

Stroke Public Education Subcommittee Meeting

Date: 6/22/10 (7 – 8 a.m.)

Location: Elks Rehabilitation Hospital – 4th Floor – Caribou

Minutes – in blue

Attendees:

Welcome & Introductions / Member updates – All members

Saint Alphonsus had an interview with BSU Public Radio. April was to look for the interview to see if it was available. April looked online and was only able to find the following link: <http://www.publicbroadcasting.net/idaho/news.newsmain/article/0/0/1664219/news/'I.Wasn't.Ready.to.Die.'> If others have found the interview, please email April.

April reported out on the Atrial Fibrillation conference that she attended with a representative from Saint Alphonsus and St. Luke's. She passed around the materials that she received.

Idaho HDSP Program Update – April & Nicole

April let everyone know that Nicole had baby Isla. Nicole will be out for a few months.

Data Discussion – All members

Cathy distributed information from the BRFSS (Behavioral Risk Factor Surveillance System survey) regarding the recently added module that asks questions regarding the signs and symptoms of heart attack and stroke. Although this information is not ready for distribution yet, attached is a draft of the early data.

We will want to take a look at the data for Health Districts 3 and 4 to see if it has further information that we can use.

April also distributed some information from the NHANES (National Health and Nutrition Examination Survey). We will look at using this data to help guide our efforts regarding public education/awareness materials related to the link between hypertension and stroke that the group wants to work on in addition to the signs and symptoms of stroke. A copy of what was presented will be attached with the minutes.

Information from Saint Alphonsus

Saint Als gave the group information about what they have recently done in Boise related to stroke. They did a campaign on recognizing the signs and symptoms and calling 911 along with some know your risks. Saint Als did a billboard campaign by the hospital, an ad in Health in Healing, interviews with KIDO, NPR/Boise State Public Radio, and Chanel 7. They also ran some PSAs and had ads in the Statesman in May

April needs to give Jane S. and Nichole W. a contact person for Oregon data.

Next Steps

The group started the discussion regarding target populations. Some of the ideas so far:

- Individuals who don't have access to healthcare for hypertension
- Obese population
- SES
- Geography

April was to look into maps related to providers. I believe it was to identify the location of specialists related to heart disease and stroke.

Meeting Schedule 7 a.m. – 8 a.m.

August 24, 2010

September 28, 2010

October 26, 2010

November 23, 2010

December no meeting due to the Holidays!

Adjourn

****NEXT MEETING: August 24, 2010**