

Virtual Meeting

National Health Security Preparedness Index Stakeholder Engagement and Communication Workgroup



NATIONAL HEALTH SECURITY PREPAREDNESS INDEX

1:30-2:30pm EST | Sept. 22, 2015

Web link for presentation slides: http://connect.uky.edu/nhspi_stakeholder/

Phone line for audio: 1-877-394-0659 | access code: 7129451782#
(please mute computer speakers if using phone audio)

NHSPI Program Management Office

University of Kentucky



Stakeholder Engagement and Communication Workgroup Members | 2015

- Cathy Slemp, Public Health Consultant (Chair)
- Gerrit Bakker, ASTHO
- Laura Biesiadecki, NACCHO
- Kelly DeGraff, Corporation for National and Community Service
- Doug Farquhar, National Conference of State Legislatures
- Andrew Jahier, FEMA
- Kathleen Kimball-Baker, University of Minnesota
- Mary Leinhos, CDC
- Liam O'Fallon, NIEHS/NIH
- John Osborn, Mayo Clinic

Program Management Office Representatives to the SECW

- Mary Davis, Consultant
- Anna Goodman Hoover, Deputy Director



Agenda

- **Updates**
 - **Proposed Index Updates, Public Comment Period**
 - **Public Comment Informational Webinars**
 - **Use, Usability, and Usefulness Survey**
- **Discussion**
 - **Website Review**
 - **Strengthening Stakeholder Engagement in Index Development**
 - **Communication & Launch of the 2015-16 Index**
- **Questions**
- **Adjourn**

Proposed Updates to the 2015-16 Index

- Summary Document and Link to Public Comment Form Available at:
<http://www.nhspi.org/comment-on-index/>
- Public Comment Period Closes
September 30th



Public Comment Webinars

- **Three Webinars Conducted (09/04, 09/08, 09/16)**
- **Sixty-seven attendees, including:**
 - CDC
 - AHA
 - ASPR
 - ASTHO
 - NACCHO
 - Joint Commission
 - National Association for Public Health Statistics & Information Systems
 - National Center for Disaster Medicine and Public Health
 - State Public Health (16)
 - Local Public Health (5)
 - Other Local EM (2)
 - Academic Researchers
 - Association of Public Health Nurses
 - Northwest Healthcare Response Network
- **Webinar Slides & Recordings Available at: www.nhspi.org/news/**



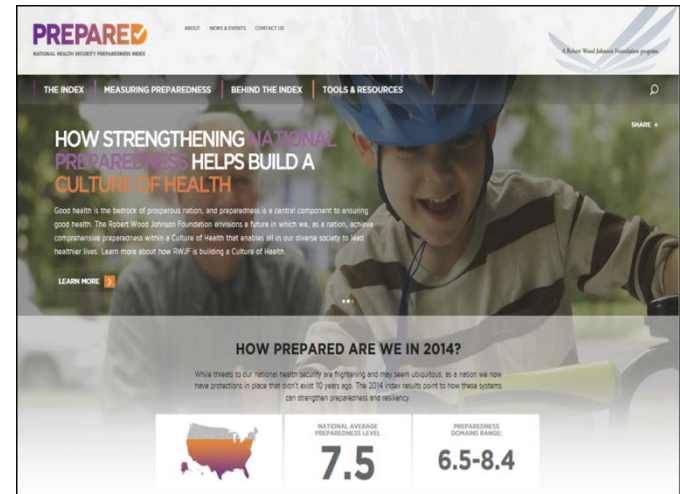
Updates: Use, Usability, & Usefulness Survey

- Purpose: to inform website, communication tools, and message development
- Pilot Workgroup Survey to Launch This Week:
<https://redcap.uky.edu/redcap/surveys/index.php?s=DL34EA4W9J>
- Deadline for Response: **OCTOBER 22ND**
- October: Field Survey with Larger Set of Stakeholders
 - Public Health (e.g., state & local preparedness directors)
 - Emergency Management (county, state, & federal levels)
 - Preparedness Coalitions/Hospital Preparedness Program (reaching hospitals, CBOs, and businesses)
 - Preparedness Researchers (including CDC PRCS, Sandy, NIH Disaster Research Response Environmental Health Network, etc.)



Website Discussion

1. Are you able to find information that is relevant to your hypothetical report/presentation?
 - a. If so, how easy/difficult is it to find the information?
 - b. If the information is on the website but difficult to find, how might its accessibility be improved?
2. If information you seek is not on the website, for what are you searching that would be relevant to your constituency/ies?
3. As you look at your own state's Index page:
 - a. Is the data easily accessible and understandable? What could improve the presentation of data?
 - b. Does the narrative provide clear and useful information? How might it be improved?
 - c. Are the data and narrative presented in ways that would engage your constituency/ies? How might the presentation be more inviting for different kinds of stakeholders?



Strengthening Stakeholder Engagement in Index Development

- **Importance of Stakeholder Engagement in Index Development**
- **Challenges of a Transition Year**
- **Communications vs Engagement**
 - **How does Engagement differ from Communications / Sharing of Information?**
 - **What do you see when Stakeholders are meaningfully engaged? How do you know its happening?**
- **What leads to strong engagement?**



Strengthening Stakeholder Engagement in Index Development

- **What Index processes / mechanisms do you see in place at present that can support meaningful engagement in Index work?**
 - **How can we use them more effectively?**
 - **Are there key issues we are missing engagement of your constituency on / not getting input on? What's best approach? What are implications if we don't?**
 - **Things to add / change? Process, Content, etc.**



Communication & Launch of the 2015-16 Index

- State Preview Period: Late-November - Early-December 2015
- Planned Soft Launch: December 2015
- Hard Launch/Push: January 2016
- Strategic Communication Partners
 - RWJF Communication Team
 - GYMR Public Relations
 - Home Front Communications
- What Materials Would Be Most Helpful to Support Use? For Which Users?
 - Targeted/Tailored Messages
 - FAQs
 - Visualizations
 - Other Tools



Open Virtual Workgroup Meetings: Participating Further in Index Evolution

- **Stakeholder Engagement and Communication Workgroup**
Fourth Thursdays, 1:30pm-2:30pm Eastern
NEXT VIRTUAL MEETING: Tuesday, October 27, 1:30pm – 2:30pm ET
- **Analytic Methodology Workgroup**
Second Wednesdays, 2:00pm-3:00pm
NEXT VIRTUAL MEETING: October 14
- **Model Design Workgroup**
Third Tuesdays, 1:00pm-2:00pm
NEXT VIRTUAL MEETING: October 20

Login Information and Archived Slides/Recordings are available at www.nhspi.org/news



For More Information



National Program Office

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