



AIRA
AMERICAN IMMUNIZATION
REGISTRY ASSOCIATION

INFORMATION REQUEST

Topic: Implementing Text Message Reminders

Request Date: March 15, 2022

Information Requested:

In Minnesota, we are implementing text message reminders for children/adults for both routine immunizations and COVID-19 vaccine. Right now, the CDC code set for data exchange specific to reminder/recall opt-outs does not specify texting, but perhaps it will in the future. We are trying to better understand what other jurisdictions might be moving toward in terms of method of specific opt out versus opting clients out of all methods. We are working on a policy for opt-outs and, if you are implementing text message reminders or have thoughts on the policy, we would be interested in your feedback on the questions below.

- If a client opts out of text message reminders, do you opt them out of all future reminders by all methods (i.e., they are then also opted out of mailings/phone calls etc.)? Why or why not?
- If your system only opts a client out of specific types of reminders, does that information come into your IIS through data exchange? If so, please explain the codes used or other systems used to manage this information and get at specific reminder methods.
- If a parent opts their child out of reminders (of any type), does your system automatically opt them back into reminders when they turn 18? Why or why not?

Requesting Member: Rachel Favero

Responding Member(s): Karyn Lyons (IL), Madison Toney (TN)

Results:

IL:

Illinois does not currently do this.



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TN:

Tennessee's response:

- If a client opts out of text message reminders, do you opt them out of all future reminders by all methods (i.e., they are then also opted out of mailings/phone calls etc.)? Why or why not?
 - Yes, if a client requests to be opted out, we opt them out of all future reminder/recall messages regardless of type. Historically these requests portray a rather high level of outrage that would suggest “all” communication even if not explicitly stated.

- If your system only opts a client out of specific types of reminders, does that information come into your IIS through data exchange? If so, please explain the codes used or other systems used to manage this information and get at specific reminder methods.
 - No, although our system has a multi-select function, as far as we can tell, it only equates to a yes/no “BLOCK_RECALL” variable in the database via data exchange.

- If a parent opts their child out of reminders (of any type), does your system automatically opt them back into reminders when they turn 18? Why or why not?
 - No, our system does not currently have the functionality to automatically adjust opt-out settings once a child turns 18. The setting has to be manually adjusted for the individual to receive reminder recall messages after their 18 birthday.