

Communications Toolkit

Use this toolkit of tips, templates and materials for the HERO OneFlorida hub to increase awareness about the PCORnet® HERO Research Program and increase enrollment in the HERO Registry.

About the HERO Research Program

1. Who is this toolkit for?

This toolkit is for the following sites, known as the HERO OneFlorida Hub: Advent Health, University of Miami, Jacksonville, Leesburg, Tampa General/USF and Tallahassee Memorial.

2. What is the HERO Research Program?

The [Healthcare Worker Exposure Response & Outcomes \(HERO\) Research Program](#), organized and funded by PCORnet®, the national Patient-Centered Outcomes Research Network, is uniting our healthcare community to protect the health and well-being of America's frontline workers.

3. What is the HERO Registry?

The HERO Registry, aims to collect information from healthcare workers throughout Florida and the nation to better understand the impact that the COVID-19 pandemic has on their own well-being as well as their colleagues, family, and friends.

4. Who can join the Registry?

The HERO Registry is open to adults 18 and older who work in a U.S. healthcare setting, including nurses, therapists, physicians, emergency responders, food service workers, environmental service workers, interpreters, and transporters. When they join the Registry, they will receive surveys, opportunities to participate in future studies, and learnings from the HERO research community.

5. What is the HERO-HCQ Trial and what are the enrollment goals?

One particular study Registry enrollees may be asked to join is a clinical trial called "[Healthcare Worker Exposure Response & Outcomes of Hydroxychloroquine Trial \(HERO-HCQ\)](#)". HERO-HCQ is a randomized clinical trial of approximately 15,000 HERO Registry participants. It will test whether hydroxychloroquine (HCQ, brand name Plaquenil®), a drug that has been safely used for more than 50 years to treat malaria, can prevent COVID-19 infection in healthcare workers. Each participating HCQ study site is expected to enroll 375 participants.

Only adults in the HERO Registry may be eligible to participate in the HERO-HCQ clinical trial.

*Joining the Registry does **not** guarantee they will be contacted for the HERO-HCQ. Each study site is responsible for contacting eligible participants in the Registry for their HCQ site.*

The toolkit and the role of HERO communications

6. What is included in this toolkit and how can I use it?

This toolkit includes emails, press releases, videos, flyers and social media content. Share materials included in this toolkit directly with potential participants and consider sharing the toolkit itself and its contents with key individuals for further distribution. If there are available communications staff at your organization, engage them in executing this.

7. Who can I connect with at other institutions in Florida to share ideas and learn?

A weekly HERO OneFlorida Hub communications workgroup meeting has been formed to provide support and collaboration for site leads and others to ultimately increase HERO Registry enrollment. To join, email Deaven Hough at deavenf@ufl.edu.

8. Are there communications concerns and sensitivities to be aware of?

Solicitation at health care facilities. There may be limitations or restrictions on perceived solicitation at health facilities. Check with appropriate personnel before using physical kiosks or face-to-face enrollment approaches.

Hydroxychloroquine safety concerns. Potential participants may have concerns about recent media reports on the safety of hydroxychloroquine for the HERO-HCQ trial. In these instances, it will be important to explain that hydroxychloroquine has been safely used worldwide for more than 50 years to treat malaria and that it is being tested in the HERO-HCQ trial as a prophylactic with the goal of protecting healthcare workers, not a therapeutic treatment. It is also important to note that participation in the trial is voluntary to eligible participants enrolled in the HERO Registry. For HCQ safety information, [visit this post on the HERO website](#). The [News section of the HERO website](#) will be updated regularly as new HCQ information is available. Also read and download this HCQ safety [flyer](#).

Materials and Distribution

Take a look at the [HERO Communications Toolkit \(via Dropbox\)](#) for downloadable materials. If you have any trouble accessing these files, contact Kali Bowen at kalimbowen@ufl.edu.

9. Who should I distribute these materials to?

- a. Key personnel and leadership at your institution who can act as spokespersons.
- b. Hospitals and medical research facilities.
- c. Medical education facilities including colleges and universities.
- d. Emergency offices including firefighters, police and EMTs.
- e. Long-term care, nursing homes and hospice facilities.
- f. Private medical offices (including physical therapists, surgical offices, psychiatrists, lab facilities, dental providers and primary care physicians).
- g. Local news media to raise awareness (television, newspapers, radio).

10. Logos

HERO logo. Use the [HERO logo](#) as necessary in communications materials.

11. Digital and social media content

Social media. Engage with HERO Research Program social accounts.

Twitter- [@HeroesResearch](#)

Facebook- [HERO Research Program](#)

- a. Content: Use these prepared [social media images](#) on Twitter, Instagram, Facebook and LinkedIn.
- b. Facebook Advertising: [Adapt this Facebook advertising plan for your own institution.](#) Contact Deaven Hough for best-practices and guidelines for setting up your campaign: deavenf@ufl.edu

Video support. Invite healthcare heroes, as well as their family, friends, and fans to [share a video message](#) in support of healthcare workers. Their stories can inspire others to join the HERO Registry.

Web banners. Use [these web banners](#) on your websites or in digital advertising.

12. PowerPoint presentations and templates

HERO overview presentation. Use this [ready-made presentation](#) in talks about the HERO Research Program and Registry.

PowerPoint template. Use this [PowerPoint template](#) in developing your own presentation about the HERO Research Program.

13. Emails

Email templates. Send these [email templates](#) directly to potential participants to increase Registry enrollment.

Email Design. We encourage you to use these templates as guidelines for content and put them in a more user-friendly design. For example, this email we created for UF Health breaks down the content and adds images. [This was created in MailChimp.](#)

14. Flyers and printed materials

Flyer. Hang this [flyer](#) in break rooms, offices or where employees punch in/out.

Poster. Place this [poster](#) in a prominent location to increase awareness.

Postcard. Send these [postcards](#) to healthcare heroes at your organization.

15. Effective messages and strategies

During this recruitment period, we have discovered that some messages work better than others. For example, we have found that the headline “the best way to thank you is to learn from you” is performing best in our Facebook advertising campaign. The UF HERO team will continue to send best-practices and effective messaging recommendations. We encourage you to adapt messages for your own site and tailor the communications strategies for your particular audiences.

Please reach out to Deaven Hough at deavenf@ufl.edu if you have additional questions related to HERO OneFlorida Hub communications and be sure to join our workgroup.