

Team ΔΣβ (DSB) presents

# Sacramento County Flu Shot Text Notifier

To easily inform and engage the public to reduce high  
risk influenza scenarios

# Goal

Improve Public Health by  
immunizing more people  
against influenza

# Challenges

- People forget or get busy
- Clinics change time/location without notice
- Info not easy to find, or not readily available

Solution?

Text Messages! :-)

Text

**“flu shot”**

to

**31996**



# Advantages

- Estimated **98%** open rate
- No smart phone required!
- No app download, *no additional push notifications*

# Advantages continued..

- Automated, scheduled texts
- Retention of interested contacts
- Easy to share with friends
- Easy to sign up
- Easy to market



Text "flu shot" to 31996



Demo

CONFIRMED for Sac County FREE Flu Shot Info: clinic location, times and map directions will be sent to you.

Reply STOP to cancel, HELP for help. Msg&data rates may apply

Today 2:13 PM

FREE Flu shots [TODAY from 10AM-3PM](#) at [700 H Street](#)!

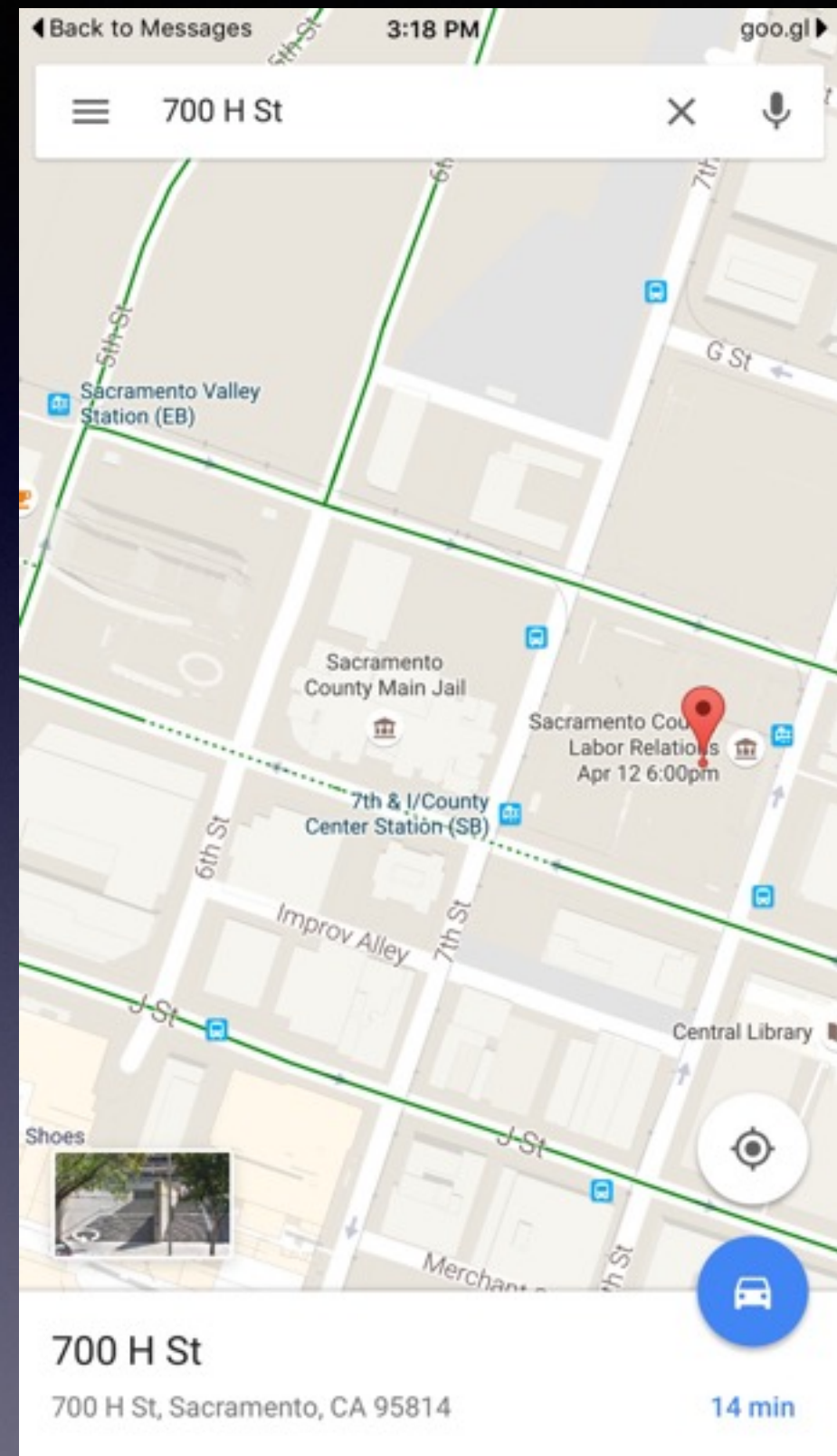
<https://goo.gl/maps/Mp16Q1cSK9P2> for map/directions

Text "flu done" once you've received your shot(s)



Text Message

Send



# FAQs

- When can it going live?
  - Currently live (feasible)
- What does it cost?
  - \$0.95 - \$2.60/day (sustainable)
- That's nice, is it useful for anything else?
  - Emergency outbreak response, feedback gathering

TL;DR

Our solution is the fastest iteration to a working solution

A ultra low cost tool that engages citizens with flu clinics where they are



# Team ΔΣβ (DSB)

**Joseph Lei**

joseph.lei@gmail.com

josephlei.com

github.com/josephlei

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