



Health Care Action Group  
Summary of June 22, 2016 Conference Call

**Participants:**

Eileen Beard – American College of Nurse-Midwives  
Caryn Bernstein – National Association of Community Health Centers  
Erin Duggan Butto – Altarum Institute  
Alice Gandelman – California STD/HIV Prevention Training Center  
Susan Gilbert – Altarum Institute  
Michael Horberg – Mid-Atlantic Permanente Research Institute  
Rachel Kachur – Centers for Disease Control and Prevention  
Alyson Kristensen – Altarum Institute  
Penny Loosier – Centers for Disease Control and Prevention  
Arik Marcell – Johns Hopkins University  
Bianca Palmisano – Intimate Health Consulting  
Wayne Shields – Association of Reproductive Health Professionals  
Beverly Whipple – Rutgers University  
Ben Wise – New York State Department of Health, AIDS Institute

**Review of draft dissemination and promotion plan**

Alyson walked participants through the first draft of the plan to disseminate and promote *Sexual Health and Your Patients: A Provider's Guide*.

The draft plan divides the target audiences into two tiers.

- Tier 1 audience is primary care providers who are not currently addressing sexual health, but are at least somewhat interested in this topic.
  - Pediatricians and other pediatric providers, family practice providers (family physicians, NPs, PAs), general medicine providers (internal medicine and general medicine physicians, NPs, PAs) working in private practice or community health centers would be in this tier.
- Tier 2 audience is primary care providers who are already addressing sexual health in some way, but want to improve or refresh their skills.
  - Adolescent-oriented pediatricians and other pediatric providers; OB/GYN providers, nurse-midwives, and women's health NPs; other family/medicine providers working in private practice, community health centers, Planned Parenthood clinics, or publicly funded clinics (Title X, STD, other public health clinics) would be in this tier.

The draft plan is also divided into two phases:

- Phase 1 focuses on promoting the guide through the NCSH, its members, and Altarum Institute. This allows for using existing relationships and resources that are readily available. Within this phase, Alyson would work with members that reach both tier 1 and tier 2 audiences, with a priority to given to those reaching tier 1 providers. Activities could include linking to the

guide on their website, cobranding the guide, printing hardcopies to distribute, writing a blog or op-ed, holding a webinar, or collaborating on virtual coffee break or similar production. Presenting or exhibiting at conferences, if resources permit, could also occur.

- Phase 2 focuses on promoting the guide through non-member healthcare organizations and other communication channels. Non-member organizations could include American Academy of Pediatrics, American College of Physicians, American Academy of Family Physicians, as well as associations that reach nurse practitioners and physician assistants. Within this phase, trade journals and other sources of media could be used to reach providers. Presenting or exhibiting at conferences, if resources permit, could also occur.

The timeframe for implementing the strategy is the entire next grant year (Oct 2016 – Sept 2017)

Those on the call thought this strategy was a good starting point for planning how to promote the guide. Comments included the following:

- Focusing initially on promoting through the NCSH could be “preaching to the choir.” However, others noted that not all members sing together and even providers that are already addressing sexual health could benefit from the guide.
- Restructuring the strategy slightly so that more emphasis is given to reaching tier 1 audiences more broadly (including those that are already members and those that are not).
- Offering an incentive, such as CME credits, could increase interest.
- Clearly defining how the guide can benefit providers and their patients, and giving an example, would also increase interest and use.
- Using existing relationships and professional connections will be very important when reaching out to non-member medical associations, such as the American College of Physicians, for example. Several people on the call volunteered their own contacts. Alyson will start developing a list of organizations and contacts within them.
- Developing boiler plate language and a template will simplify the process of contacting non-member organizations.
- Holding Twitter chats is not likely to be worthwhile. However, providers will attend webinars that are free and when the topic is interesting and relevant. Short videos are also very popular.

When asked about promoting the guide through trade journals, media, or other sources of information, participants thought some of these channels could be worth pursuing.

- Most non-peer reviewed journals are not widely read. Exceptions that were noted are Contemporary Pediatrics, which is very popular among pediatricians, and Contraceptive Technology Update, which covers sexual health topics very well.
- A commentary that shows up on PubMed could be read. PubMed is a highly credible source of information.
- In general, online trade journals and other media are probably not worthwhile because providers are busy and have little time for reading. Many providers get their information from their medical or professional association. They may perform Google searches to find resources for pressing issues.

Other comments were:

- What can CDC do to promote the guide?
- Are there other federal agencies that might be interested in the guide?

Next steps include the following:

- Develop a core strategy and messaging
- Develop a template for reaching out to non-member organizations
- Create goals for what we want to achieve regarding promotion and dissemination
- Develop a postcard for members to distribute

### **Latino Initiative Update**

Alyson gave a brief update on the Spanish translation of the *Take Charge* guide for consumers. This project was on hold for several months while approval was sought from OMB to hold focus groups. Approval was received in April and four focus groups were held on June 1 and 2 in San Diego with Spanish-dominant adults aged 18-39. The purpose of the focus groups were to ensure that the translation was understandable and culturally relevant, to identify areas of confusion or that needed more explanation, and to get feedback on format, specific language issues, and preferred format (print or online). The guide overall tested extremely well. Focus groups participants were enthusiastic about the content and embraced the LGBT elements, despite the cultural taboo against this topic. The final consultation with the Hispanic health organizations we've partnered with on this initiative will be held in July.

### **Communications Action Group update**

The Communications Action Group (CAG) is continuing to develop content for the five action steps to good sexual health. The group is currently developing draft content for the two remaining action steps: "Treat your partners well and expect them to treat you well" and "Build positive relationships," which will be reviewed at the next CAG call on 7/19/16. Susan also shared the highlights of a media report that summarizes all proactive and reactive media outreach that has been conducted since the Coalition's inception. Key results include: 229 stories placed on 207 different media outlets, generating up to approximately 306 million audience impressions. The report will be shared with all NCSH members at the annual meeting in September.