

**PUBLIC EDUCATION SUBCOMMITTEE – CARDIAC
MINUTES FROM 2/11/10**

PRESENT: Diane BJORALT (Mercy Medical Center), Adrean Casper (AHA), April Dunham (HDSP), Dina Ellwanger (MMC), Nicole Runner (HDSP), Lorayne Russman (Life Care Center)

AGENDA ITEM	DISCUSSION	ACTION
<p>➤ Welcome and Introductions</p> <p>➤ Agenda and Minutes Review</p> <p>➤ Discussion</p>	<p>Nicole welcomed the group.</p> <p>Minutes were reviewed, no changes.</p> <p>Nicole discussed the presentation given to the Cardiac Public Education Subcommittee by Cherish Hart from Washington at the last meeting.</p> <p>Their research on why people choose to self-transport (ranked order) were:</p> <ul style="list-style-type: none"> ▪ Symptoms were not severe ▪ They think it is faster to drive ▪ Worries about cost ▪ The neighbors knowing, and ▪ Unable to call <p>Two reasons that were identified that people delay were: 1) Call their healthcare provider and 2) call family or friends.</p> <ul style="list-style-type: none"> ▪ The group then discussed the upcoming opportunity to test materials on some focus groups that the HDSP program and the Diabetes Prevention and Control Program will be conducting. ▪ The group brainstormed some ideas for some posters that could be tested. They identified some catchy ideas that address the reasons that were given why individuals chose to self-transport. The HDSP program will take those ideas back and develop some materials to test based on the ideas generated. This is an opportunity that we now don't 	<p>If anyone needs the presentation, please let Nicole or April know and one of them will forward it.</p> <p>At the next meeting, the group will be given feedback from the focus groups. A written report likely will not be available, but staff will be attending all the focus groups and they will report back</p>

	<p>have to miss because the group contributed to the development of some ideas to test. Thanks so much for everyone putting their creative brains to use!</p> <ul style="list-style-type: none">▪ The group identified that we need to make sure that the public gets the idea that “something can be done” and that “time is muscle/time is brain.”	<p>what they heard. The focus groups will be held in Lewiston, Pocatello and Boise.</p>
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