StopAnthrax™ Pilot Test

StopAnthrax™: Anthrax MCMs Text Messaging Project

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June 2016

Overview

- Healthcare Preparedness Activity (HPA) vision and mission

- StopAnthrax™

  - About the program

  - Jurisdictional Pilot Test Using Cipro Healthy Adult Protocol
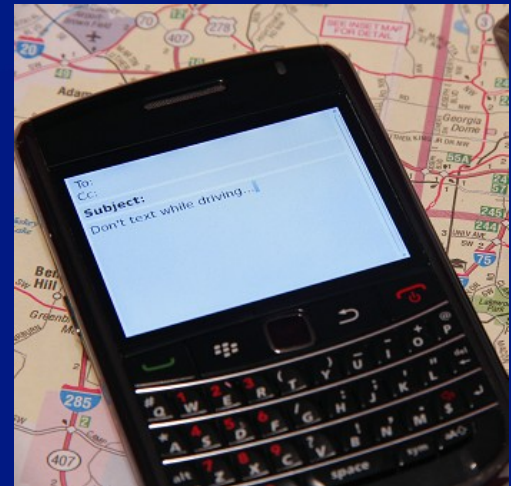
- Next steps

Healthcare Preparedness Activity

❑ **Vision:** healthcare systems effectively preparing for and responding to emergencies

❑ **Mission:** to support public health, healthcare, and emergency management working together to safely deliver the right care at the right time and in the right place

- Produce tools and guidance
  http://www.cdc.gov/phpr/healthcare

- Coordinate and liaise with public and private partners

- Conduct workshops, stakeholder meetings, and exercises

ABOUT THE PROGRAM

StopAnthrax™ Text Messaging Program

❑ StopAnthrax™ is a set of text messaging protocols for Strategic National Stockpile (SNS) medical countermeasures (MCMs) that would be dispensed during an anthrax incident

❑ Consists of text messages for adults, including pregnant women and parents for 4 anthrax MCMs

- Amoxicillin (amox)
- Ciprofloxacin (cipro)
- Doxycycline (doxy)
- Anthrax Vaccine Adsorbed (AVA)

StopAnthrax™

- ❑ CDC plans to activate StopAnthrax™ in a major anthrax incident

- ❑ StopAnthrax™ is designed to:
  - Encourage MCM adherence
  - Encourage users to report adverse events to existing FDA Adverse Event Reporting System (FAERS)and Vaccine Adverse Event Reporting System (VAERS) systems
  - Direct users to seek medical attention for anthrax or MCM-related adverse event symptoms
  - Provide relevant (e.g., population specific) health education

StopAnthrax™ (continued)

- Stand-alone, bidirectional program
- Intended for adults who receive anthrax MCMs from points of dispensing (PODs)
- Assumes they are not sharing their cell phone or medication
- Provides text messages to users for up to 60 days

StopAnthrax™ Components

- Four major types of text messages:

  - Education

  - Adverse event reporting

  - Adverse event feedback

  - Medication reminder

JURISDICTIONAL PILOT TEST USING CIPRO HEALTHY ADULT PROTOCOL

Purpose and Objectives

❑ Purpose of the pilot test is to gather user feedback on the StopAnthrax™ program

❑ Objectives

1. Identify potential issues or barriers to enrolling in StopAnthrax™ from a participant as well as local health department perspective

2. Identify potential issues or barriers to participating in StopAnthrax™ from a user's perspective

3. Collect opinions on StopAnthrax™ messaging

What to Expect

- When you go through the POD, you will see posters and other materials encouraging you to enroll in StopAnthrax™
  - Enrollment in the pilot test is voluntary
  - Message and data rates may apply
- If you enroll, you will receive text messages for up to 10 days
  - You may receive an average of 10 messages per day
  - You can opt-out at any time
- At the end of the pilot test, you will have an opportunity to provide feedback about your experience
  - Feedback is optional and all responses will be anonymous

Security

- All information collected for the purpose of this pilot test will not be shared
  - This includes your phone number
- At the completion of the pilot test, we will delete all phone numbers from our records
- If you provide feedback at the end of the test, your responses will not be tied to your phone number

How to Enroll

☐ Text "ANTHRAX" to the number designated on the posters and enrollment cards displayed at the POD

☐ Answer 4 short enrollment questions

- Once completed, you will be enrolled in the pilot test

How to Respond

- Participate as if you were taking Cipro for anthrax
- Some messages may ask if you are experiencing side effects from your medication or if you have changed antibiotics
  - Respond to these messages however you choose
- Some messages may direct you to call phone numbers or visit websites
  - This is not part of the pilot test
  - Please ignore these directions and do not call these numbers or visit these websites

How to Provide Feedback

- ❑ You will receive a message at the end of the pilot test with a link to an online survey consisting of 14 questions about your experience
- ❑ The survey will be open to the first 660 respondents
- ❑ All feedback will be anonymous

Questions?

For more information please contact Centers for Disease Control and Prevention
1600 Clifton Road NE, Atlanta, GA 30333
Telephone, 1-800-CDC-INFO (232-4636)/TTY: 1-888-232-6348
E-mail: cdcinfo@cdc.gov   Web: www.cdc.gov

The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.

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