Reminder/Recall Using Text Messages

The Minnesota Immunization Information Connection (MIIC) is now able to send text message immunization reminders as a free service for providers in Minnesota. The service is optional, and providers must opt into the program in order to participate.

Program description

This program uses MIIC immunization data to send text messages to clients recommended or overdue for either COVID-19 or routine child and adolescent immunizations. Clients are sent three total text messages. The time between texts is two weeks for COVID-19 and three months for routine immunization. MIIC queries and 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

Whether a reminder for routine child or adolescent vaccines or a COVID-19 vaccine, the texts follow a similar format. No identifying information or specific data is included in the message. The message tells the reader that someone in their household is overdue for a vaccine and includes the organization’s contact (phone number and/or online scheduler) information for client scheduling purposes. Clients can reply to the message to get translations in Spanish, Hmong, or Somali.

Program activities

In just the first year of the program, May 2021 to May 2022, MDH and MIIC worked with over 50 COVID-19 vaccine providers to send text message reminders to people overdue or recommended for either a second dose or booster dose of COVID-19 vaccine. These providers include local public health, health systems, pharmacies, and federally qualified health centers (FQHCs). Over 300,000 clients received text messages with an overall opt-out rate of about 10%. In April 2022, texting was expanded to include routine child and adolescent vaccinations, which a number of providers are now utilizing.

Reach out if you’d like to participate!

If you would like to participate or more information, email the MIIC helpdesk (Health.miichelp@state.mn.us). Onboarding is easy and generally takes one 30-minute call to collect necessary information. Once the text messages begin, the program runs automatically. The MIIC team will provide you with data reports of your organization’s texting on a recurring basis.

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www.health.state.mn.us/immunize

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