



Department of Health & Human Services  
Office of the National Coordinator for  
Health Information Technology

HEALTH INFORMATION SECURITY & PRIVACY  
COLLABORATION

# ***Consumer Education And Engagement Work Group***

## **Communication and Outreach via Media A Webinar**

***Session Date:*** June 15, 2009  
2:00 p.m. EST

9/17/2009



# Georgia

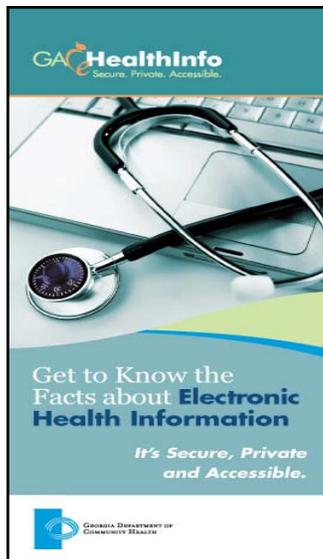


## Media Tools - Georgia

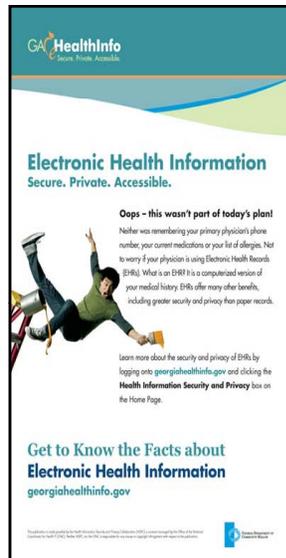
Georgia uses a variety of media in its communication and outreach efforts:

- **Publications** – Brochures, HTML Emails, Pharmacy Bag Inserts, and Posters
- **Events** – Consumer Outreach Education Forums
- **Web sites** – [georgiahealthinfo.gov](http://georgiahealthinfo.gov) and Department of Community Health

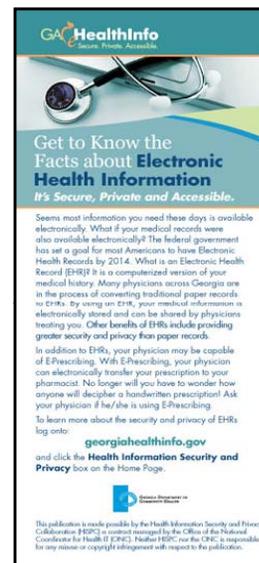
# Media Tools – Georgia - Publications



**Consumer Awareness Brochure**



**HTML Email**

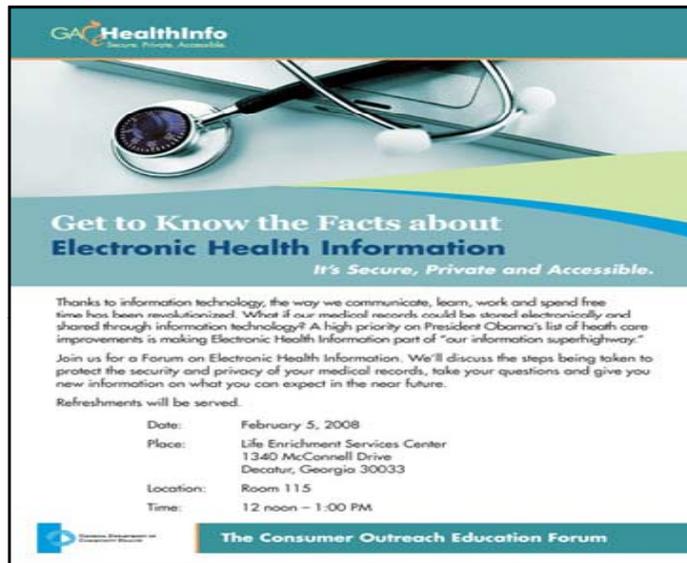


**Pharmacy Bag Insert**

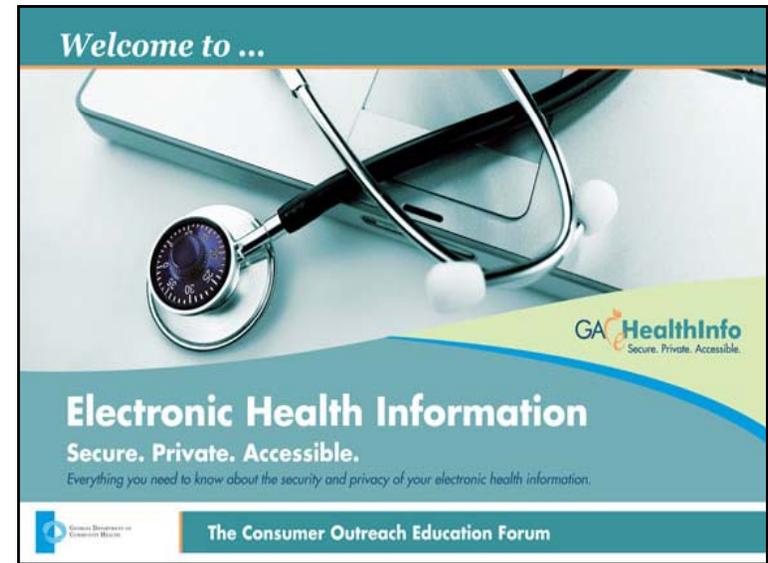


**Provider Poster**

# Media Tools – Georgia - Events

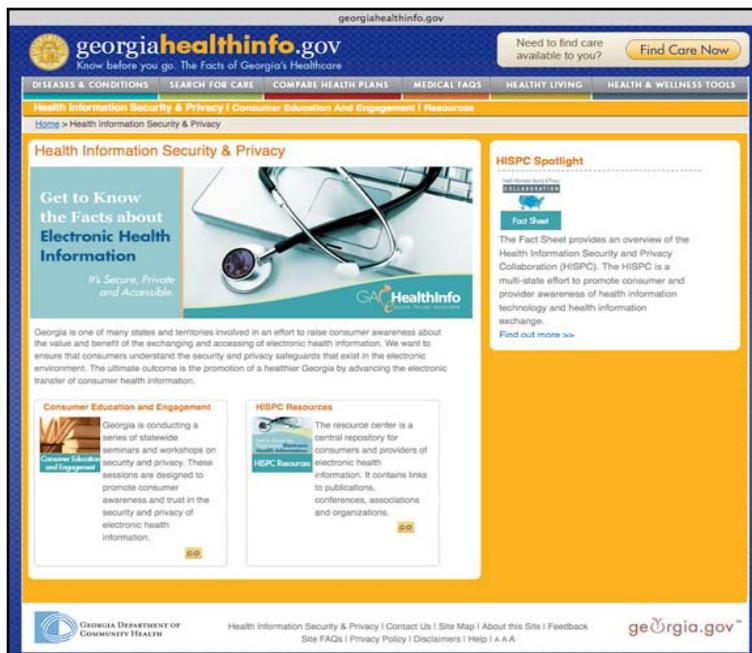


**Consumer  
Forum Flyer**



**Consumer Forum  
Welcome Sign**

# Media Tools – Georgia - Web sites



**Landing Page on  
georgiahealthinfo.gov  
website**



**Link on Georgia  
Department of  
Community Health  
website**

# Media Tools Development Process - Georgia

- Referred to the DCH and OHITT strategic plans to develop an overall vision for the HISPC/CEE initiative
- Conducted meetings with Steering Committee to develop a standard message on security and privacy
- Researched and reviewed consumer education tools developed by other HISPC/CEE states
- Worked with georgiahealthinfo.gov team and dch.ga.gov webmaster to determine “best fit” for HISPC/CEE information on web sites
- Hired design/marketing consultant to develop original materials and to tailor existing materials to meet Georgia’s needs
- Pilot tested materials internally with DCH staff and externally with HIE grantee organizations

## Resources Requirements - Georgia

- Publications - Brochure, HTML Email, Pharmacy Bag Insert, Poster – design/marketing consultant -
- Events – Consumer Outreach Education Forums – DCH staff (including privacy officers)
- Web sites – [georgiahealthinfo.gov](http://georgiahealthinfo.gov) and Department of Community Health – DCH staff

# Lessons Learned - Georgia

- Involve stakeholders at every level throughout the communication and outreach efforts
- Encourage collaboration by using products developed by others and by sharing products with others
- Encourage frequent and open communication
- Continue to “measure” your communication and outreach efforts – “If you don’t measure it...it doesn’t matter.”

## Customization Opportunities - Georgia

Georgia developed a HISPC Vision Statement that it used throughout its communication and outreach efforts. This statement served as the unifying theme in all publications, events, and websites.

***Secure...Private...Accessible***  
***Everything you need to know about the security  
and privacy of electronic health information***