



# Northeast Region PrEP Detailing Summit

## Virtual Interactive Workshop

January 25-27, 2022

### Public Health Detailing Planning Tool

This tool is designed to be used by individuals, health departments, and other organizations alike. Key elements of public health detailing and related planning considerations are outlined here to help you think through your detailing plan to build a healthy community.

Planning Component and Considerations	Planning Notes
<b>1. Detailing Topics</b>	
What is the topic area that you would like to see incorporated into practices? What evidence do you base this on?" E.g., PrEP prescription; PrEP screening and referral; routine HIV testing.	
<b>2. Covered Geographic Areas</b>	
What geographic areas or neighborhoods will you focus on? What data support these selections?	
<b>3. Practice Sites</b>	
What types of practices will you visit? How will you identify these sites? How many target sites are feasible for the duration of detailing campaign?	
<b>4. Contact Methods</b>	
What are the best ways to reach out to the sites you're considering? Any e-detailing visits? Consider having both unscheduled and scheduled visits as part of the contact methods, document your experience and adjust accordingly.	
<b>5. Key Messages</b>	
Key messages are a critical component of public health detailing. What are the key messages that you will convey during the visit to inspire the desirable practice change?	
<b>6. Detailing Kit</b>	
Do you have an educational kit that you can leave at the practice site? Do you have relevant educational materials for both the providers and the patients? What tool(s) could you include in the provider kit to make changes easy for them?	
<b>7. Detailing Staff</b>	
Having the right detailing staff is important to the success of a detailing program. Who will be conducting the detailing visits?	

Planning Component and Considerations	Planning Notes
Do you need to hire staff or contract out the activities? Will your detailers be medical providers themselves?	
<b>8. Staff Training</b>	
Training for detailing staff often includes improving knowledge of content area, understanding rationale for education providers on adopting change, detailing protocol/ procedures, and provider engagement skills. What training can you equip yourself or your detailing team to set up for success?	
<b>9. Timeframe</b>	
What is the timeframe for the detailing outreach visits? Consider the number of sites you aim to visit/outreach, number of detailers you have, and plan out a specific, achievable, and realistic timeline.	
<b>10. Process Tracking</b>	
What tracking tool do you have to record your progress, and to help you determine what or if subsequent visits are needed? A visit log or similar tool could help to make quality improvement along the way. How many times did you reach out via email, phone call, unscheduled and scheduled visits, or e-visits? What clinic staff were there and what role did they have at the practice?	
<b>11. Measuring Success</b>	
A quick assessment tool to gauge where the practices or providers are in terms of attitudes/reactions around the key messages, and their readiness for change could be useful to measure your success. Compare it at the first visit and last visit during the timeframe, and make some planning adjustment for the next phase of your detailing campaign/activities.	

## Resources:

University of Rochester Center for Community Practice provides technical assistance (TA) on PrEP detailing and other PrEP-related intervention and implementation support through CDC-funded Capacity Building Assistance (CBA) Program. Contact Mary Adams, CBA Coordinator, at [MaryB\\_Adams@URMC.Rochester.edu](mailto:MaryB_Adams@URMC.Rochester.edu), or make a request via the [CBA Tracking System](#).

National Resource Center for Academic Detailing (NaRCAD) offers many online resources on these public health detailing planning components. They are accessible at <https://www.narcad.org/examples-of-program-materials.html>.