

**CARDIAC & STROKE PUBLIC EDUCATION SUBCOMMITTEE
MINUTES FROM 5/17/11**

PRESENT: Adrean Casper, Nicole Runner, April Dunham, Jane Miller, Lorayne Russman, Jane Spencer, Victoria Mickelson

AGENDA ITEM	DISCUSSION	ACTION
<p>➤ Member Updates</p>	<p>May 19th & 20th: Idaho Family Physicians Conference – HDSP will have a table May 21st: AHA Heart Walk May 31st: Stroke screening at St. Luke’s, open to the community</p> <p>Adrean shared that AHA staff are currently working on organizing a downtown walking group. Contact her if you are interested!</p> <p>April shared update on Community Transformation Grant opportunity and the potential for additional funding for BCEH programs and community partners. Application will be due July 15th.</p>	
<p>➤ Library Display Update</p>	<p>Nicole shared update on Library Display Toolkits with group. Toolkits have been distributed to 46 libraries throughout Idaho. Group discussed evaluation questions to be included on survey monkey and sent to all participating libraries.</p>	<p>Nicole will draft survey and email link to participating libraries. Nicole will share survey results at next meeting, June 21st.</p>
<p>➤ Survey / News Paper Update</p>	<p>AHA has a new communication staff member. Adrean has tasked her with pitching Steve’s story to the Press Tribune, Idaho Statesman, and Boise Weekly.</p>	<p>Adrean will update group at next meeting, June 21st.</p>
<p>➤ ASA Script Update</p>	<p>April is working with new media contractor DaviesMoore to have scripts recorded and placed on stations throughout Idaho. April shared the Buy Detail Report with the group. Both 30 second scripts and the 60 second script will run from 5/23 through 6/5. HDSP and DPCP provided packets with additional educational materials to 211 for people that call after hearing the PSA. 211 will provide HDSP with a detailed report of calls.</p>	<p>April will share recordings and 211 report at next meeting, June 21st. Nicole will link PSAs to HDSP webpage, www.idahoheartandstroke.org. (60 second spot is linked and plays automatically when visiting!)</p>

<p>➤ Table Tents & Posters</p> <p>➤ Hypertension Messaging</p>	<p>April brought copies for group members to distribute. If you were not at meeting and would like copies please email Nicole at RunnerN@dhw.idaho.gov.</p> <p>Group brainstormed hypertension messaging.</p> <p>*Target 40 + years using social media.</p> <p>*Timeline: start campaign in February and work into May.</p> <ul style="list-style-type: none"> • Numbers, numbers, numbers, people don't know what they are. • People don't understand maintaining lifestyle to maintain Bp, only are looking at achieving. • "My Bp is never that high", is heard a lot from patients. • Need to educate whole family. If they have that lifestyle their family members most likely do to. • Incorporate Life's Simple 7, helps to look at little changes and set goals. • Educate/Empower to ask what their numbers are. • Weight is a risk factor! Need to educate and help people make the connection. <p>NEXT MEETING: June 21, 2011, 8-9:30 a.m., Idaho Elks: Small Sawtooth Conference Room</p>	<p>Group to distribute posters and table tents throughout community.</p>
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