

# Client SMS (Short Message Service) Text Message Policy

SMS Text is not intended to be a platform for communicating protected health information. Hennepin County Public Health will not communicate any protected health information via SMS Text. In addition Hennepin County Public Health will never transmit any information that would enable an individual client/patient to be identified.

Information on the *normal course* of breastfeeding may be shared in SMS Text. More complicated breastfeeding or medical situations will require a phone conversation or referral to an appropriate health care professional.

By agreeing to receive text messages from the *Hennepin County Public Health - WIC Peer Breastfeeding Program* . . .

- I understand phone conversation is the preferred method of peer-to-client communication.
- I understand that message/data rates may apply to messages sent by Hennepin County Public Health under my cell phone plan.
- I know that I will be responsible for any data charges incurred on my device.
- I know that I am under no obligation to authorize Hennepin County Public Health to send me text messages.
- I understand that text messages are not a substitute for professional or medical attention.
- I may opt-out of receiving these communications at any time verbally or in writing to Hennepin County Public Health WIC (call 612-348-5082 or email [wic@hennepin.us](mailto:wic@hennepin.us)).
- I will keep Hennepin County Public Health informed of my up-to-date mobile number at all times, or if the number is no longer in my possession.
- I understand my consent is valid for 5 years.