

## Stroke Public Education Subcommittee Meeting

Location: Elks Rehabilitation Hospital, 600 North Robbins Road, Boise, ID 83702, 4<sup>th</sup> Floor  
 Caribou Conference Room

Date: Tuesday, February 15, 2011

Attendees: Victoria Mickelson, Kim Krutz, Bethany Calley, Lorayne Russman, Nicole Runner, Jane Spencer, Adrean Casper, April Dunham, Marketa Friel

Agenda Item	Presented By	Discussion & Decision	Action Item and Person(s) Responsible	Deadline
Radio PSAs	April	April shared AHA's PSAs with the group. Members discussed revising with stroke signs and symptoms and using the FAST (face, arm, speech, time) acronym. Both hospitals use FAST. Include call-to-action to visit HDSP web page, <a href="http://www.idahoheartandstroke.org">www.idahoheartandstroke.org</a> .	Re-write script and email to the group for review: Adrean	Next meeting: 3/15/11
Table Tents	Group	Group revisited the idea of using table tents in primary care settings, pharmacies, and libraries. Group was uncertain if this would be the best use of resources and time. Jane Spencer shared information on Gorilla marketing techniques.	Group to think about Gorilla marketing techniques and share at next meeting.	Next meeting: 3/15/11
Papers: May	Group	Lorayne and Adrean volunteered to take the lead on this project. Lorayne will identify survivors that are willing to share their stories. Adrean will offer media training and contact newspapers to pitch their stories.	Lorayne and Adrean to have survivor identified.	Next meeting: 3/15/11
Library Update	Nicole	Nicole shared Cardiac Public Education Subcommittee work with the Southwest Idaho Public Libraries and display toolkits being offered during the month of February. Group discussed repeating project during the month of May for Stroke Awareness Month. Group suggested using information gathered from follow-up surveys with participating libraries to craft the email invitation. Group also discussed possibly expanding project to include bookstores.	Replicate project during the month of May for Stroke: Nicole, April, Adrean	5/1/11

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Hypertension Messaging and Stroke	April	Not much in the way of hypertension messaging exists. Group will have to consider making our own hypertension campaign and make the link to stroke. Group discussed using social media for this project and possibly linking to Project Filter's efforts. Make the connection between HTN, smoking, and stroke.	April will share social media examples with group members.	Next meeting: 3/15/11
<b>NEXT MEETING: Integrate with Stroke Public Education Subcommittee March 15, 2011, 8-9:30 a.m., Idaho Elks: Caribou Conference Room</b>				