HDSP PUBLIC EDUCATION SUBCOMMITTEE
MINUTES FROM 11/15/11

PRESENT: Nicole Runner, April Dunham, Bethany Calley, Nichole Whitener, Jody Zauha, Deb Twedt, Jane Miller, Nanette Hiller, Adrean Casper

AGENDA ITEM	DISCUSSION	ACTION
➢ Welcome New Members & Introductions	• Group welcomed Jody Zauha, State Employee Wellness Program Manager.	
➢ Member Updates	• No member updates.	
➢ Screening Events/ Locations	• Group agreed on May 5th for the screening date. Bp screening events will be held at hospitals and out in the community. Group discussed working with the Public Health Districts to promote the May 5th screenings, as well as including the PHDs screening information on a list of additional resources to be distributed on the 5th. • Group identified goals for the screening events: 1) Measure blood pressure 2) Educate: use opportunity to educate the public on what blood pressure numbers mean and also provide tools/resources to help lower numbers. • Group also identified the primary population as individuals that aren't going to a hospital or doctor. The hope for this event is to reach people where they live, work, and play.	**Jane, Nichole, and Deb** will work on compiling a list of participating SARMC and SLMRC locations for the next meeting in January.
➢ Update on Other Partners	• April informed group that ISU has agreed to participate. Jane Spencer will have an OHS nursing student working on advanced practices that may be able to participate with this subcommittee. Ada/Canyon County Paramedics and BSU still need to be contacted. ISU and BSU will both have used the Bp Toolkit before May 5th. April also has a contact at BYU to help with sites in Eastern Idaho if needed. HDSP will also be able to work with Critical Access Hospitals. Jody shared that she has wellness contacts in different areas of the State that will be able to assist with promoting the event. Jody also suggested the group may want to consider doing event on Friday in a workplace and do a mobile screening to hit largest employers. April has contacted Sue at Walter Knox and they are willing to participate, but will have an event the following week.	**Nicole R.** will contact BSU. **Nichole W.** will contact West Valley.

➢ Bp Screening Protocols	• Group discussed the need for a standard protocol/script to be developed and used at all locations. Protocol will need to include taking blood pressure more than once if high, also screeners will need to be aware of the nearest ER if someone is screened with really high blood pressure. Nursing students measuring blood pressures will need to follow the script and make sure no medical advice beyond their scope is being given to the public.	**Jane, Nichole, and Deb** will bring hospital screening protocols to next meeting in January for review.
➢ Messaging	• Need to create or find messaging that makes the link between managing blood pressure and preventing a stroke for all populations. Group will need to flush out specific messaging that will be printed and used for all screening events. Below are the notes from brainstorming that occurred during October's meeting. o *"Silent Killer", no symptoms, "Every beat your body takes the heat", don't wait for an event because it can be prevented, live life independently, live better longer, patients have no sense of urgency about their Bp, "it's always high", end up in ER b/c they can't afford meds, one reading is not enough need to re-test, what will it take for you to realize (individualize message), compare health preparation to financial preparation for retirement.* • Group also discussed messaging to give out during event. Screeners will need to be able to refer to a primary care provider based on protocol group defines. It would be good to use the Bp wallet trackers to give to the patients to take with them to discuss with their PCP. If someone doesn't have a PCP we will need to be able to give them a list of at least three different ways they could contact a PCP to make an appointment for follow-up care if needed. Public Health Districts or Community Health Centers could be included; we may also want to consider working with 211.	**April and Nicole** will try to come up with a couple tag lines before next meeting to help group members revisit messaging and flush ideas out.
➢ Next Steps	• Need to determine how many screeners (students, ems, nurses, etc.) we will have for events so we can decide how many sites we can set up screenings at. • Need to align screening protocols and develop script, so all screeners are giving out same information and public has something they can take to their primary care providers. • Develop messaging and schedule of screening events. • Discuss incentives to draw people into the screening events. Group members suggested drawings for Bp cuffs.	**Each Group Member** to come to next meeting with specific number of screeners and sites available for event.
➢ Adjourn	**NEXT MEETING: January 17th, 8-930 a.m., Idaho Elks, 4th floor, Caribou Conference Room**	