NAIIS Patient Education Working Group

2015 Summit Update
May 13, 2015

Co-leads:
Erica DeWald, APCO
Jeff Goad, Chapman University
Erin Kennedy, CDC
Lisa Randall, Minnesota Department of Health

Agenda: Patient Education Working Group

• Activities and accomplishments over the past year

• Preview of our breakout

• Future activities and plans
Thank You!

Aldridge, Chris
Alexander, Alison
Allen, Sandy
Aplan, Debra
Awe, Jacqueline
Basket, Michelle
Bloom, Erica
Bozof, Lynn
Bridges, Carolyn B.
Bridgewater, Ray
Brne, Timothy
Cox, Manon M.J.
Dalton, Marla
Davis, Melinda
Dolen, Virginia
Eisenberg, Andrew C.
Farrell, Susan
Fernandez, Columba
Goad, Jeff
Green, Patricia
Guerin, Jack
Hagar, Beverly A.
Hagemann, Tracy
Hardesty, Richard
Heyer, Kate
Jones, Shary
Joseph, Denise
Kagan, Stephen
Kennedy, Erin D.
Knighton, Troy
Lathrop, Virginia
Lato, Kristi
Londo, Courtney
Lutz, Elizabeth
Macpherson, Catherine
Manganello, Susan
Manquin, Brendan
McLaughlin, Nichole
Miracle, Julie
Nemeth, Marcus
Novielli, Alex
Olivas, Lorenzo
Parker, Heidi
Partlow, Courtney
Patterson, Sarah
Peterson, Diane C.
Quirk, Mary
Ramakrishnan, Aparna
Randall, Lisa
Richoux, Summer
Rubin, Jason
Seib, Katy
Shevach, Alexandria
Szuvera, Michael
Tan, Litjen (LJ)
Tate, Tiffany A.
Tomocki, Margaret H.
Velazquez, Carlos
Wolicki, Barbara K.
Wood, Laurel
Woods, LaDora

Social Media Engagement

- Overview of engaging on social media
  - Purpose of social media
  - How to engage with both positive and negative participants
- Specifics on Facebook, Twitter and Blogs, with examples
  - Demographics
  - Setting up your accounts
  - Frequency and type of posts, conversations
Bringing the Tdap Recommendations to Life

Partners! Partners! Partners!

- Prioritize “game-changing” partners, including both the usual suspects and new, “non-traditional” groups
  - AARP
  - American Dental Association
  - Professional, collegiate and recreational sport associations
  - American Academy of Ophthalmology
  - Theme parks

- Tailor messages and materials to increase likelihood of involvement

- Regularly communicate new data, events and recommendations to create a steady stream of information to adult audiences