

# Text Message Notification for Bacterial Diagnosis: A New Policy

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## BACKGROUND

In 2011, The Duval County Health Department, in collaboration with the Florida Department of Health Bureau of Sexually Transmitted Disease Prevention and Control, established a policy to notify clients of their STD test results via coded text messages sent to their mobile phones.

## OBJECTIVES

- (1) To obtain approval from health department leadership, and legal and IT departments.
- (2) To create a transparent and accountable way of sending text messages and managing call backs.
- (3) To gain client buy-in and to offer a viable alternative to traditional communication tools.

## METHODS

- (1) Local policy is approved for texting.
- (2) A texting work flow is implemented and staff are trained.
- (3) Clients sign consent form and are given an instruction card.
- (4) Client's information goes into PRISM and a text message is sent.
- (5) Client receives text message, calls (if positive), and is referred for treatment.

## Policy Document Approved

DATE	BY	REVIEWED	APPROVED
11/15/11	David Andress	11/15/11	11/15/11
11/15/11	Max Wilson	11/15/11	11/15/11
11/15/11	Gayle McLaughlin	11/15/11	11/15/11
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## Client call back is recorded

## Client receives text message



## Click text message button

## Input required info into PRISM

## Instruction card given to client



## Staff training



## Promote texting project



## Client signs consent form

## RESULTS

- Texting is available through PRISM as of November 2011.
- Local approval for texting is obtained in December 2011.
- Texting was initiated in Duval County on January 19, 2011.
- As of March 1, 2012, 162 text messages have been sent.
- 73% of clients have opted in for texting.

## CONCLUSIONS

The STD Texting Project demonstrates the feasibility of:

- State and local health departments to work together to introduce innovative processes into STD control programs
- An electronic STD database to create a texting platform that is transparent and accountable
- Gaining client buy-in and proactive participation in managing their own sexual health.



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