

**PUBLIC EDUCATION SUBCOMMITTEE – CARDIAC
MINUTES FROM 9-23-09**

PRESENT: Dr. Hiatt [Saint Als], Dina E. [Mercy], Diana B. [Mercy], April D. [HDSP], Deb R. [Saint Als], Nicole R. [HDSP], Deb T. [St. Luke’s], Victoria M. [Sanofi-Aventis], Katie P. [Merck],

AGENDA ITEM	DISCUSSION	ACTION
➤ Welcome and Introductions	Dr. Hiatt welcomed the committee members and introductions were done. Dr. Hiatt discussed the goal of the group reaching rural populations.	
➤ Agenda and Minutes Review	Minutes reviewed, no changes were noted.	
➤ Discussion of efforts [reminder priority populations were men >=65, women >=65, veterans, uninsured individuals]	<ul style="list-style-type: none"> ▪ Dr. Hiatt developed a list of AM radio stations with the help of his staff. ▪ Nicole R. reviewed marketing information for the 65+ population and radio listenership. ▪ Nicole R. also distributed information on “Audience Insights” to the group and reviewed highlights that she found in the information/research that seemed important for the group as it proceeds with its work. ▪ The group discussed a desire to have a simple flyer for waiting rooms at physician offices and for those waiting at the pharmacy. ▪ There was also discussion about wanting a simple one-pager for folks waiting at pharmacies. [Group later talked about perhaps the flyer could be like the logo or something else distinctive.] ▪ The group discussed the need for materials for the physician offices to be labor free and simple to distribute. ▪ The group also discussed wanting to engage the IMA in the efforts. It was identified to try to approach them for distribution of developed materials, especially family practice and internal medicine. Katie may also have good contacts for these efforts. 	<ul style="list-style-type: none"> ▪ April and Nicole to look into where central offices are for the major pharmacies. ▪ Dr. Hiatt will find lead contact for IMA.

	<ul style="list-style-type: none">▪ A new idea of approaching Fish and Game for distribution may be something we want to look at, especially for the men ≥ 65 population.▪ There was a discussion about messaging. The group wants to explore the possibilities to partner with AHA using an effort that they have already created, but that hasn't been used in Idaho.▪ The group also discussed wanting to do some print outreach in tandem with the radio. The group discussed the possibility of crafting an article that includes a testimony. We could have the folks think in the interim of ideas for the article.▪ The group also had a discussion about the priority population of veterans. The group decided that they want to address veterans ≥ 65 and then in a second wave address veterans under 65.▪ The group also decided that we will focus on just one priority population for this first message/effort. Then we can explore the other priority populations in subsequent waves.▪ The group also wants to explore the idea of having a spokesperson. <p><i>There was a lot for folks to think about in the time between meetings. We look forward to folks coming ready to look at the AHA ideas and have their creative thinking caps on 😊.</i></p> <p><u>Next meeting to be scheduled for Fall. Nicole will get minutes and meeting date to members.</u></p>	<ul style="list-style-type: none">▪ April and Nicole R. will talk to folks at DHW to find contacts.▪ April will ask Adrean to identify 4 options that the group can review at the next meeting.▪ Folks are to think about good testimonies that we might consider for an article for local newspapers.▪ I don't want to lose this... Victoria Mickelson has a great success story for stroke when we address that condition! Awesome story Victoria!
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