National Health Security Preparedness Index Stakeholder Engagement and Communication Workgroup



1:30-2:30pm EST | September 27, 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 Promotion (September 2016 to March 2017)

- October 21, 2016 virtual event, 11:00-12noon ET
 - Save the Date Announcement
 - Use Video
 - What are the optimal promotional channels?
- Twitter Update
- Website Updates
 - Resilience Video
 - Blogs

2017 Production (Spring 2017 release)

- Call for Measures by October 16
 - What organizations/individuals can best address areas of focus?
 - Where and how do we reach them?
- Public Comment Period November

Developing Tools to Encourage Use

- Who needs tools?
- What types?
- Who has the content expertise and skills to build them?
- Where and how should we promote them?

Other Business

Workgroup Leadership





2016 Index Promotion

Virtual Event

What

 Interactive webinar including a mix of live presentations, a visual demonstration of Index data usage, and questions from the audience

Who

- Stephen Redd, MD, CDC Office of Public Health Preparedness & Response
- Nicole Lurie, MD, Assistant Secretary for Preparedness and Response
- John Wiesman, DrPH, MPH, Washington State Secretary of Health
- Glen Mays, PhD, MPH, University of Kentucky, Index Program Management Office
- Alonzo Plough, PhD, MPH, Robert Wood Johnson Foundation
- Tom Inglesby, MD, UPMC Center for Health Security, Index NAC Chair (Moderator)

When

- October 21, 11am-12pm ET
- Will be recorded and archived online for future viewings

Where

Online (Login information will follow via Save-the-Date announcement)

Why

Raise awareness of the Index and promote Index use

What are the optimal channels for promoting this event? Who are the gatekeepers who need to be contacted?





2016 Index Promotion

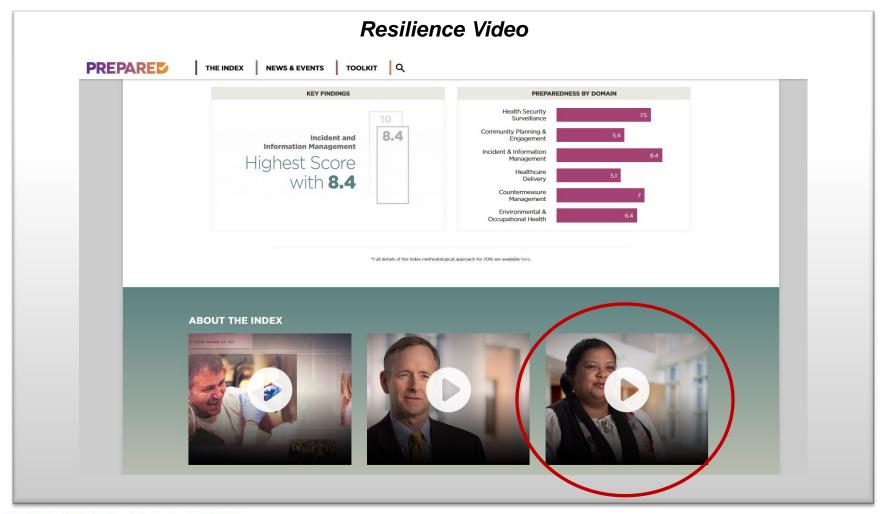
Twitter Update







2016 Index Promotion: Website







2016 Index Promotion: Website

Blogs

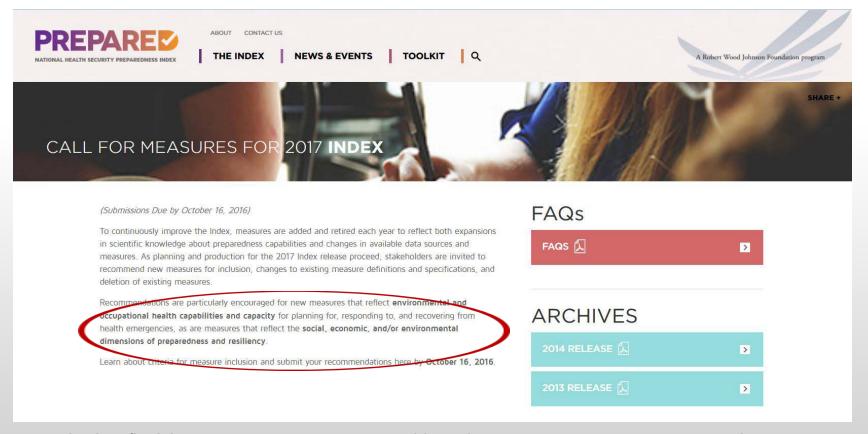
- Will be linked from home page
- Currently developing an editorial calendar
- Goal of a new blog every two weeks
- Topics must relate to the Index but can be flexible to address relevant current affairs, e.g.
 - infectious disease
 - funding priorities
 - healthcare preparedness
 - natural disasters
- Welcome voices from a variety of sectors discussing contributions to health security and/or preparedness
- Interested in contributing a blog? Let us know!





2017 Index Production

Call for Measures



What organizations/individuals can best address areas of focus? Where and how do we reach them?

Public Comment Period will follow.





Developing Tools to Encourage Use

- Who needs Index tools (navigation, decision support, etc.)?
 - Sectors
 - Organizations
 - Individuals
- What types of tools?
- Who has the content expertise to build these tools?
 - Sectors
 - Organizations
 - Individuals
- How do we recruit these experts?
- Where and how do we promote the resulting tools?



Other Business

- 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: October 25, 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



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Glen P. Mays, Ph.D., M.P.H. <u>glen.mays@uky.edu</u> Anna Goodman Hoover, Ph.D. <u>Anna.Hoover@uky.edu</u> Michael Childress, M.S. <u>Michael.childress@uky.edu</u>

Email: NHSPI@uky.edu

Web: www.nhspi.org

Twitter: @NHSPIndex

