National Health Security Preparedness Index Stakeholder Engagement and Communication Workgroup

PREPARED
NATIONAL HEALTH SECURITY PREPAREDNESS INDEX

1:30-2:30pm EST  |  August 23, 2016
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)

NHSPPI Program Management Office
University of Kentucky
Agenda

- 2016 Index Use and Promotion (September 2016 to March 2017)
  - September/October 2016 virtual event
  - *What outlets/channels/venues can be tapped for promoting this event? Do synergies with Preparedness Month activities allow for cross-promotion?*

- 2017 Draft Production Timeline Discussion (Spring 2017 release)
  - *What, if any, engagement and/or communication challenges appear? How can they be addressed? What engagement and/or communication opportunities would this timeline present?*

- 2017 Production Priorities
  - Call for Measures – by October 18
    - Gaps/areas of focus
    - *Who are the priority groups and/or individuals to engage to help address these gaps? What outlets/channels/venues can be tapped to promote the Call?*
  - Priority Areas of Index Development
    - Territories
    - District of Columbia
    - Directly-funded cities
    - *How can we best communicate these enhancements?*

- Developing Tools to Encourage Use
  - *What are comparable toolkits we should look to as benchmarks/examples? What types of tools, visualizations, etc. would be most useful? For which constituencies?*

- Other Business
  - Priorities
  - Workgroup Leadership
2016 Index Use and Promotion: Media Coverage

Current as of June 30, 2016

Spokespeople were quoted 105 times.
- Paul Kuehnert, RWJF
- Risa Lavizzo-Mourey, RWJF
- Alonzo Plough, RWJF
- Glen Mays, UKY

MEDIA
31 States with Media Hits

Outlets included:

Print
- Advisory Board
- Becker's Hospital Review
- Center for Infectious Disease Research and Policy
- Emergency Disaster and Management Digest
- EMS World
- FierceHealthcare
- Food Safety News
- Forbes
- Health Facilities Management
- Homeland Preparedness News
- Hospital and Health Networks
- McClatchy DC
- Medscape
- Miami Herald
- National Public Health Information Coalition
- Opposing Views
- Politico
- Public Health Newswire
- STAT News

Radio
- America in the Morning
- The Jim Bohannon Show
- This Morning with Gordon Deal
- Total News Source

Online
- 24/7 Wall Street
- Kaiser Health News
2016 Index Use Promotion: Website (April 26 – August 11)

- 21,046 page views
  - 45.42% are homepage
  - 10.04% are news release
  - 5.99% are “Explore the Index”
- Avg duration: 2:32
- Traffic:
  - 42.02% are direct
  - 37.10% are referrals
  - 16.82% through organic search
- Referrals are a mix of media outlets, stakeholder groups/associations.

The Index combines measures from multiple sources and perspectives to offer a broad view of the health protections in place for the nation as a whole and for each U.S. state. The Index identifies strengths as well as gaps in the protections needed to keep people safe and healthy in the face of large-scale public health threats, and it tracks how these protections vary across the U.S. and change over time.
2016 Index Use and Promotion: Website

Index Website Post-Release Views

Index-Related Content Creation to Date

April-May
- Release-related tools (media release, background materials)

June
- *Health Affairs* blog: “Zika, Flint, and the Uncertainties of Emergency Preparedness” (June 22)
- *The Hill* blog: “How prepared are we for a disaster?” (June 24)

July
- Modern Healthcare blog: “Hospitals, systems play critical leadership role in boosting our national security” (July 16)
- NACCHO Annual poster: “The National Health Security Preparedness Index: Providing decision support for local public health” (July 21)

Ongoing
- Direct-to-website blogs
- External news and blogs to be highlighted through In the News
- Promotion of workgroup meetings and archiving of workgroup materials
2016 Index Use and Promotion: Live Online Index Use Event (Sept./Oct.)

- Goal: Motivate state and local use of the Index
- Audiences
  - State and local public health directors and staff
  - State and local preparedness officials
  - National public health associations
  - National and state hospital associations
  - Health care associations
  - Capitol Hill staff
- Will feature NAC members, RWJF, and PMO Staff discussing:
  - The Index as a yardstick for measuring preparedness
  - 2016 Index findings
  - The Index as a tool for collaboration
  - Index methodology and navigating the measures
  - The future of the Index

WORKGROUP DISCUSSION: What outlets/channels/venues can be tapped for promoting this event? Do synergies with Preparedness Month activities allow for cross-promotion?
## 2017 Index Draft Production Timeline

<table>
<thead>
<tr>
<th>Date Range</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>June-Nov. 2016:</td>
<td>Data collection for 2017 Index</td>
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<tr>
<td>Sep 2016:</td>
<td>Virtual event on 2016 Index use</td>
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<tr>
<td>Oct 2016:</td>
<td>Deadline: call for new measures</td>
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<tr>
<td>Nov 2016:</td>
<td>Public comments on proposed 2017 Index</td>
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<tr>
<td>Jan 2017:</td>
<td>Final Index calculations &amp; NAC meeting</td>
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<tr>
<td>Feb 2017:</td>
<td>Preliminary results (PDF) to stakeholders</td>
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<tr>
<td>Mar 2017:</td>
<td>2017 Index release (web) and events</td>
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<tr>
<td>Mar-May 2017:</td>
<td>2017 Index promotion (webinars, blogs, etc.)</td>
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<tr>
<td>May 2017:</td>
<td>Post-launch NAC meeting</td>
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</tbody>
</table>

**WORKGROUP DISCUSSION:** What, if any, engagement and/or communication challenges appear? How can they be addressed? What engagement and/or communication opportunities would this timeline present?
### 2017 Index Production Priorities

- **Call for Measures (Deadline: October 18)**
  - Infrastructure Resilience
  - Environmental Monitoring
  - Responder/Occupational Health and Safety
  - Healthcare Preparedness Coalitions
- **Incorporating U.S. Territories**
- **Incorporating Major Metropolitan areas**
  - District of Columbia
  - Directly-funded cities

**WORKGROUP DISCUSSION:** What are the priority groups and/or individuals to engage to help address these gaps? What outlets/channels/venues can be tapped to promote the Call? How can we best communicate enhancements?
WORKGROUP DISCUSSION: What are comparable toolkits we should look to as benchmarks/examples? What types of tools, visualizations, etc. would be most useful? For which constituencies?
Other Business

- Sectoral, Channel, and Venue Priorities
- Workgroup Leadership
- Webinar Platform Transition
- Other?
Open Virtual Workgroup Meetings: Participating Further in Index Evolution

• Stakeholder Engagement and Communication Workgroup
  *Fourth Thursdays, 1:30pm-2:30pm Eastern*
  NEXT VIRTUAL MEETING: September 27, 1:30pm – 2:30pm

• Analytic Methodology and Model Design Workgroup
  *Third Tuesdays, 1:00pm-2:00pm*

Login Information and Archived Slides/Recordings are available at: [http://nhspi.org/tools-resources/](http://nhspi.org/tools-resources/)
For More Information

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