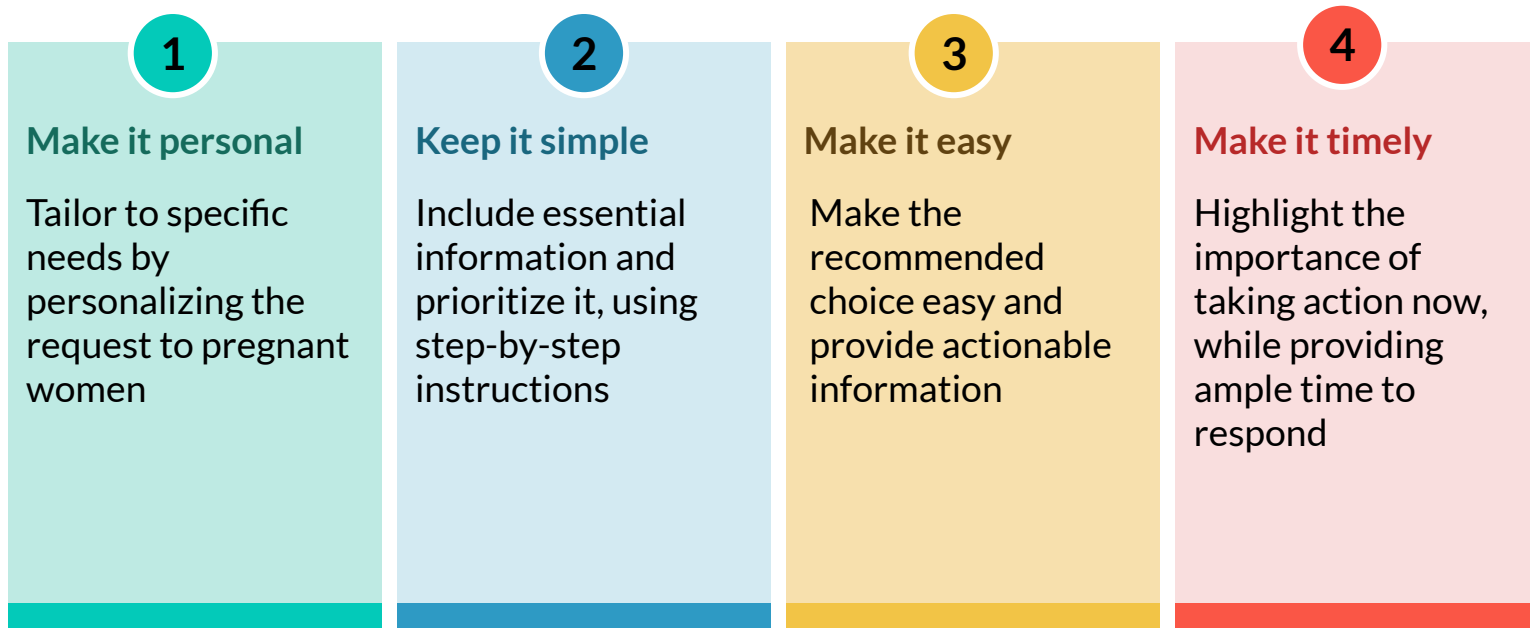


Project Summary: The Centers for Disease Control and Prevention set a target for influenza vaccination rates among pregnant women of 80%, as part of the Healthy People 2020 objectives. In the 2016-17 influenza season, the influenza vaccination rate among pregnant women in the Duke University health system was 68%. In collaboration with the Duke University health system, the Office of Evaluation Sciences (OES) designed a simple message encouraging pregnant women to receive a flu shot, delivered via the electronic health records messaging system.

Intervention Description: Patients were randomly assigned to the treatment condition, in which they received the newly-developed electronic message highlighting the importance of the flu vaccine, or a control condition in which they did not receive this targeted message.

The reminder messages were designed with four principles in mind: ***make it personal, keep it simple, make it easy, and make it timely.*** More information on designing effective communications can be found [here](#). The way these principles were applied to the messages is described below:



For more information on this intervention or to start a conversation, please contact oes@gsa.gov.

The OES project page for this project can be accessed [here](#).

[Secure messaging subject line:] It is time for the flu shot, to protect you and your baby

Dear <name>,

It is time to get your flu shot! The flu season starts in September, and the flu is more likely to cause severe illness in pregnant women than in women who are not pregnant.

Getting the flu vaccine is easy and quick. You do not need to make a separate appointment. Just ask the nurse or doctor at your next regularly scheduled appointment.

Remember - the flu shot given during pregnancy has been shown to protect both the mother and her baby for several months after birth from flu.

Sincerely,
Your care team at <name of prenatal care group>

Tailor to specific needs by personalizing the request to pregnant women

Make recommended choice easy and provide actionable information

Prioritize essential information with step-by-step instructions

Give ample time and opportunity to respond, and highlight when to perform action

Personalize sender to increase compliance and trust