



Community and Provider Gateway Initiative

Kick-Off Meeting

April 23, 2018



Precision Medicine Initiative, PMI, *All of Us*, the *All of Us* logo, and "The Future of Health Begins with You" are service marks of the U.S. Department of Health and Human Services.



Agenda

- ⦿ Opening Remarks/Review Agenda
- ⦿ Welcome
- ⦿ Introduction of New Partners
- ⦿ High Level Review of Partner Activity (November – February)
- ⦿ National Launch
- ⦿ Social Media Guidance
- ⦿ Q&A
- ⦿ Housekeeping Items

Opening Remarks



Dara-Richardson-Heron, MD
Chief Engagement Officer
All of Us Research Program

All of Us
RESEARCH PROGRAM

**The future
of health
begins
with you**



National Institutes
of Health

All of Us Community and Provider Gateway Initiative Partners



Wrapping Up Beta Phase

- ◉ Initial goal of beta: enroll 10-15,000 participants who can give feedback on all aspects before national launch
- ◉ Ramp over 100 locations around the country slowly, carefully week by week
- ◉ Test & iterate the initial protocol, call center, online tools & interfaces, language of consent & questionnaires, workflow for staff at each location, biobank shipments, etc.



<https://www.joinallofus.org/>

We have >40,600 participants at some stage of the process, of whom >24,000 have completed the full protocol.

Welcome New Partners!

New Partners

- ◉ American Association on Health and Disabilities
- ◉ American Public Health Association
- ◉ National Association of County and City Health Officials
- ◉ National Hispanic Council on Aging
- ◉ National Rural Health Association
- ◉ National Council of Asian and Pacific Islander Physicians
- ◉ National Association of Hispanic Nurses
- ◉ National Black Nurses Association
- ◉ YMCA of the USA



High Level Review of Partner Activity

Supporting CPGI

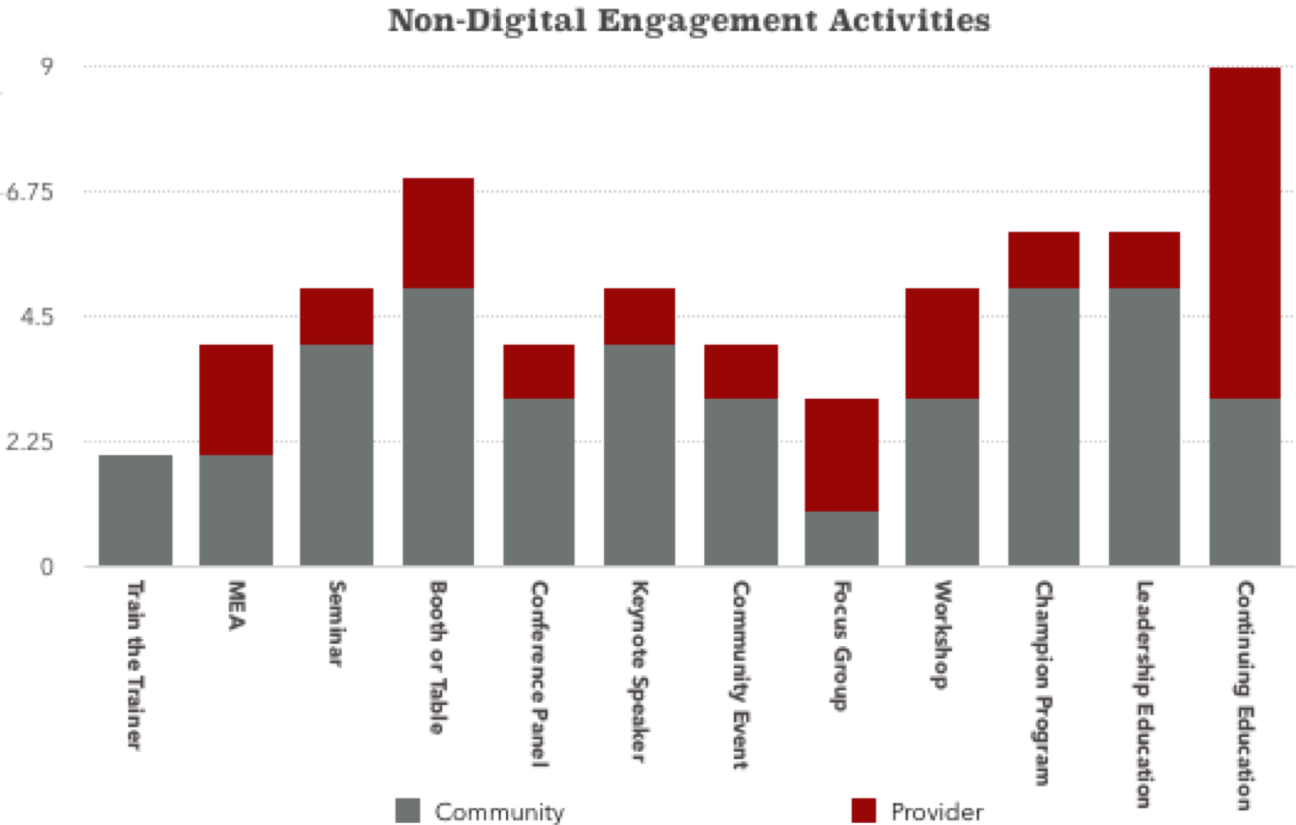
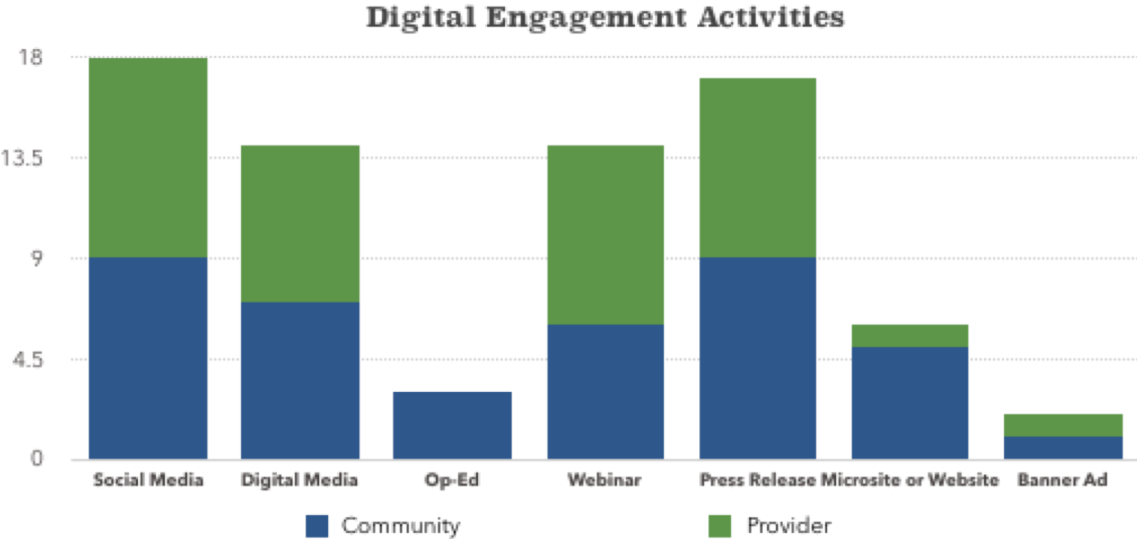


Your Activities: A Look Back

Partners hosted more than 50 in-person and 20 digital events to reach and engage with approximately 2.1 million potential participants.



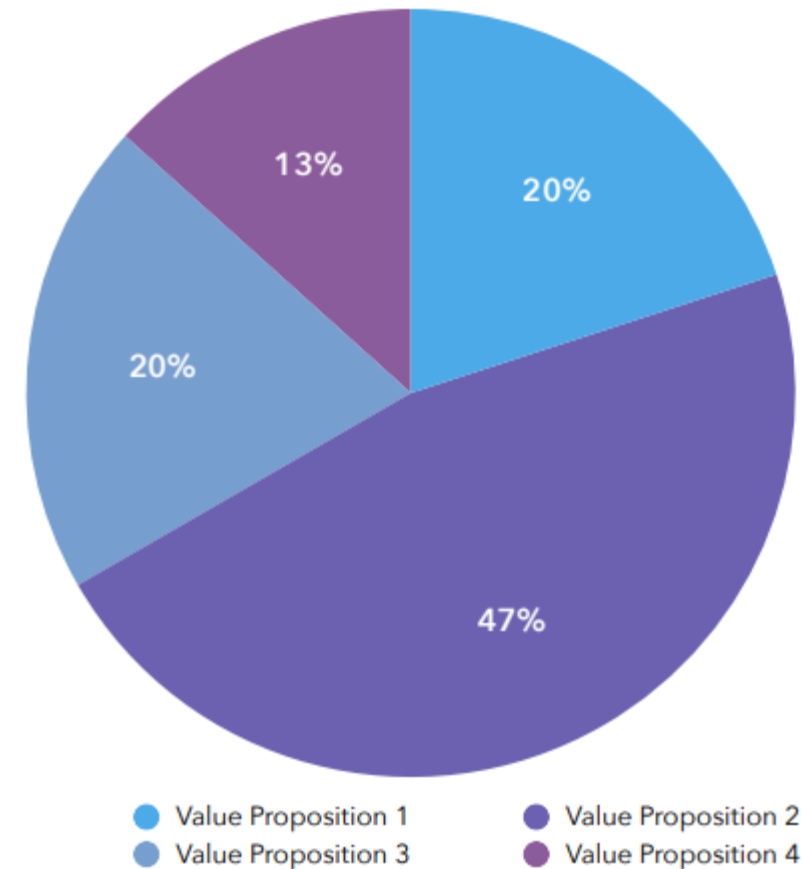
Your Activities: Engagement Methods



Your Activities: Testing Value Statements

- 1) An opportunity to learn some of your own health indicators and get your own data
- 2) An opportunity to fight disease and improve the health of future generations
- 3) The opportunity to ensure that your community is included in the studies that may lead to new understanding and new treatments
- 4) The opportunity to be part of a movement to make our health care more precise, more personal, and more effective

Which value statement spoke loudest to your community?



What the Program Learned from You

- ⦿ Sustained authentic engagement
- ⦿ Improve usability of Asset Portal to materials
- ⦿ Be transparent about language
- ⦿ Vary *All of Us* Imagery
- ⦿ Deepen and diversify digital engagement
- ⦿ Leverage health care providers specialty organizations
- ⦿ Confront health care provider concerns
- ⦿ Engage UBR researchers
- ⦿ Data security and privacy

National Launch

National Launch – May 6, 2018

Seven sites host half-day, simulcasted events that include:


- **Speakers program:**
 - One-hour livestreamed program at all sites
 - Representative of local community – participants, cultural performances, luminaries
 - Dr. Francis Collins, Eric Dishman, Dr. Dara Richardson-Heron at two sites, remarks simulcasted live
- **Community educational fair:**
 - Interactive *AOU* booth - engage with program staff, begin digital enrollment, branded giveaways
 - Local vendors: farmer's market, cooking demonstration, health screenings
- **Art activation:**
 - One local artist at each site creates interactive, collaborative community portrait



The simulcasted events will be supported by:

- **Facebook Live speakers program:** produced like broadcast television, to occur before streaming of simulcasted sites
- **Community events:** organized by many NIH champions, *AOU* consortium members, advocates, etc. using *AOU*'s “event-in-a-box toolkit”
- **National & local print, broadcast, and social media strategy**





[Learn More at JoinAllofUs.org](#)


[HOME](#) [SCHEDULE](#) [EVENT LOCATIONS](#) [ART EXPERIENCE](#)

THE FUTURE OF HEALTH IS COMING. JOIN US.


Join us for the official launch of the *All of Us* Research Program. Help us advance precision medicine.

Watch live on Sunday, May 6, 2018.


SPEAKERS INCLUDE




Francis Collins, M.D., Ph.D.





Dara Richardson-Heron, M.D.



Eric Dishman

WATCH OUR WELCOME VIDEO 





Community Artwork for *All Of Us* by Ariel Wilson, San Diego, CA

How Can You Take Part in the Event?

Our CPGI Timeline

Pre-Launch
(April)

National
Launch Day
(May 6)

Launch
(May 7 -
July)

CPGI Launch Activities



Watch Parties



Social Media Messaging



Op-ed



E-Mail Blast or Newsletter



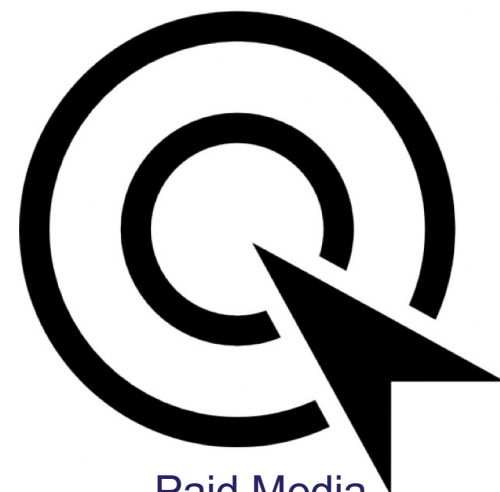
Vendors



Speaker



Webinar



Paid Media

Social Media Guidance

Supporting Community + Provider Influencers' Social Media Reach

All of Us
RESEARCH PROGRAM



National Institutes
of Health

Yasmin Kloth, MS
Senior Digital Communications Strategist

Getting Started

- ◉ You are a valuable partner.
- ◉ You can help extend the reach of the program through your social media channels. We want you to localize + amplify messages based on your audience.

Connecting with Communities

#joinallofus

Feb 1-Mar 1



Spread the Word

Things to Consider

- ◉ Goals
- ◉ Audience
- ◉ Content
- ◉ Conversation + Communication
- ◉ Evaluation

Additional Resources

- ◉ Pew Research Center [Social Media Studies](#)
- ◉ Symplur [Health Care Hashtag Project](#)

Social Media Partner Guide

Where You Can Find *All of Us*

- There are several places to find available and approved content when publishing posts surrounding *All of Us*. You may consider everything posted to the national social media channels, such as the [All of Us Research Facebook](#), the [All of Us Twitter](#), the [All of Us Instagram](#), and the [All of Us YouTube](#) pages, approved. We encourage you to share these assets.

Follow us on Facebook, Twitter, and YouTube! (Instagram to come!)

Guidelines at a Glance

DOs

Do maintain the ethos, tone, and message of the program.

Do use IRB-approved content to respond to your online communities. There are FAQs currently available on joinallofus.org to respond to inquiries or comments that come in through your social media platforms.

Do refer to the [content guidelines](#) and [language conventions](#) in the asset portal if you have questions about common terms and overall messaging.

Do use your institution/organization's existing social media platforms to share *All of Us* messages and information.

Hosting a Twitter chat, Facebook Live, or other digital event? **Do inform** NIH of the social media events you are hosting for coordination and support from NIH *All of Us*. You can fill out our social media events form [here](#).

Can't find approved content for a response or have additional content, digital event, or guideline questions? **Reach out** to your NIH *All of Us* social media point of contact: Yasmin.kloth@nih.gov.

DON'Ts

Don't use language in your posts that overpromises the benefits of the program, addresses promise for a specific condition, or promises health care. Avoid words that may be perceived as hyperbolic, e.g., “revolutionary,” “revolutionize,” “groundbreaking,” etc.

Don't get in front of the national program—allow NIH *All of Us* to take the lead on national announcements and major milestones.

Don't make enrollment projections.

Best Practices at a Glance

Follow *All of Us* on Twitter (@AllofUsResearch), Facebook (@AllofUsResearch), and on [YouTube](#).

Mention the *All of Us* Research Program on Twitter, Facebook, or Instagram. Use @AllofusResearch to tag us.

Use the hashtag [#JoinAllofUs](#) in your English posts, #ParticipaEnAllofUs for Spanish.

Use Calls to Action in your posts. (Get Started; Learn More; Visit [joinallofus.org](#))

Incorporate visuals into your posts—videos, photos, infographics, gifs, and other multimedia elements.

Increase the visibility of your tweets. If it fits with your Twitter and Instagram content, other hashtags to use include: #PrecisionMedicine, #Health, #Data, #MedicalResearch, and #HealthResearch.

Interact with (like, share) the content on the *All of Us* social media pages and other community partner pages.

Participate in digital events hosted by *All of Us* Research.

Stay connected with us through the HCM team. You can also reach out to Yasmin directly at Yasmin.kloth@nih.gov

Content Creation and Sharing

Content Creation & Sharing

- There are language guidelines available for you to use and refer to in the Asset portal:
 - [Language Convention Guidelines](#); and
 - [Content Guide for Partners](#) which provides helpful information on messaging and copy creation.
- Our [editorial calendar](#) provides a month-to-month snapshot of content for you to use and localize.
- You will see some highlights from these documents in the following slides.

Use These Resources

Content Creation & Sharing

DOs

Do refer to the program as *All of Us* Research Program where space permits. Otherwise, refer to *All of Us*.

Do say “one million or more,” not “more than a million”.

Do refer to people who enroll as participants or volunteers instead of patients or subjects.

Do mention prevention and treatment as goals of the program—not just treatment.

Do lead with lifestyle, environment, and biological makeup, when discussing genetics.

Do spell out health care as two words.

DON'Ts

Don't use language in your posts that overpromises the benefits of the program, addresses promise for a specific condition, or promises health care.

Don't use words that may be perceived as hyperbolic, e.g., “revolutionary,” “revolutionize,” “groundbreaking,” etc.

Don't make enrollment predictions, share internal enrollment figures, or highlight enrollment numbers related to particular demographics (including UBR as a whole).

Don't use study, initiative, or genomic study to refer to the research program.

Can't find approved content for a response or have additional content, digital event, or guideline questions?

Reach out to your NIH *All of Us* social media point of contact: Yasmin.kloth@nih.gov.

Spanish Content

- You may prepare your own social media posts in Spanish. This content does not require NIH review. However, the posts should reflect the ethos of the program, use existing messages and content to the extent possible, and follow the general guidelines outlined in this document.
- Our hashtag for Twitter and Instagram posts about the program in Spanish is #ParticipaEnAllofUs.

Online Interactions: The “Social” in Social Media

Online Interactions: The “Social” in Social Media

- We want to encourage online interactions and conversations from participants and those interested in the program on the *All of Us* social media platforms. We also want to encourage online interactions between community partners and health care provider organizations as well.
- Responses to the community should be crafted using IRB-approved content. You can use content in the [FAQ section](#) of joinallofus.org to respond to community questions and comments.
- The *All of Us* national team will lead regular digital events (Twitter chats, Facebook Live Q&As, etc).
- Hosting an event? Share promotional materials with us so that we can help spread the word and/or participate! Fill out our social media events form [here](#).

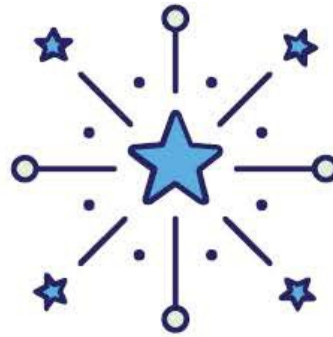
Go-To-Market Social Media Highlights

Campaign Phases



Pre-Launch

April 26 – May 5



Launch

May 6 – July 31



Sustain

August 1+

Roles and Responsibilities

Overview

Roles and Responsibilities

	NIH	HPOs	DV/Corp Partners	Community Partners
Maintain program's national accounts	✓	▪	▪	▪
Develop monthly social media editorial calendar	✓	▪	▪	▪
Speak to a broad audience	✓	▪	▪	▪
Announce program news	✓	▪	▪	▪
Localize and customize national themes/messaging	▪	✓	✓	✓

Thank you

For being our digital and social media ambassadors.



Q&A

House Keeping

Asset Portal Support

Who to contact:

- Co-branding of marketing assets
 - Nicky Borselli
 - nicholas_borselli@hcmstrategists.com
 - Co-branding form:
<https://goo.gl/forms/Ozufm7O52OfhNIjK2>
- Navigating the Portal
 - Your Engagement Counselor

The image displays promotional materials for the All of Us Research Program. At the top left is a banner with the program's logo and a group of diverse people. Below this is a text block titled "We're calling on one million people to lead the way toward better health." followed by sections explaining precision medicine, the research program's goals, and how to join. To the right is a large portrait of a smiling Black woman. Below her is the slogan "The future of health begins with you" and a call to action to join the research effort. At the bottom right, a "CII/PII Partner Request Form" is shown, featuring the All of Us logo and a form with fields for Name (First and Last) and Email Address, both marked with red asterisks.

All of Us
RESEARCH PROGRAM

The Future of Health Begins With You

We're calling on one million people to lead the way toward better health.

What is precision medicine?
Precision medicine is health care that is based on you as an individual. It takes into account factors like where you live, what you do, and your family health history. The goal is to be able to tell people the best ways to stay healthy. If someone does get sick, precision medicine may help health care teams find the treatment that will work best.

What is the All of Us Research Program?
The All of Us Research Program is a large research program. The goal is to help researchers understand more about why people get sick or stay healthy. People who join will give us information about their health, habits, and what it's like where they live. By looking for patterns, researchers may learn more about what affects people's health.

How do I join All of Us?
The All of Us Research Program starts in 2017. There are three ways to join:

- Visit the All of Us website, joinallofus.org.
- Download the All of Us Research Program app.
- If you get health care at one of our affiliated health care provider organizations, you can join there.

What will you ask me to do?
If you decide to join All of Us, we will ask you different kinds of information. We will ask you about your health, family, home, and work. If we have access to your electronic health record, we may ask for a sample of your blood or other biological samples.

How long will All of Us last?
All of Us may last for at least 10 years. We will stay involved over time. If you join, you can stay involved over time.

Why should I join All of Us?
You will be contributing to research that will help health for everyone. Here are some examples of what researchers might be able to discover:

- Better tests to see if people are at risk of getting sick.
- Better mobile apps to encourage people to stay healthy.
- Better medicine or information about what a medicine is right for each person.

What will you do to protect my privacy?
We will take great care to protect your information. We will limit who sees the information. We will remove your name and other identifiers (like your date of birth information and replace them with a code that only we can use. Researchers must promise not to use your information for anything other than research. We will tell you if there is a data breach. The All of Us Research Program is covered by a Federal Rule of Confidentiality from the U.S. Department of Health and Human Services.

The future of health begins with you
The more researchers know about what makes each of us unique, the more tailored our health care can become. Join a research effort with one million people nationwide to create a healthier future for all of us.

joinallofus.org
Precision Medicine Initiative, PII, All of Us, the All of Us logo, and "The Future of Health Begins with You" are service marks of the U.S. Department of Health and Human Services.

CII/PII Partner Request Form

All of Us

CII/PII Partner Materials Request Form

This form will allow you to select All of Us Research Program materials to be co-branded with your organization's logo and/or include a photo that will resonate with your community. If you have any questions, you can contact Nicky Borselli at nicholas_borselli@hcmstrategists.com. Thanks!

Name (First and Last) *

Short answer text

Email Address *

Short answer text

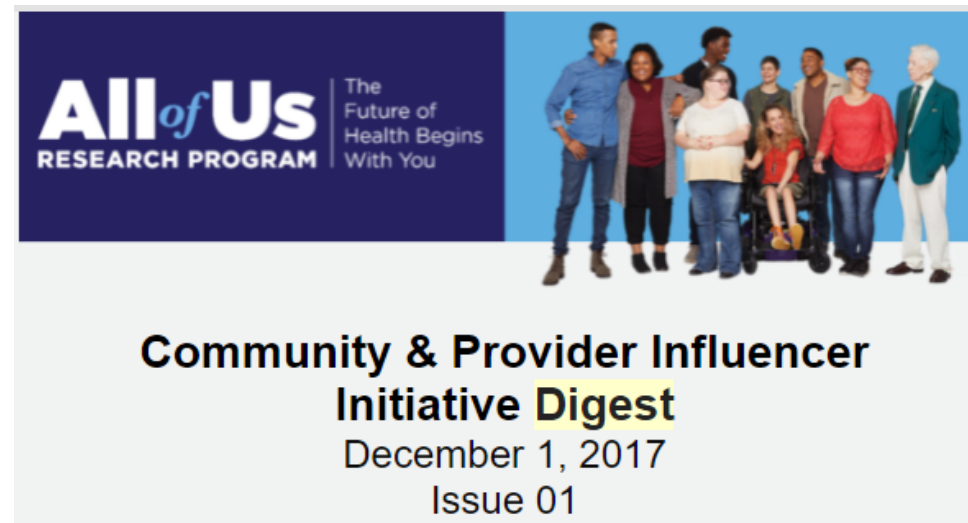
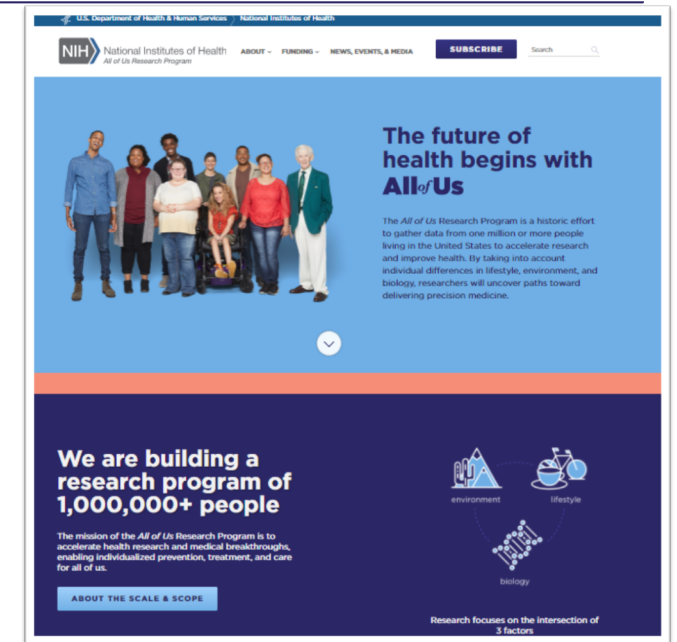
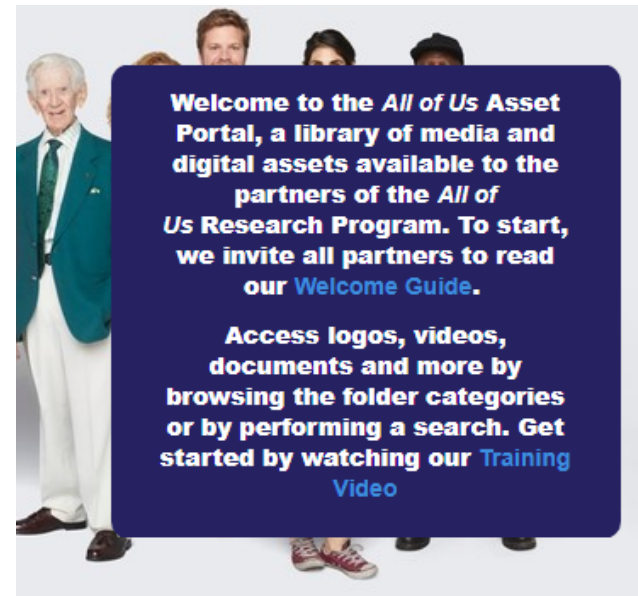
Reminders

- ⦿ Monthly Report: Due to your Engagement Counselor by COB on **April 25, 2018**
- ⦿ Monthly partner calls:
 - Second Wednesday of the month
 - Dates: May 9 (topic: Asset Portal 2.0 Training), Jun 13, Jul 11
 - 2pm - 3pm EST
- ⦿ Let your Engagement Counselor know as soon as dates for events are locked in!



Program Information

- ◉ <https://allofus.nih.gov/>
- ◉ <https://www.joinallofus.org/>
- ◉ <https://launch.joinallofus.org/>
- ◉ www.allofusassetportal.org
- ◉ CII & PII Digest (check your spam!)
- ◉ Your Engagement Counselor
- ◉ Social Media handles
 - @AllofUsResearch
 - #JoinAllofUs



THANK YOU!

