



AIRA
AMERICAN IMMUNIZATION
REGISTRY ASSOCIATION

INFORMATION REQUEST

Topic: Implementing Text Messaging for Reminder/Recall for Children/Adolescents

Request Date: November 16, 2021

Information Requested:

The Minnesota Department of Health is interested in learning more about how other jurisdictions have implemented text messaging for reminder/recall for children/adolescents.

- Do you use your IIS (or the data in your IIS) to send text messages to the parent/guardian of minors?
- How do you identify the appropriate contact(s) to send the text messages to (e.g., when there is a phone number for more than one parent or guardian in the IIS).
- What do you do if an individual has multiple contacts for text messages? Do you have a way to identify one contact or do you send texts to multiple contacts?
- To whom do you address the text message since contacts may have multiple minors they could receive reminder/recall notifications for? Do you include the minor's name or not?
- How do you know the phone number can receive text messages? Do you validate phone numbers before sending text messages?
- What is the cadence of sending texts and how do you group the immunizations (e.g., do you send messages quarterly to all clients who are overdue for at least one immunization or do you use another schedule?)

Requesting Member: Miriam Muscoplat (MN)

Responding Member(s): Jim Daniel (Amazon), Sandra Rodriguez (CO), Mary Hayes (OR)

Results:

Amazon:

[Healthvana](#) is being used by local health departments to manage 2nd dose reminders, booster reminders, and ad-hoc notifications (e.g., J&J “pause”). To date, we’ve sent more



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than 1.5 million targeted texts/emails based on zip code, vaccination/testing status, booster eligibility, and more.

Examples of messages sent in Los Angeles County:

- J&J “pause”, sent within 48 hours of CDC announcement (250,000+ messages sent)
- Booster eligibility for J&J recipients (500,000+ messages sent)

More than 1.5 million
targeted messages sent based on
zip code, vaccination status,
booster eligibility, and more



Ex. Booster Shot Eligibility



CO:

The State of Colorado has been performing Statewide Reminder/Recall efforts for over a year now. These include adults and minors. Happy to answer any questions you may have.

OR:

Oregon does not use text messaging for reminder/recall at this time.