



**AIRA**  
AMERICAN IMMUNIZATION  
REGISTRY ASSOCIATION

# INFORMATION REQUEST

Topic: Communication Through Listservs

**Request Date:** June 12, 2019

**Information Requested:**

1. What services are states using?
2. How have you created and managed your listservs?
3. Do you have specific ones for VFC and IIS, or just one for the Immunization Program?

**Requesting Member:** Assiatou Bah (TN)

**Responding Member(s):** Kim Gulliver (CO), Kim Tichy (IA), Tricia Charles (MA), Elena Rosenberg-Carlson (MN), Alok Patra (NJ), Amanda Harris (NV), Kim Salisbury Keith (RI), Dannette Dronenburg (WA), Jude Alden (WY), Kristy Westfall (WY)

**Results:**

**CO:**

1. Colorado uses Constant Contact to send communications to providers.
2. Lists are created and managed easily in Constant Contact. The service allows me to upload a spreadsheet with contact names and emails or copy and paste. Both options are easy.
3. We have separate lists.

**IA:**

In Iowa, we manage 4 listservs. One is for general immunization information, one is for VFC, one is for the immunization registry, and one is for school users. We manage all list serves through GovDelivery, <https://admin.govdelivery.com/session/new>. Iowa's state information technology staff had recommended this service, as they were transitioning out of the business of managing list serves for state agencies. These lists were relatively simple to set up. Many of the email addresses we were able to extract from our IIS for specific contacts (IRIS user, VFC primary contact, Backup VFC contact, etc.). For any new IRIS user, we have a practice of adding their address to the appropriate list serve. We used to offer the option to self-subscribe to each list, but we removed this from our websites because any content sent through the listservs required additional internal review by non-immunization personnel.



## **MA:**

Massachusetts uses constant contact to manage our lists for the entire immunization division. It's an incredible tool that allows you to manage multiple lists, campaigns, you can schedule emails, send surveys, set up registration for events. And the email layouts are beautiful.

## **MN:**

Minnesota uses GovDelivery listservs, both subscription-based for general immunization news and particular IIS topics, as well as separate, populated listservs for all active IIS users and all VFC participants. We also use the PartnerLink/MIR3 application to communicate with local public health and particular provider roles across the state, with contact information provided by those organizations.

## **NJ:**

We don't use listserv. We have built a "Send Email" functionality in the application.

Depending on the nature of the communication and audience, we select the profiles which query our DB in the backend and gather all emails related to those profiles.

Just an example:

Select Email

Select Email Category \*  
PROFILE/USER

Profile \*  
Select Profile

- 7 School Nurse
- 8 School Nurse Readonly
- 9 Insurance User
- 10 VFC Program
- 11 NJIS General and VFC User
- 12 EHDI Program
- 13 EHDI General User

Populate Email(s) Reset

To answer your third question- our "Send Email" functionality can cover both IIS and VFC communication.

## **NV:**

In Nevada, we maintain a listserv for our IIS users- there are far too many to use Outlook! Our main State IT Department hosts the listservs but are very hands-off when it comes to use & management, so my staff have learned to use it by reading the technical guide provided.

VFC staff send a monthly memo to providers enrolled to receive any publicly-funded vaccine. They extract email addresses from VTrckS monthly, then import the csv file into



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Outlook. Their #'s are not nearly as big as the full set of IIS users, but do occasionally find they need to break the list of addresses into a few separate mailings because the volume is too much.

If VFC has an important msg (or vice versa), we often send the same msg through both avenues.

## **RI:**

Rhode Island doesn't use a standard listserv. Since RI is a universal Vaccine state (and all childhood providers are enrolled as VFC Providers), emails are pushed out as needed based on a variety of criteria for providers enrolled in the state supplied vaccine program: type of vaccine use: use only adult vaccines, use only pediatric vaccines, utilize both pediatric and adult vaccines; targeted recipients: vaccine contacts, office contacts, lead medical provider, all medical providers. The selections are made from a simple program with drop down selections:

## **Email Addresses**

- Enrollment Year
- Vaccine Contact
- Licensed Vaccine Provider
- Patient Type
- Provider Type Code

The list is managed through the annual enrollment process. If emails are returned as undeliverable, a representative contacts the practice to update the enrollment information.

## **WA:**

Washington communicates regularly with providers and other partners through various distribution lists. We are currently using the GovDelivery platform to mail our monthly IIS Newsletter to all IIS end users with an email address in their IIS account (roughly 17,000 users). We also use GovDelivery to send bi-monthly updates to our VFC providers (over 3,000 contacts- primary, backup and signatory), and we have other various newsletters for our adult vaccine program which also uses GovDelivery, and other health promotion partners through a standard email as well.

## **WY:**

1. Constant Contact and Google Groups
2. Yes



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### 3. Specific ones

We utilize Constant Contact for the majority of our electronic communications like our newsletter, conference announcements, etc. It works really great for us and we are honestly just scratching the surface with it.

We don't utilize listservs at this time for providers and IIS users to communicate with each other. It was something that got tossed around before but then never really did much with it.