CDC Injection Safety Communications Checklist

July 12 MMWR

Two outbreaks reported in this week's CDC MMWR provide additional evidence supporting the CDC's injection safety guidelines, especially as they relate to single-dose/single-use medication vials (SDVs).

We are asking for partners to advance our shared mission to raise awareness among healthcare providers and patients about safe injection practices. In this packet you will find template materials to help you share information about the latest MMWR article, including:

- Template newsletter article
- Recommended social media messages for Twitter and Facebook
- Message points

Here are a few items to consider as you adapt materials for outreach to your organization's members:

Template Newsletter Article

- ☐ Choose a spokesperson—preferably someone in a leadership position within your organization—to whom you can attribute the quote
- ☐ Publish the article in both the print and online versions of your newsletter, and promote it widely
    - Post social media messages on Twitter and Facebook that link to the article
    - If the article is published on your website, insert links within it to the original MMWR article and the *One & Only Campaign* resources (e.g. toolkits, pocket cards, checklist, posters, etc.), so readers can easily find more information
    - If your website has a rotating news banner, consider promoting this news there
- ☐ Post the article in your monthly member publication
- ☐ Post the article on your website's blog
    - Remember to link to other sources in the post, including the *One & Only Campaign* website and original MMWR article
- ☐ Ask your leadership to share the article via email with colleagues and peer organizations, with a personal note on the importance of safe injection practices. Request that they share it with their networks
- ☐ Consider sending trade media either the template article (***make sure to customize it first***) or a short note telling them about the news and asking for them to write about it

Important Links to Share

Main:
www.oneandonlycampaign.org

Healthcare Provider Toolkit:
http://www.oneandonlycampaign.org/content/healthcare-provider-toolkit

Healthcare Provider Checklist:
http://www.cdc.gov/injectionsafety/PDF/SIPC_Checklist.pdf

CDC Position Paper:
http://www.cdc.gov/injectionsafety/CDCposition-SingleUseVial.html

CDC Injection Safety Website (FAQs, guidelines, etc.):
www.cdc.gov/injectionsafety

MMWR:
http://www.cdc.gov/mmwr/preview/mmwrhtml/mm6127a1.htm?s_cid=mm6127a1_w

- Shortened MMWR link:
  http://1.usa.gov/OA1AQF

Template Social Media Messages

- ☐ Customize the messages to reflect your organization's voice
- ☐ Follow, mention and retweet messages from the One & Only Campaign's new Twitter feed: @InjectionSafety
- ☐ Use specific hashtags: #ptsafety, #health, #patients or #meds to include your message in larger conversations on these topics happening on Twitter
    - Include this link in your message to direct readers to the MMWR article: http://1.usa.gov/OA1AQF
    - Or, direct readers to the SIPC website for more information: http://bit.ly/cOIcul
    - To shorten any link, use a free website like Bitly
- ☐ Share messages on multiple platforms as applicable—Twitter, Facebook, Tumblr, etc.
    - Note: Different social media platforms tend to reach somewhat different audiences
- ☐ Prepare and post several different messages about injection safety to your organization's social media platforms
    - Highlight different facts and aspects of the article to draw in and educate readers, even if they choose not to read the full article
    - It is recommended that organizations post on Facebook at least every other day, and on Twitter anywhere from 3-10 times per day

Message Points

- ☐ Be sure your organization's leadership and spokespeople have a copy of the message points
- ☐ Use message points to prepare for media inquiries or to answer questions from your membership
- ☐ Use the message points as a reference when creating your own custom materials, such as PowerPoint presentations, speeches or op-eds