

JotForm Best Practice Ideas

Text message:

- Refer to text message template document for example text messages.
- 7th grade reading level
- 2-4 sentences maximum
- Add health department name and logo to text message
- Phone number and website link
- Add language that if someone does not fill out the form, they may be contacted by the county health department

Creating JotForm form:

- 7th grade reading level
- 5-7 minutes maximum to complete
- Provide education through infographics and video links
- Provide space to ask questions or an appointment widget to schedule a time to ask questions
 - <https://hipaa.jotform.com/widgets/category/video>

Follow-up Procedure:

- Send follow up link up to three times, 24 hours apart
 - Reminder text is shorter
- Emphasize the importance of filling out the form
 - How it will help keep the community safe and healthy
 - Saves the health department time and money to focus on public health prevention

Messaging:

- Social media posts relaying why JotForm is an important tool for the community and that it is safe to click on the text message links
 - How filling out the form helps keep the community healthy and safe
 - Emphasize being partners in public health prevention
 - Publish response rate and thank the community for participating
- Contact community groups to spread the word about JotForm
- Contact local hospitals
 - Share the provider information document
 - Get providers onboard to provide patient education after testing
 - If patient has landline, obtain email information, and provide to local public health
 - Ask them to publish an ad in their newsletter
- Contact schools
 - Provide with document on what JotForm is and why it helps our community
 - Send out with newsletter and ask to publish on website
- Newspaper updates
- Website updates and information