

National Health Security Preparedness Index Stakeholder Engagement and Communication Workgroup



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)**

NHSPI 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

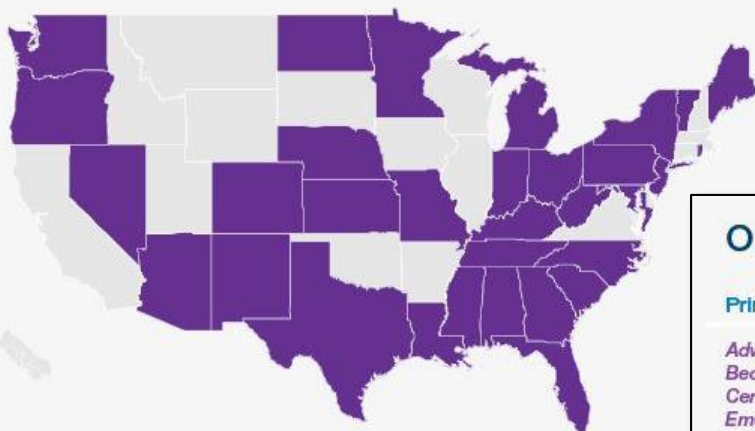
MEDIA

31 States with Media Hits

Spokespeople were quoted **105** times.



Paul Kuehnert, RWJF
Risa Lavizzo-Mourey, RWJF
Alonzo Plough, RWJF
Glen Mays, UKY



TWITTER

More than 5,100 impressions during launch week



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

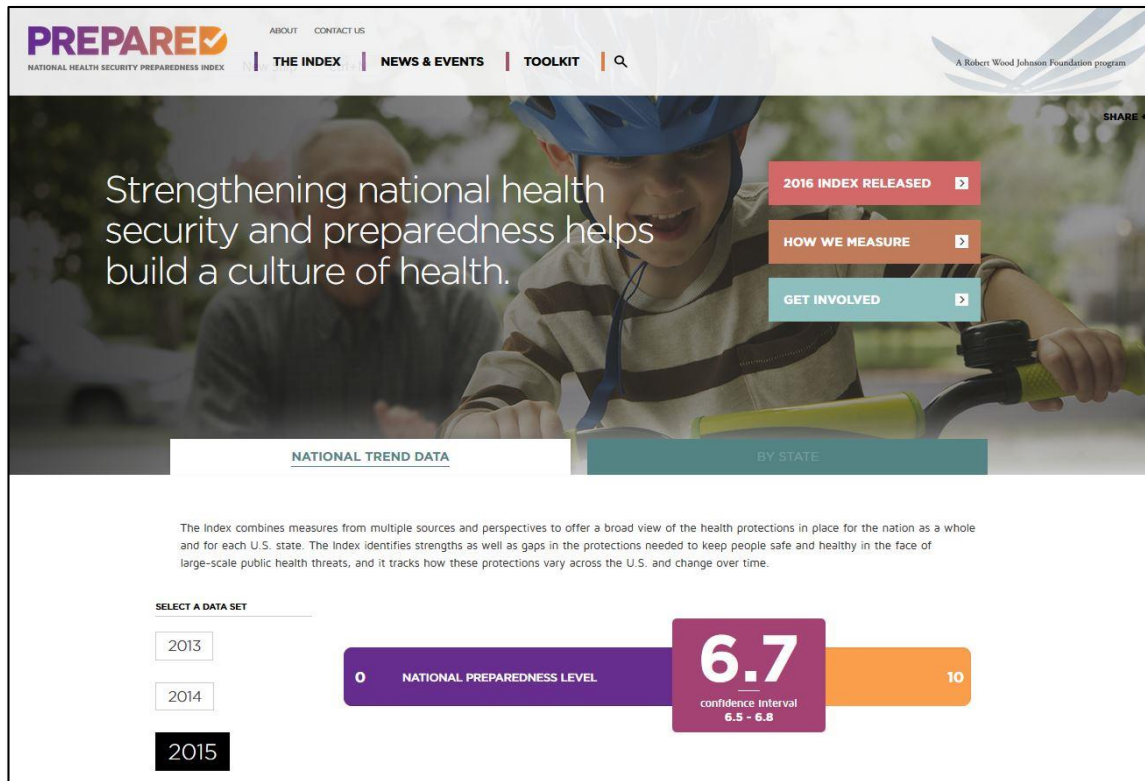
Online

24/7 Wall Street
Kaiser Health News



NATIONAL HEALTH SECURITY PREPAREDNESS INDEX

2016 Index Use Promotion: Website (April 26 - August 11)

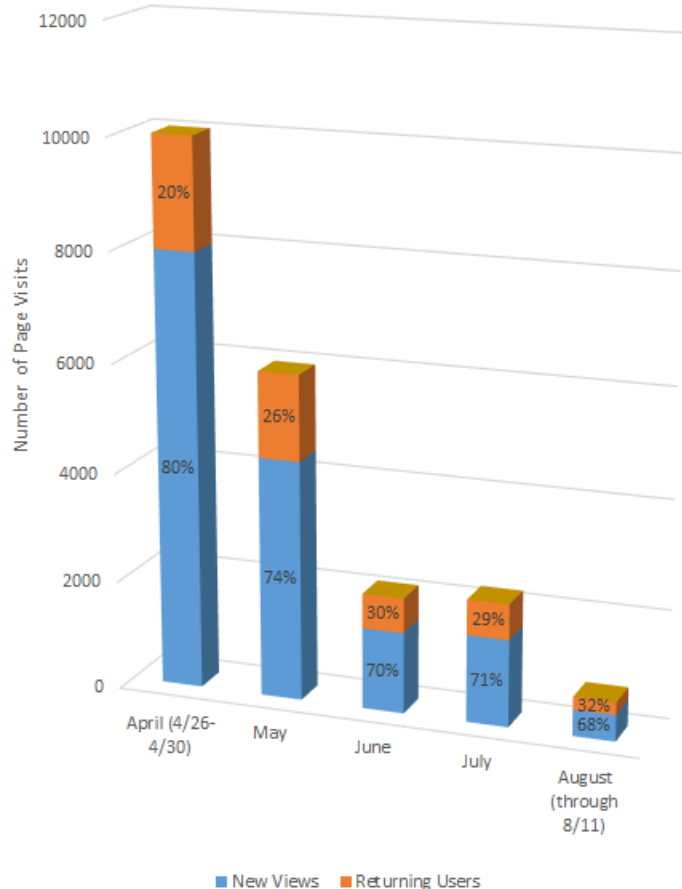


- 21,046 page views
 - 45.42% are homepage
 - 10.04% are news release
 - 5.99% are "Explore the Index"
- Avg duration: 2:32
- Traffic:
 - 42.02% are direct
 - 37.10% are referrals
 - 16.82% through organic search
- Referrals are a mix of media outlets, stakeholder groups/ associations.



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

- June-Nov. 2016: Data collection for 2017 Index
- Sep 2016: Virtual event on 2016 Index use
- Oct 2016: Deadline: call for new measures
- Nov 2016: Public comments on proposed 2017 Index
- Jan 2017: Final Index calculations & NAC meeting
- Feb 2017: Preliminary results (PDF) to stakeholders
- Mar 2017: 2017 Index release (web) and events
- Mar-May 2017: 2017 Index promotion (webinars, blogs, etc.)
- May 2017: Post-launch NAC meeting

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: *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? How can we best communicate enhancements?*



Developing Tools to Encourage Use



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/>



For More Information



National Program Office

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