

**PUBLIC EDUCATION SUBCOMMITTEE – CARDIAC
MINUTES FROM 01/18/11**

PRESENT: Adrean Casper, Cathy McCabe, Nicole Runner, Lorayne Russman, Victoria Mikelson, April Dunham

AGENDA ITEM	DISCUSSION	ACTION
<ul style="list-style-type: none"> ➤ Poster Distribution 	<p>If you were not at the meeting and would like posters to distribute to your organization or partners please fax the attached order form to 208-334-6573. Posters are available in the following sizes: 8.5 x 11 (small), 11 x 17 (medium), 18 x 24 (large).</p> <p>Thumbtack Express will also be hanging approximately 360 posters in the Nampa, Caldwell and Boise area.</p>	<p>Please find order form and tracking form attached.</p> <p>Adrean will contact Neva Santos to see about having posters distributed to Southwest Idaho Family Physicians.</p>
<ul style="list-style-type: none"> ➤ Library Display Update 	<p>Eagle Library pilot display table was well received. Please see attached pictures. April and Nicole drafted an invitation email to be sent on behalf of the Cardiac Public Education Subcommittee to invite the 62 Southwest Idaho Public Libraries to order a display toolkit.</p>	<p>Nicole will call the libraries to inform them of an email coming from IDHW, on behalf of the subcommittee, before the end of January. Nicole will follow-up with an email and additional information on how to participate.</p>
<ul style="list-style-type: none"> ➤ Newspapers Update 	<p>April is looking at the HDSP budget to see about running ads in local papers. The ads will have information on the signs and symptoms of a heart attack and direct the public to the HDSP web page, www.idahoheartandstroke.org, for more information.</p> <p>NEXT MEETING: February 15, 2011, 9-10 a.m., Idaho Elks: Caribou Conference Room</p>	<p>Nicole will work with Closed Loop Marketing to have simple black and white ads placed in 16 different Southwest Idaho local newspapers. .</p>