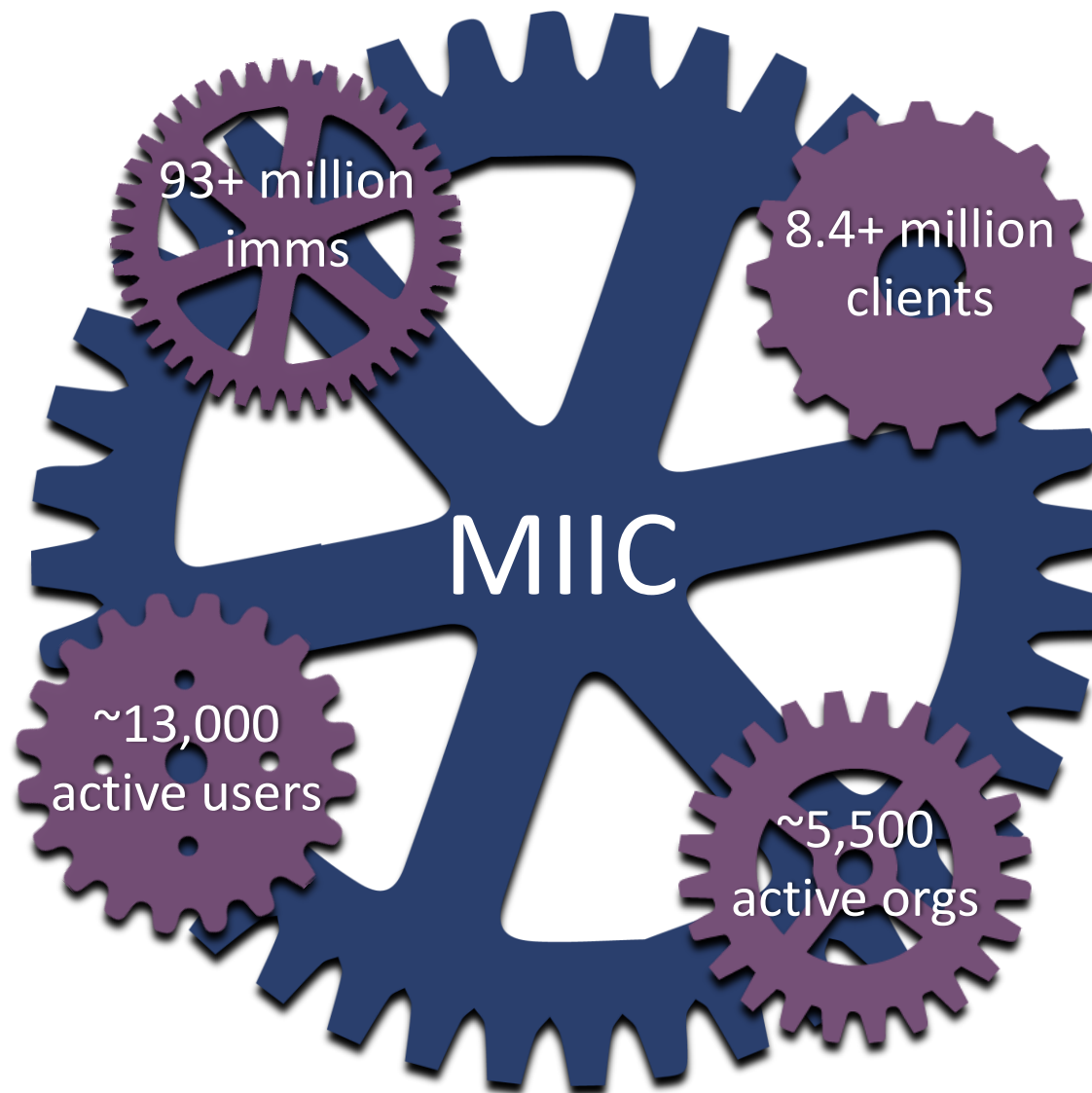
August 15, 2018

1. Introduction to the Minnesota Immunization Information Connection (MIIC)
2. Evolution of MIIC Communications
3. Communications Example
4. Impact of Current MIIC Communications Approach
5. Considerations for Other Jurisdictions

Introduction to MIIC

Introduction to MIIC

- Lifespan IIS established in 2002
- Opt-out system
- Most immunizing providers participate
- No mandate except for pharmacists

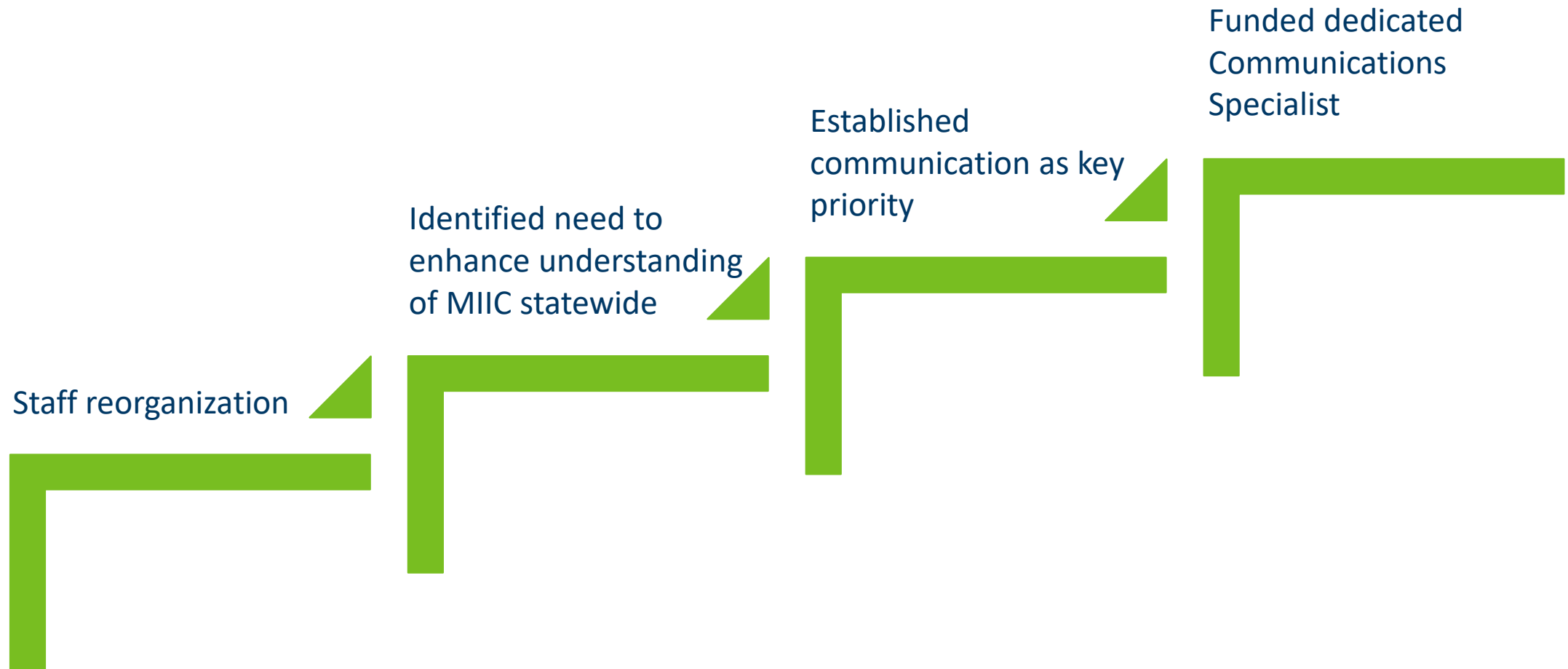


Evolution of MIIC Communications

[illegible]

- Contracted regional coordinators provided most messaging
- Central IIS communications reserved for major system changes/issues

Making Communications a Key Priority



Communications Specialist Role



Plan



Talk



Create



Post

Integrating Communications into IIS Operations

- Collaboration between IIS staff and MIIC Communications Specialist
- All external communications go through communications planning and review



A word cloud centered around the word "Communication". The word "Communication" is the largest and most prominent. Other words of varying sizes and colors (green and dark blue) are arranged around it, including "Plain language", "Formatting", "Usability", "Organization", "Training", "Information sharing", "Accessibility", and "Promotion".

Communication

Plain language
Formatting
Usability
Organization Training
Information sharing
Accessibility
Promotion

Communications Example

Communications Planning

Component	Notes
Situation	MIIC is experiencing unplanned downtime. IT is investigating.
Audience	All MIIC users.
Communication objectives for this audience	Don't try to use MIIC right now. Watch for further communications. Don't lose faith in MIIC.
Communication barriers	Unplanned downtime threatens perception of MIIC reliability.
Communication motivators	We are actively investigating the issue and working to address it ASAP. We know how critical MIIC is to imm practice in MN.
Key messages	Unplanned downtime since 10 a.m. on 8/14. Actively investigating and working to address it ASAP. Will send update when we know more. We know MIIC is critical to imm practice in MN.
Communication strategies or channels	Mass GovDelivery email to all users, auto-replies on MIIC HD
Lead(s)	Aaron, Elena
Deadline(s)	ASAP

Message Development

Draft

We are writing to let you know that MIIC is currently experiencing unexpected downtime. We do not know what is causing the downtime and we are working to investigate it now. This started at 10 AM in the morning on August 14. We hope to have a solution soon and we are very sorry for the inconvenience.

Final

MIIC has been down since 10 a.m. on Tuesday, August 14. We are working to identify the cause.

We know you rely on the critical information and tools in MIIC. We are committed to resolving this issue as quickly as possible. We will update you as soon as we know more.

Impact of Current MIIC Communications Approach

External Impact



- Increased volume and timeliness of communications
- Routine communications follow best practices
- Urgent communications follow emergency/risk communications principles
- Greater user engagement

Internal Impact

- Greater communications planning
- Increased proactive communications
- Staff committed to:
 - Providing timely internal communications
 - Continuous improvement of communications processes



Evaluation Opportunities

Evaluation

1. ★ ★ ★ ★ ★
2. ★ ★ ★ ★ ☆
3. ★ ★ ★ ★ ☆
4. ★ ★ ★ ★ ★
5. ★ ★ ★ ★ ★

- Formal evaluation is critical
- Considering possible methodologies
- Plan to implement initial evaluation in 2018-19

Considerations for Other Jurisdictions

Key Lessons Learned

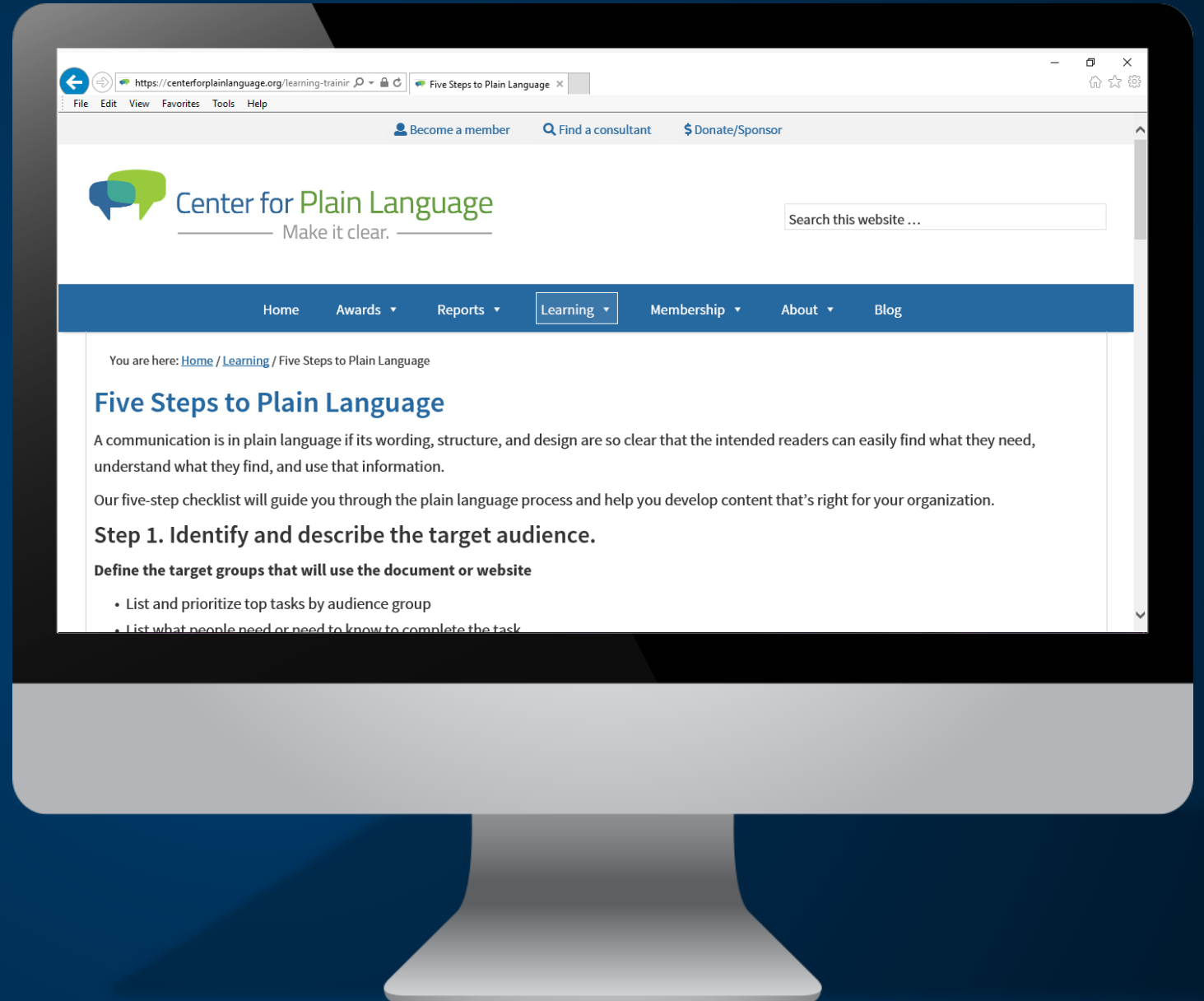
- Proactive, consistent, and timely communications help:
 - Enhance user understanding of MIIC
 - Reduce reactive communications
 - Send message that MIIC is a critical service
- Having dedicated communications staff helps:
 - Maintain communication as a key priority
 - Encourage other staff to become communications champions

For Your Consideration

- How do your users and potential users stay up-to-date on your IIS?
- Are they getting the information they need, when and how they need it?
- Is there opportunity for you to expand your IIS communications strategy?
- Does your jurisdiction have communications resources that could help?

Resources

- SmartChart tool for communications planning
<https://smartchart.org/>
- NIH Plain Language Online Training
<https://plainlanguage.nih.gov>
- Center for Plain Language
<https://centerforplainlanguage.org>
- CDC Crisis and Emergency Risk Communication: Manual & Tools
<https://emergency.cdc.gov/cerc/resources/index.asp>
- Lynda.com accessibility trainings
<https://www.lynda.com/>



Acknowledgements

- Erin Roche
- Chris VanBergen
- Miriam Muscoplat

Thank you!

Elena Rosenberg-Carlson, MPH

Elena.Rosenberg-Carlson@state.mn.us

651-201-5675