

Stroke Public Education Subcommittee Meeting

Date: 8/24/10 (7 – 8 a.m.)

Location: Elks Rehabilitation Hospital – 4th Floor – Caribou

Minutes – in blue

Attendees: April Dunham, Cathy McCabe, Nicole Runner, Nichole Whitener, Adrean Casper

Welcome & Introductions / Member updates – April & All Members

April shared a map of the Idaho Health Districts with the group (see attachment). The group's education efforts will be focused on Districts 3, 4, and 5 and will be addressing Goal #4, *Idahoans know the warning signs and symptoms of a heart attack/ cardiac event and stroke and the importance of calling 911 immediately*, in the Heart Disease and Stroke State Plan 2009 – 2013
<http://healthandwelfare.idaho.gov/LinkClick.aspx?fileticket=zFbM8cUkUkI%3d&tabid=369&mid=4744>.

American Stroke Association Campaign Materials – Adrean

Adrean shared several ASA radio PSAs with the group. The group discussed the possibility of using a 15 second PSA, “Right Arm” <http://psa.americanheart.org/video.html>, created by ASA and adding additional information to include a call to action. The group also discussed the possibility of adding “dial 211 for additional information” to the PSA and working with the Idaho CareLine to distribute informational packets to callers. This would add to evaluation efforts of the PSA. Adrean also mentioned that ASA has a slide for use in theatres.

Action Item: Adrean will find out if we can add a tag line to ASA's PSAs.

Other materials currently available: HDSP stroke bookmarks, ACT FAST posters and business cards, AHA/ASA cookbooks, Stroke of Insight book.

Priority Population Discussion – Stroke Signs and Symptoms – All members

The group decided to target men and women 60+ yrs in Health Districts 3, 4, and 5 for the first campaign addressing signs and symptoms of a stroke and the importance of calling 911 immediately.

The group reviewed Audience Insights for the Responsible generation (Aged 64-84), published by CDC. The top leisure activities for men and women included: listening to music, dining out, and reading books. Taking this into consideration the group discussed possible distribution methods including: radio PSAs, toilet talk flyers in restaurants frequented by 60+ populations, and partnering with libraries. Adrean suggested in addition to radio PSAs the possibility of working with a radio station, such as KISSIN, and taking the hosts' blood pressure on air and then having a discussion on air about the numbers, what they mean, and the importance of managing blood pressure.

Refresher on BRFSS signs and symptoms data

Cathy shared preliminary data from the 2009 BRFSS Stroke Symptoms module.

Risk Factor Stroke Campaign: A) Hypertension and B) Atrial Fibrillation – Everyone

April gave an update on the hypertension public and provider focus groups/in-depth interviews/surveys and shared DRAFT reports (see attachments).

The group discussed public libraries as a distribution avenue for hypertension messaging.

Adjourn

****NEXT MEETING: September 28, 2010**