

# Suggested Activities

## FOR HEALTHCARE PROFESSIONALS

**Employee Communications**—Run announcements about the week ahead of time through your organization’s intranet site, employee newsletter, or e-mail messages. Use flyers, tent cards, and posters to get the word out. Dedicate the April issue of your own facility newsletter to privacy and security. Download the logo at [www.ahima.org/hipsweek](http://www.ahima.org/hipsweek).

**In-house Training Seminar**—Hold an in-house seminar on company time for all facility employees. Putting together a training session is easy with the materials found in this kit and on the AHIMA Web site ([www.ahima.org/hipsweek](http://www.ahima.org/hipsweek)). Present the “Medical Identity Theft: It’s a Top Priority” PowerPoint presentation found on the Web site.

### **Security Precautions against Medical Identity Theft**

**Article and Quiz**—Distribute the article and accompanying “Quiz for Healthcare Professionals” to employees to complete and turn in as an entry for a drawing. See this brochure or Web site for prize possibilities.

**Review Policy and Procedures**—This is a great time for each department to review their policy and procedures to ensure they are HIPAA compliant.

## FOR THE PUBLIC

**Community Seminars**—Hold a seminar on protecting the privacy of personal health information for members of your community. Educate them on what they need to know about this important issue. The agenda could include:

- Distribution and discussion of the “Medical Identity Theft Protection for the Consumer” article and quiz
- Presentation of the “Medical Identity Theft: It’s a Top Priority” PowerPoint found at [www.ahima.org/hipsweek](http://www.ahima.org/hipsweek)
- Q&A Session

Seminars can be held at your facility, local community centers, or retirement communities, as seniors are some of the most frequent users of healthcare.

**Healthcare Privacy and Security Lobby Display**—Using the information in this kit, set up a healthcare privacy and security lobby display. Photocopy the “Medical Identity Theft Protection for the Consumer” article and quiz for the public to take. Use the Health Information Privacy and Security Week poster for visual display.

**Local Media Coverage**—Work with your community newspaper or local TV or radio station to do a story on healthcare privacy and security. Use the sample press release on the Privacy and Security Week Web site to pitch your story to the local media. To obtain a copy, visit [www.ahima.org/hipsweek](http://www.ahima.org/hipsweek).

### **Advocacy Assistant and Health Information Privacy and Security Week—A Perfect Match**

Health Information Privacy and Security Week presents a great opportunity for AHIMA members to address the challenges and opportunities facing the HIM profession. Visit [www.ahima.org](http://www.ahima.org) and log on [myAHIMA.com](http://myAHIMA.com) to visit the Advocacy Assistant. In the Advocacy Assistant, you can write letters to Congress, learn about the legislative and regulatory process, find and contact your local media and state-elected officials on important HIM issues, and access many other useful advocacy and policy resources. The Advocacy Assistant even provides you with sample letters to invite elected officials and other policymakers to visit your facilities or to speak at your state meetings.

- To find your local media contacts, AHIMA members can go to <http://capwiz.com/ahima/dbq/media/>.
- Provide the materials in this kit as a starting point for reporters.
- Provide a tour of your facility to the media and community officials.