

Reminder/Recall Using Text Messages

The Minnesota Immunization Information Connection (MIIC) sends text message immunization reminders as a free service for organizations in Minnesota. The service is optional, and organizations must opt into the program to participate. Immunization providers in Minnesota can use the MIIC Texting Program to text their clients who are overdue or recommended for immunizations. Local public health can use the program to text clients in their county as well as clients to whom they have administered immunizations. The program is also available for schools and child cares to send immunization reminders to their clients.

Program description

The MIIC Texting Program uses MIIC immunization data to send text messages to clients recommended or overdue for immunizations. Clients are sent three total text messages. The time between texts is three months for routine immunization texting campaigns and two weeks for all other texting campaigns, including COVID-19. MIIC sends a text to newly eligible clients every day on a rolling basis. Each text message includes an option to receive the text message in other languages.

There are three ways that clients can stop receiving texts:

1. Receiving all recommended vaccine doses and the information being updated in MIIC.
2. Manually opting out of the text message reminders. There is information on opting out in each message.
3. Receiving all three text messages.

Text message content

Regardless of which vaccines are included in the text message campaign, the texts follow a similar format. To protect the privacy of the client, the text message does not include any identifying information or private health data. The message communicates that someone in the household is overdue for a vaccine and includes the organization's contact information for the client to schedule an appointment. Clients can reply to the message to opt out or receive a translated message.

Program highlights

Since implementation began in May 2021, MIIC has worked with over 70 organizations including local public health, health systems, pharmacies, community partners and schools. To date, over 500,000 clients have received text messages with an overall opt out rate around 10%. Across all routine immunization texting campaigns, 25% of children received at least one immunization after receiving a text message.

Reach out if you'd like to participate!

If you would like to participate or receive more information, please email Health.miic texting@state.mn.us. The onboarding process is simple, and once the organization is ready to implement the texting, the program will run automatically. Participating organizations will receive monthly data reports for active texting campaigns.

Minnesota Department of Health
PO Box 64975, St. Paul, MN 55164-0975
www.health.state.mn.us/immunize

12/28/2023

To obtain this information in a different format, call: 651-201-5414.