

# COVID-19 Fotonovelas

Leverage storytelling and visual media to proactively inform your population.

## Goal

Build health knowledge and literacy regarding COVID-19 quickly and accessibly across cultural segments to overcome language barriers.

## Overview

Getting vital community health information to large and diverse populations has become essential with the COVID-19 outbreak. Fotonovelas have become increasingly popular for cross-cultural communication and overcoming language barriers. Our mPulse mobile team has created COVID-19 Fotonovelas, which are 6-frame comic-like graphics to portray best response practices regarding coronavirus. Fotonovelas have been successfully used in the past to build knowledge and health awareness (e.g., value of HPV vaccines) and to encourage healthy behaviors (e.g., diabetes self-management).

## Channels

SMS, Link-to-Web

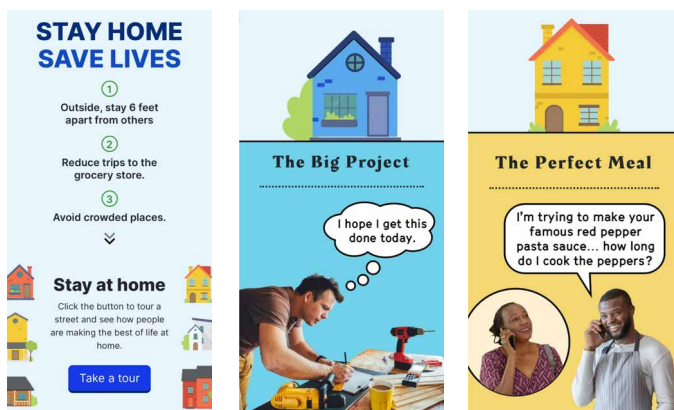
## Language and Reading Level

mPulse's platform supports 13 languages in total. We develop content in both English and Spanish and assist with translation to other languages if needed. mPulse writes and optimizes client content to be at or below 6<sup>th</sup> grade reading level.

## Triggers

Messages can be scheduled by time and date or launched ad hoc by mPulse client services.

## Sample Content:



## SMS Response Handling

We anticipate members will respond at above-average rates to COVID-19 messages, even 1-way outreach. mPulse has developed a Natural Language Understanding domain to provide efficient real-time follow-up to these replies. Responses are configurable to direct people to the appropriate resources for your organization.

## Data Requirements:

- Population's email addresses and/or phone numbers – mPulse Mobile can confirm whether phone numbers are mobile or landlines
- Preferred language information if delivering to multilingual populations

## Set-Up Time

mPulse can expedite the launch for new programs, with some programs live in as fast as two business days with a signed contract, BAA in place, data exchange set up, and finalized content. Please see our info sheet on COVID-19 Strategic Communication program set-up for more information.

## About mPulse Mobile

mPulse Mobile has over a decade of experience with healthcare outreach and sends over 250 million messages per year for our healthcare partners. We are HIPAA and TCPA-compliant, and HITRUST-certified with an in-house content and behavioral data science team to assist with program content and optimization. In crisis situations, our account and client services teams are valuable trusted partners for technology configuration, content development, and messaging strategy. This allows our healthcare organizations to redirect valuable resources to other critical priorities.

For more information, email [covid@mpulsemobile.com](mailto:covid@mpulsemobile.com) or contact your mPulse account team.