

**PUBLIC EDUCATION SUBCOMMITTEE – CARDIAC
MINUTES FROM 10/26/10**

PRESENT: Adrean Casper, Nannette Hiller, Cathy McCabe, Jane Miller, Nicole Runner, Lorayne Russman

AGENDA ITEM	DISCUSSION	ACTION
<ul style="list-style-type: none"> ➤ Welcome & Introductions / Member Updates 	<p>Nicole shared the Save the Date and Agenda for the fall Diabetes Alliance of Idaho semi-annual meeting, November 5th. She asked members to distribute to partners working with Idahoans with diabetes. (Please see attached and forward as appropriate).</p> <p>Lorayne informed the group of the 3rd upcoming Caregiver Support Group, “Copping Through the Holidays While Caring for a Loved One”, November 10th, 7 p.m., Life Care Center, Boise, ID.</p>	<p>Lorayne will email Nicole flyer with details to have posted on the HDSP web page. Nicole will also forward flyer to Jody Zauha, State Employee Wellness Program Manager, to have flyer distributed to her Corporate Wellness listserv and posted on the State employee wellness website, Health Matters.</p>
<ul style="list-style-type: none"> ➤ Testimonies 	<p>Nicole shared on behalf of Diane; she has identified survivors that may be willing to share their stories. Nannette also has a firefighter that is a survivor that may be willing to share his story, and Jane Miller knows of three AED saves.</p>	<p>Diane, Nannette, and Jane will contact survivors to confirm their willingness. Once confirmed please email Nicole with their contact information and a short summary of their story, Nicole will follow-up with them.</p>
<ul style="list-style-type: none"> ➤ Finalize Distribution Methods 	<p>Local Papers: Pitch survivor story to the Idaho Press Tribune, The Idaho Statesman, and The Times News. Other papers in the Southwest region will receive press releases.</p> <p>Radio Stations: Survivor’s testimony may be recorded, depending on the survivor identified; otherwise script may be created and sent to voices.com for recording. Will be determined after survivors have been contacted.</p>	<p>Adrean and Nicole will determine which “human interest” story would be best to pitch. Adrean will contact papers to pitch story.</p> <p>Anyone with relationships with local radio stations please contact Nicole or Adrean.</p>

<p>➤ Evaluation</p> <p>➤ Wrap Up & Next Steps</p>	<p>Posters: Distribute throughout community (i.e. chamber meetings, businesses, hospitals, churches, etc.)</p> <p>If you were not at the meeting and would like posters to distribute to your organization or partners please email Nicole Runner, runnern@dhw.idaho.gov. Posters are available in the following sizes: 8.5 x 11 (small), 11 x 17 (medium), 18 x 24 (large).</p> <p>Libraries: We'll be offering a toolkit to libraries in the Southwest region interested in participating. The toolkit will consist of background information and instructions for their display, AHA cookbooks and decorations, and Bureau of Community and Environmental Health program materials (i.e. HDSP, DPCP, IPAN, and Tobacco Program). Would be ideal to pilot the display in November and take pictures to include with instructions for other libraries. Cathy suggested piloting with Eagle library; she has a friend that works there! Timeline: pilot library in November, create toolkits in December, mail invite for other libraries to participate 1st of January, mail toolkits by last week of January, displays in libraries for the month of February, American Heart Month!</p> <p>Posters: distribution Radio and Papers: reach, HDSP website, Idaho CareLine 211 Libraries: participation, survey staff, also discuss with library staff to see if they have suggestions</p> <p>Please Note: We will not be meeting again until the second week of January, however our meeting was extremely productive and many action items came from everyone's participation. Much work will be done between now and our next meeting. We are counting on everyone to stay in touch through email as needed!</p> <p>NEXT MEETING: 2nd week of January, 2011</p>	<p>Nannette will mail posters to the 27 Critical Access Hospitals. Lorayne has volunteered to distribute to her partners and at meetings she attends in the community. Jane will contact St. Luke's marketing person to see if they can distribute. Note: a cover letter is currently being drafted by Nicole and April to be mailed with posters, as well as a tracking form for your use. Please keep track of how many and where posters are being distributed, for process evaluation!</p> <p>Cathy will contact her friend at the Eagle library to see if she would be willing to pilot the toolkit.</p> <p>Anyone with suggestions for book titles that would be good for the libraries to pull and put on display, please email Adrean or Nicole. Any books that you frequently recommend related to heart attack/disease, exercise, diet/nutrition, smoking cessation, caregivers, etc.</p>
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