

## Stroke Public Education Subcommittee Meeting

**Date: 02/11/10 (7 – 8 a.m.)**

**Location: Elks Rehabilitation Hospital – 4<sup>th</sup> Floor – Caribou Room**  
**Directions in the footer**

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### Agenda – Minutes in blue

Attendees: Bethany Calley (Stroke Survivor), Adrean Casper (AHA/ASA), Nicole Runner (HDSP), Lorayne Russman (Life Care Center), Jane Spencer (SARMC), Nichole Whitener (SARMC), Scott Tracy (LCC), Jonathan Bird (Apollo College-PTA Program), Diane Bjoralt (Mercy Medical Center), Dina Ellwanger (MMC), Nanette Hiller (IHA), April Dunham (HDSP).

#### Meeting Objectives:

- Review data and identify priority populations.
- Identify organizations that need to be a part of this subcommittee.
- Members need to start thinking about co-chairs for this subcommittee.

#### 1. **Welcome & Introductions / Member updates – April**

*Action Desired:* Please share public education activities being organized/sponsored by your organization or activities that you are aware of. This information may also be emailed to Nicole, [RunnerN@dhw.idaho.gov](mailto:RunnerN@dhw.idaho.gov), and posted on the HDSP webpage [www.idahoheartandstroke.org](http://www.idahoheartandstroke.org).

Lorayne shared that she is currently organizing quarterly stroke support groups that will have a focus on recreational rehabilitation (e.g. use of musical instruments). Life Care Center will also offer in services with primary health care physicians in the near future.

#### 2. **Idaho HDSP Advisory Committee Regions Update – April**

*Action Desired:* Review HDSP Advisory Committee's recommendations for working with defined regions.

Stroke Committee will have two subcommittees, EMS subcommittee and a Public Education Subcommittee. This is the first meeting for the Public Ed Subcommittee. Stroke will meet from 7-8 a.m. and Cardiac Public Ed will meet from 8-9 a.m. This group will be focusing education efforts in Southwestern Idaho - districts 3, 4, and 5. Portneuf and EIRMC will be co-leading education efforts in Southeast Idaho. They are still in the process of identifying priority populations. EIRMC is starting work on Stroke Center Certification. The HDSP Advisory group is currently looking at evaluation of the State Plan and making sure we're on track. Advisory group meet January 26, and will be meeting again on April 13, 2010.

#### 3. **Cardiac Public Education Subcommittee Update – Nicole**

*Action Desired:* Overview of Cardiac Public Education meetings and current public education efforts.

The Cardiac Public Ed Subcommittee has identified the following priority populations: Men > 65, Women >65, Veterans, and Uninsured. Cherish Hart, AHA, presented at the last meeting in December and shared Washington's research on barriers and their efforts on public education. Their research on why people choose to self-transport (ranked order) were: symptoms not severe enough, they think it is faster to drive, worries about cost, the neighbors knowing, and unable to call. Unfortunately, AHA does not have any messages that are already produced that would be good for Idaho to use. The Cardiac Public Ed group is now in the process of creating messages for Idahoans around the signs and symptoms of a heart attack and importance of calling 911 immediately! Messages will be tested with focus groups in the next couple of months. HDSP and DPCP are partnering to conduct focus groups around blood pressure. After messages have been developed the Cardiac Public Ed group will begin work on distribution.

#### **DIRECTIONS:**

**Caribou Room (4<sup>th</sup> floor) – From the elevators the Caribou Room is straight ahead through the cafeteria area.**  
**Elks Rehabilitation Hospital**  
**600 North Robbins Road**  
**Boise ID 83702**

#### 4. **Review available data & define priority populations** – April & All Members

*Action Desired:* Define and prioritize target audiences in Idaho for stroke public education messaging.

The group discussed data April provided. Nichole Whitener suggested that she pull data from districts 3, 4, and 5 on stroke patients looking at where they originated and how they arrived at hospital, for the calendar year 2009. Nanette will also look at getting this data from the Critical Access Hospitals. The numbers will be very low so some of the information may be anecdotal. Dina will also look into getting data from Mercy. April will email Saint Alphonsus, St. Luke's, Nanette, and Mercy to get similar data collection coordinated for group to review. More specific data for our region will help Stroke Public Ed group to identify priority populations and give us a baseline for measuring efforts! Nichole also mentioned that she can start gathering specific data this year if there are things the group wants to know for future efforts.

The group discussed what they are seeing in the community. Mercy sees a lack of understanding around the importance of time. The Nampa community is very tight so education in the community will have a large impact. Others are seeing a lack of understanding amongst family members. They don't understand the signs and symptoms and are telling the person symptoms will pass. Younger community is embarrassed and don't think their symptoms are severe enough. People don't understand that the ambulance ride is part of the treatment and EMS give the receiving hospital advanced notification of their arrival. Stroke (ASA, National Stroke Association, Brain Attack Coalition) already have a lot of messaging created around these barriers and issues that the Stroke Public Ed group will be able to choose from. We will be able to "plug in play" PSAs. Lorayne would like to be involved and help with the PSAs for this group.

#### 5. **Wrap Up & Next Steps** – April

Please think about co-chairs for this group! Also, who does the group want and need at the table to help with public education efforts? Teleconference capabilities are possible to bring others to the table. Anyone from Ontario that may want to conference in is welcome. Dina will pose question and send invite to Holly Rosary and Saint Elizabeth.

#### 6. **Adjourn**

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