

**PUBLIC EDUCATION SUBCOMMITTEE – CARDIAC
MINUTES FROM 6-24-09**

PRESENT: Adrean Casper [AHA], April Dunham [HDSP], Victoria Mikelson [Johnson], Nanette Hiller [IHA], Lorryne Russman [Lifecare], Sarah Walker [St. Luke’s]

| AGENDA ITEM | DISCUSSION | ACTION |
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| <ul style="list-style-type: none"> ➤ Welcome and Introductions ➤ Announcements | <p>Lifecare is looking at doing a screening event in April 2012. They will also be doing another support group. Lorryne also reported on her success in getting materials we have developed into cardiology and primary care office in the Boise area.</p> <p>Adrean updated the group on the STEMI/12-lead efforts. AHA is partnering with the HDSP program to pursue funding for purchasing 12-lead ECGs. AHA has developed new Life Simple 7 campaign materials for doctors’ offices that include a bookmark, poster and table tent.</p> <p>Discussion of needing to recruit a representative to this group from Elks. We also discussed reaching out to St. Luke’s and Saint Als about displaying materials we have developed.</p> <p>Nanette updated the group on a webinar for the Critical Access Hospitals that Dr. Priest did on STEMI. They had 7 doctors from rural areas participate.</p> | <ul style="list-style-type: none"> ▪ April to contact Elks |
| <ul style="list-style-type: none"> ➤ Discussion | <p>The group discussed wanting to continue to partner with AHA around using Life Simple 7 in the efforts going forward. The group felt it was a good platform for prevention and it is easy to mix our signs and symptoms messaging with its prevention message.</p> <p>The group identified that we should develop something regarding Life Simple 7 and the</p> | <ul style="list-style-type: none"> ▪ Bring any ideas for |

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| | <p>HDSP website for use next to computers at the libraries and that we should develop some display for use by coffee shops that provide wi-fi.</p> <p>The group discussed screening events. If the larger group agrees, it would be great to target the week of May 7th for the big screening week. The group discussed that we need to do at least a couple of pilots in February to try out different locations. Elks Hospital is doing a stroke screening already in February and there is a conference for stroke in February.</p> <p>The group also discussed that we need to develop a consistent and standardized protocol for medical referral for the screening events. April is going to reach out to the nursing schools/pharmacy program to get them involved in the screening events.</p> <p>The group discussed the idea of having all the screening events on the same Saturday. I didn't have whether a final decision on this item was reached. This should be discussed at the next meeting.</p> <p>The group discussed doing a Chamber of Commerce event as a February pilot. Adrean and Lorraine will contact the Boise and Meridian Chambers to see if they are interested.</p> <p>We need to have a publishable schedule of when/where the screening events will be.</p> <p>Victoria indicated she has some medical professionals that could do various talks in coordination with the screening events. This likely would allow broader discussion about events.</p> <p>The group also discussed the use of Facebook/social media for promoting the screening event(s).</p> | <p>promoting Life Simple 7 at coffee shops and other wi-fi hot spots</p> <ul style="list-style-type: none"> ▪ Identify if the week of May 7th would be a good week. ▪ Those that indicated they had contacts at NNU and Carrington could you forward that contact information to April. April already has contacts at ISU and BSU that she will utilize. She will try to get them to the next public education meeting. ▪ Bring further ideas on hypertension messaging ▪ April and Nicole will update the group at the next meeting on where they are at regarding Facebook. |
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