

March 31, 2009

Health Information Security and Privacy Collaboration

Georgia Education and Public Awareness Campaign Plan

Prepared for

RTI International

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Prepared by

Consumer Education and Engagement Collaborative
Georgia

Health Information Security & Privacy
COLLABORATION



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1. INTRODUCTION

The Health Information Security and Privacy Collaborative (HISPC) effort is conducted by the Office of Health Information Technology and Transparency (OHITT) of the Georgia Department of Community Health (DCH). HISPC is a part of the overall federal and state initiative to make health care information more transparent to the consumer. The Education and Public Awareness Campaign Plan (Campaign Plan) for the Consumer Education and Engagement Project has been designed to align with the outreach plans for other OHITT projects (e.g., the Transparency website) developed by DCH Communications.

2. COMPONENTS

The Campaign Plan for the Consumer Education and Engagement project will consist of the following elements:

- Goal—what is the Campaign suppose to accomplish?
- Target audience—who is the Campaign supposed to influence?
- Key messages—what information is to be shared/how should it influence the audience?
- Timeline/schedule—when will the information be shared?
- Strategies/budget—how will the Campaign accomplish its goal and how much will it cost?
- Evaluation/metrics—how will the outcomes of the Campaign be measured?

2.1 Goal

The goal of the Campaign Plan for the Consumer Education and Engagement project is to:

- Promote consumer awareness of electronic health information.
- Promote consumer awareness of the security and privacy of electronic health information (specifically, electronic health records).

The Education and Public Awareness Campaign is designed to increase consumer knowledge about their privacy and security rights related to electronic health information. As a result, consumer trust in the electronic sharing of their health information should be enhanced. The ultimate goal is a healthier Georgia for all its citizens.

2.2 Target Audience

The Campaign will be targeted to health care consumers (patients) across Georgia (in both rural and metropolitan areas and diverse patient groups). Different strategies will be used to reach the different segments of this population.

2.3 Key Messages

The Campaign's key messages will be tailored to the security, privacy and accessibility of electronic health information and are succinctly summarized in its motto: **Secure. Private. Accessible—Everything you need to know about the security and privacy of your electronic health information.**

2.4 Timeframe/Schedule

The Campaign will be launched in July 2008 with the publication of the HISPC Fact Sheet on the DCH website and will culminate in March 2009.

2.5 Strategies

The Campaign will use a variety of media, events and resources to promote consumer awareness of the security and privacy of electronic health information across Georgia. See Tables 1–4 for more details.

Table 1. Campaign Strategies Overview

1. Publications	2. Events	3. Communication Tools
Brochures	Consumer Outreach Education Forums	DCH Website
Consumer Questionnaire	Health Fairs	Speakers Bureau (HISPC Champions)
E-Health Cards	Lunch-N-Learn Session (DCH Staff)	Transparency Website for Health Care Consumers
HISPC Fact Sheet	Mall Mini Forums	Video/DVD
HTML E-mail	National Wise Health Consumer Month	—
Newsletters (Health Plans)	—	—
Newspaper Editorials	—	—
Pharmacy Bag Insert	—	—
Posters	—	—
Press Releases	—	—
Public Service Announcements (PSAs)	—	—

2.6 Evaluation/Metrics

Evaluating the Education and Public Awareness Campaign will be ongoing. The metrics will vary, depending on the strategy used. Some of the standard measurements that may be applicable to raising awareness include:

- Number of brochures and other printed materials disseminated,
- Number of attendees at the Consumer Outreach Education Forums,
- Evaluation results from the Consumer Outreach Education Forums, and
- Number of hits on the security and privacy sections of the Transparency website and DCH website.

Table 2. Campaign Strategies: Publications

Publication	Description	Responsible Person	Due Date	Launch Date	End Date	Target Audience/ Number of People
Brochures	Promotes consumer awareness of health information technology (HIT) initiatives and the security, privacy and accessibility of electronic health records (EHRs). The brochure is to be available at Health Fairs, Forums and Physicians' offices that use electronic health records.	Karen Schoenfeld	December 19, 2008	January 2009	Ongoing	Consumers/ statewide
Consumer Questionnaire	A survey that can help determine consumer security and privacy basic training needs related to electronic health information. Serves as a baseline assessment for the development of content of the Consumer Outreach Education Forums.	Doris Konneh	Aug. 2008	September 2008	November 2008	DCH internal staff, HIE Grantees in Washington and Chatham Counties
E-Health Cards	Creation of a card for key stakeholders. The card will include website teasers and information on health care consumerism, including privacy and security.	Lisa Marie Shekell	—	Ongoing	Ongoing (monthly)	Consumers/ statewide listserv (e.g., DCH, EHR partners)
HISPC Fact Sheet	DCH Communications will develop a Fact Sheet that describes the overall HISPC effort and the goals, outcomes/tools, and components of the Consumer Education and Engagement project.	Lisa Marie Shekell	June 2008	July 2008	Ongoing (update every 6 months)	Consumers and providers/ statewide

(continued)

Table 2. Campaign Strategies: Publications (continued)

Publication	Description	Responsible Person	Due Date	Launch Date	End Date	Target Audience/ Number of People
HTML Email	Brings awareness of health information technology (HIT) initiatives and the security and privacy of electronic health records (EHRs). It directs the consumer to the georgiahealthinfo.gov website for additional information about the Health Information Security and Privacy Collaborative (HISPC). The HTML e-mails are to be sent to consumers as identified from various listservs. and distribution lists maintained by the Department of Community Health (DCH) and our health plan partners (e.g., State Health Benefits Plans [SHBP]).	Karen Schoenfeld	December 19, 2008	January 2009	Ongoing (issued monthly)	Consumers/as identified on various DCH lists (e.g., CMOs, SHBPs, and Medicare)
Newsletters (Health Plans)	Opportunities to include byline articles on security and privacy of electronic health information in the state health benefit plan newsletters (specifically, SHBP, Cigna, and United HealthCare). Articles to be “authored” by the DCH Commissioner, Office of HITT staff, and HISPC Champions.	Karen Schoenfeld Doris Konneh (drafts of articles)	December 19, 2008	January 2009	Quarterly	Consumers and providers/as identified by SHBPs
Newspaper Editorials	Volunteers of the HISPC Champions will write Guest Editorials on the security and privacy of electronic health information and related issues.	Doris Konneh (drafts of articles) Lisa Marie Shekell	December 19, 2008	January 2009	March 2009	Consumers/ statewide

(continued)

Table 2. Campaign Strategies: Publications (continued)

Publication	Description	Responsible Person	Due Date	Launch Date	End Date	Target Audience/ Number of People
Pharmacy Bag Insert	Attached to consumers' prescription bags, it creates awareness of health IT initiatives and the security and privacy of electronic health records. Directs consumers to http://www.georgiahealthinfo.gov website for more information about HISPC.	Karen Schoenfeld	December 19, 2008	January 2009	Ongoing	Pharmacies/as identified initially by OHITT Advisory Board members
Posters	Brings attention to the current and future use, benefits, and security and privacy of electronic health records (EHRs). It also directs consumers to the http://www.georgiahealthinfo.gov website for additional information about the Health Information Security and Privacy Collaborative (HISPC). Poster to be placed in physicians' offices.	Karen Schoenfeld	December 19, 2008	December 2008	Ongoing	Consumers/ statewide
Press Releases	News releases promoting the upcoming Consumer Outreach Education Forums and the availability of security and privacy information on the Transparency website and the DCH website.	Lisa Marie Shekell Karen Schoenfeld Doris Konneh (drafts of press releases)	December 19, 2008	January 2009 (and/or 30 days prior to each Forum)	March 2009	Consumers/in areas hosting Forums
Public Service Announcements (PSAs) (recommendation: may be replaced by HTML/e-mail cards)	Promotes upcoming Consumer Outreach Education Forums and availability of security and privacy information on the Transparency and DCH websites.	Lisa Marie Shekell Karen Schoenfeld Doris Konneh (drafts of PSAs)	December 19, 2008	January 2009 (and/or 30 days prior to each Forum)	March 2009	Consumers/in areas hosting Forums

Table 3. Campaign Strategies: Events

Events	Description	Responsible Person	Due Date	Launch Date	End Date	Target Audience/ Number of People
Consumer Outreach Education Forums	A series of seminars and workshops designed to promote consumer awareness of the security and privacy of electronic health information. The Forums will be held in both rural and metropolitan areas throughout the state.	Doris Konneh (logistics coordinator)	December 19, 2008	January 2009 <u>Confirmed:</u> February 19— Washington County February 3— Chatham County	March 2009	Consumers/ statewide
Health Fairs	Prospective partnerships with sources identified by the Office of Public Health, Office of Health Improvement, and Georgia Watch (individual consumers and groups). Brochures will be disseminated and consumers may participate in a mini Consumer Outreach Education Forum.	Karen Schoenfeld Doris Konneh	January 9, 2009	January 2009	March 2009	Consumers/ statewide
Lunch-N-Learn Session (DCH Staff)	Designed to serve as a Consumer Outreach Education Forum for internal DCH staff. Consumer Questionnaire results will also be reviewed.	Doris Konneh	December 19, 2008	January 13, 2009	January 13, 2009	DCH internal staff Average number of participants
Mall Mini Forums	Partner with a promoter, e.g. “healthy living snacks” to conduct a 15–20 minute Q&A session on security and privacy of health information; disseminate brochures and incentives.	Karen Schoenfeld Doris Konneh	—	January 2009	March 2009	Consumers/in metro Atlanta area
National Wise Health Consumer Month	A prospective full-scale launch of the Transparency website. The site will include sections on health information security and privacy. A link will also be provided from the HISPC portion of the DCH website to the Transparency website.	Lisa Marie Shekell Karen Schoenfeld Doris Konneh Hettie Smith	December 19, 2008	February 2009	February 2009	Consumers/ statewide

Table 4. Campaign Strategies: Communication Tools

Communication Tool	Description	Responsible Person	Due Date	Launch Date	End Date	Target Audience/ Number of People
DCH website	A portion of the site that will serve as a source of information (repository) for consumers about the security and privacy of electronic health information and to inform others about the work of the HISPC and workgroups in other states.	Karen Schoenfeld Hettie Smith Doris Konneh	December 19, 2008	January 16 2009	Ongoing	Consumers/ statewide
Speakers Bureau (HISPC Champions)	Volunteers from the Georgia HITT Advisory Board and the EHR Community Partnership will raise awareness about the security and privacy of electronic health information by: serving as speakers/facilitators for the statewide Consumer Outreach Education Forums; suggesting venues for Forums; making public service announcements; and writing newspaper editorials and white papers.	Doris Konneh (logistics coordinator)	December 19, 2008	January 2009	Ongoing	Consumers/ statewide
Transparency website— http://www.georgiahealthinfo.gov	Health information security and privacy will have a presence on the site to include a Fact Sheet, Resources Center, and an Awareness/Educational Toolkit.	Lisa Marie Shekell Karen Schoenfeld	December 19, 2008	December 2008	Ongoing	Consumers/ statewide
Video/DVD	Oregon HISPC-produced video on the benefits of electronic health records and the security and privacy measures used to protect the information in them.	Doris Konneh (GA point of contact)	December 19, 2008	January 2008	Ongoing	Consumers/ statewide