



***Commonwealth of Massachusetts
Executive Office of Health and Human Services
Department of Transitional Assistance***

CHARLES D. BAKER
Governor


MARYLOU SUDDERS
Secretary

KARYN POLITO
Lieutenant Governor

AMY KERSHAW
Commissioner

**Online Guide Transmittal 2021-44
June 2, 2021**

To: Department of Transitional Assistance Staff

From:  Sarah Stuart, Associate Commissioner for Change Management

Re: Cross Programs: Text Messages Regarding COVID-19 Vaccines

Overview

The Department of Transitional Assistance has partnered with the Department of Public Health and the COVID-19 Command Center in a text message campaign to share information with clients on COVID-19 vaccines. The text messages will be sent in English, Spanish, Portuguese, Vietnamese and Chinese. Those with HLS or who have affirmatively opted-out of text messaging from DTA are excluded. Text messages are sent regardless of the phone Type listed on BEACON. The Department began to send texts part of this campaign on May 27, 2021.

Purpose

The purpose of this Transmittal is to advise staff of text messages regarding the COVID-19 vaccine, that will be going out to all active households and households that have closed in the last 30 days.

**COVID-19
Text Campaign**

Active clients and those whose case closed in the last 30 days received the following message: “Everyone 12 and older can now get a free COVID-19 vaccine. Find a vaccine site near you at vaxfinder.mass.gov. Text “STOP” to end vaccine messages.”

Once the client has received the initial text message, they will be able to opt-out of the second and/or the third vaccine text message. Clients who do not opt-out will receive a:

- second message planned for June 7, 2021, with the following message: “COVID-19 vaccines are safe, effective, free, and now available to everyone 12 & older. Find a vaccine site near you at vaxfinder.mass.gov. Text “STOP” to end vaccine messages.”
- third message planned for June 14, 2021, with the following message: “COVID-19 vaccines are available in more locations than ever. Find a vaccination site near you at vaxfinder.mass.gov.”

Questions

If you have any policy or procedural questions, after conferring with the appropriate TAO personnel, please have your Systems Information Specialists or TAO management email them to DTA.Procedural.Issues.

Systems issues should be directed to the Systems Support Help Desk.
