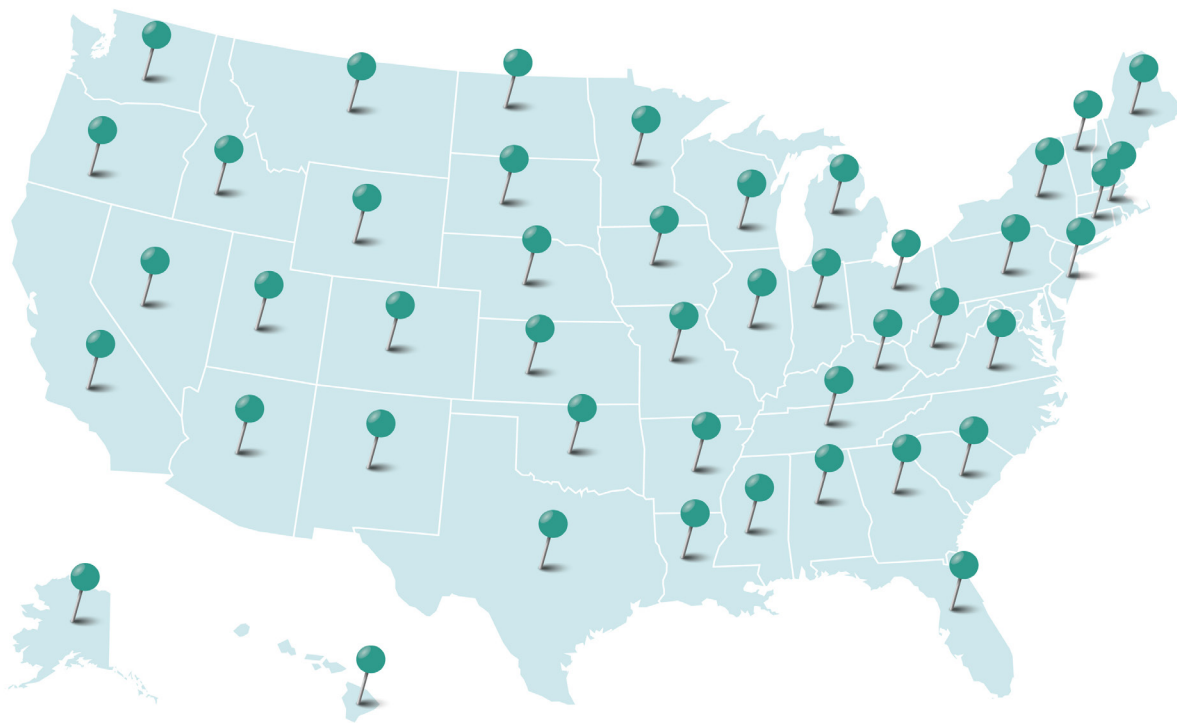




# Project Firstline State, Local, & Territorial Health Department Accomplishments

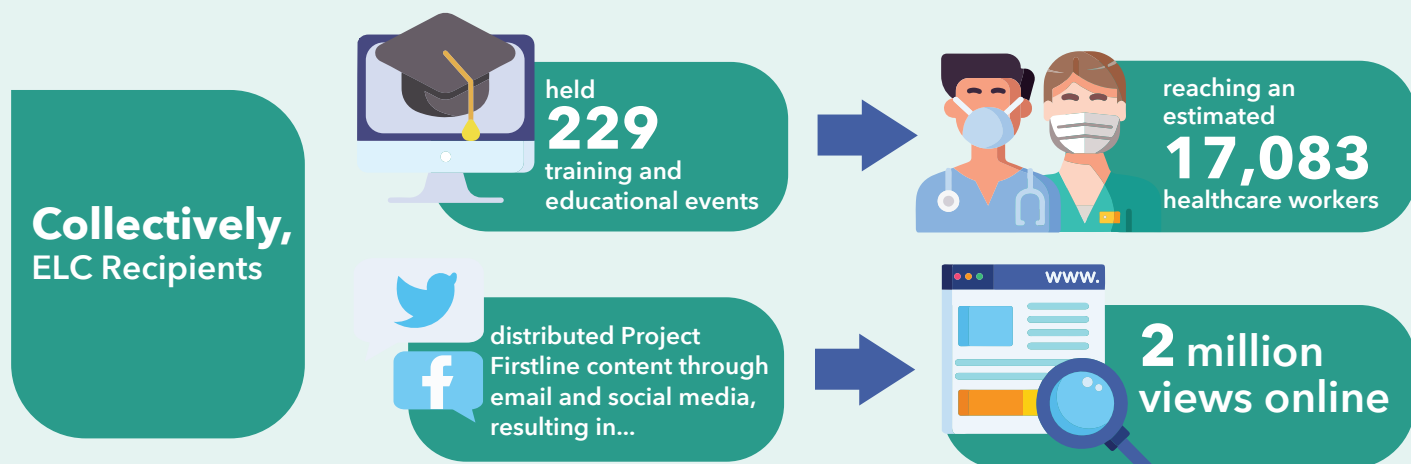




## State, Local, and Territorial Health Departments

The 64 Epidemiology and Laboratory Capacity for Prevention and Control of Emerging Infectious Diseases (ELC) Cooperative Agreement recipients include all 50 states, several large metro areas, and U.S. territories and affiliates. As partners in Project Firstline, recipients assist in reaching frontline healthcare workers with infection control training and education, while also creating infection control training expertise in the public health workforce.

**As part of year one activities, each ELC partner conducted a learning needs assessment (LNA) to better understand the infection control education and training needs in their jurisdiction and to help tailor activities and outreach accordingly.** For example, California used their LNA findings to tailor infection control training for certified nursing assistants based on their common tasks, and offered sessions to accommodate their schedules and reported learning styles.





**Pennsylvania** developed a text messaging program to send informational text messages on infection control, making it easy for healthcare workers to receive up-to-date information. The goal was to meet overburdened healthcare workers in the state with helpful infection control information and Project Firstline links, wherever they may be and regardless of their time constraints.

- Project Firstline - Pennsylvania creatively used Project Firstline resources such as the *Inside Infection Control* videos and various infographics as content for these bite-size text messages.
- To encourage further interest, the team also texted subscribers weekly “fun facts” about infection control.



**Wyoming, Hawaii, and AARP** collaborated to reach families and caregivers with Project Firstline resources.

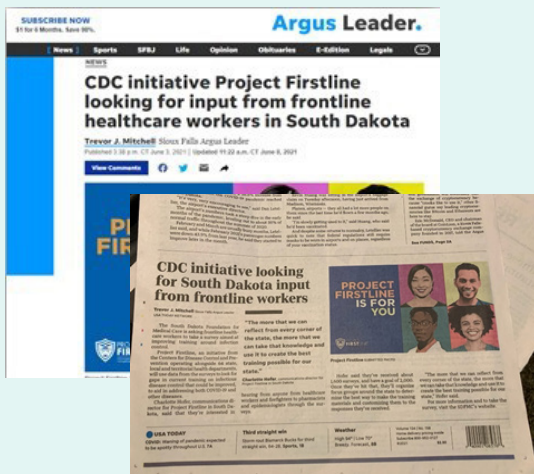
- In order to fill the gap in infection control training for an often under-trained population of a patient’s care team, Wyoming and Hawaii’s Mountain Pacific Quality Health organizations partnered with AARP to disseminate Project Firstline resources and hold infection control trainings for families and caregivers in senior centers and nursing homes.
- To further empower family caregivers with knowledge and proper infection control training, this collaboration provided caregivers with convenient “house calls” held through video conferencing. These calls brought infection control training and tools right to busy caregivers’ homes.
- Additionally, each “house call” recording is uploaded to the AARP Facebook page and Mountain Pacific Quality Health/ Project Firstline webpage for greater exposure and accessibility.







Citing a need to diversify their outreach and better target the healthcare worker audience, **South Dakota** built partnerships and developed multiple story angles with local media outlets to promote Project Firstline activities.



- South Dakota created a series of multimedia promotional products, such as a promotional video, for local media. Distributing them through multiple channels, South Dakota was able to generate excitement and interest in Project Firstline. This multi-pronged marketing and communications strategy resulted in a total estimated readership of over 200,000.
- South Dakota chose to focus part of its communication strategy on champion outreach. By selecting local influencers and curating community healthcare champions to promote Project Firstline on social media, Project Firstline-South Dakota reached a wider audience and had more engagement with their learning needs assessment. This will help South Dakota to better tailor infection control products for their healthcare workers in the future.



# PROJECT **FIRST LINE**

CDC's National Training Collaborative  
for Healthcare Infection Prevention & Control

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