

**PUBLIC EDUCATION SUBCOMMITTEE – CARDIAC
MINUTES FROM 4/6/10**

PRESENT: Diane BJORALT (Mercy Medical Center), Adrean Casper (AHA), April Dunham (HDSP), Dina Ellwanger (MMC), Nannette Hiller (Idaho Hospital Association), Nicole Runner (HDSP), Jane Miller (SLRMC), Cathy McCabe (IDHW), Lorayne Russman (Life Care Center)

AGENDA ITEM	DISCUSSION	ACTION
➤ Welcome and Introductions	April welcomed the group.	
➤ Messaging Tested (feedback from focus groups)	HDSP and DPCP partnered to contract with Strategic Intelligence to have focus groups conducted. The goals of the focus group research were to identify ways to improve direct communications with Idahoans about diabetes, high blood pressure, heart disease and stroke, identify ways to help health care providers improve their communications and services to Idahoans, and improve the self-management and lifestyle-improvement tools available to Idahoans. Nicole and Cathy shared feedback from the focus groups they attended in Boise and Pocatello. Nicole shared the messaging that was created and tested with the focus groups and possible revisions for the messaging. The final report from the focus groups will be available at the next meeting on May 25 th .	Nicole will revise messaging based on the focus group report. The group will be able to review revised messages and provide feedback at the May 25 th meeting.
➤ Identify Type of Media and Distribution Methods to Reach Priority Population	The group discussed priority populations: men 65+ vs. men & women 65+. The group decided it would be best to target men & women 65+ with the first round of messaging.	

<p>➤ Identify Partnership Resources</p>	<p>The group discussed possible distribution methods such as: toilet talk flyers, Fish and Game, senior centers, volunteer, faith based, radio PSAs, libraries, public transportation, AARP, etc.</p>	<p>Adrean will contact Creative Talk (toilet talk flyers) and gather information on costs and locations for their services.</p> <p>April will look into getting an ad placed with the Fish and Game Regulations.</p>
<p>➤ Wrap Up & Next Steps</p>	<p>Group discussed symptom on set and <i>Get With the Guidelines</i> data.</p>	<p>April will work with the Cardiac Level One Advisory Committee to see what data can be used to help evaluate the efforts.</p>