

**CARDIAC & STROKE PUBLIC EDUCATION SUBCOMMITTEE
MINUTES FROM 3/15/11**

PRESENT: Adrean Casper, Nicole Runner, Victoria Mikelson, April Dunham, Nannette Hiller, Nichole Whitener, Marketa Friel, Jane Spencer, Jane Miller

AGENDA ITEM	DISCUSSION	ACTION
<p>➤ Member Updates</p>	<p>Nichole W: SARMC is having a stroke screening this Saturday in Meridian. Nanette: Distributed posters to Critical Access Hospitals. Jane M: SLRMC hosting a STEMI conference April 9th, \$25 Fee, “Time is Muscle” will be the focus. Jane shared an overview of presenters and topics. April: EMS protocols have been adopted by EMS Physician Committee. Protocols were accepted as submitted and will be training EMS over next year. Convening Stroke EMS subcommittee this month.</p>	
<p>➤ Library Display Update</p>	<p>Nicole R. shared survey results from librarians. Group discussed providing cookbooks, wallet trackers, bookmarks, NSA stroke assessment card, ASA post-rehab materials, and Aggrenox brochures/booklets to the libraries for the month of May. Group discussed extending the invite further, to include North Idaho Libraries. Libraries have requested a sample bibliography be sent ahead of time, so they can order books for the display if necessary. Group decided they would like to offer tablet tents, in addition to other materials. Tents will have 3 sides: signs and symptoms, Life’s Simple 7, and risk factors. Group discussed piloting display at the Barnes and Noble on Milwaukee, where Adrean has a contact. Possibly with fewer materials, posters and bookmarks only.</p>	<p>April will research Aggrenox materials and the possibility of co-branding. Nicole will work with Teresa Lipus to have announcement for display toolkit sent to all Idaho Libraries through Teresa’s listserv. Nicole will also work on drafting a table tent for review at the next meeting. Jane Miller will send April a sample bibliography. Adrean will get in touch with Barnes and Noble to see if they would like to have a display table for the month of May.</p>
<p>➤ ASA Script</p>	<p>Adrean reviewed script revisions with the group, group approved. Next step: put all four scripts on voices.com and have them recorded. Next meeting group will be able to listen to and decide which ones to pitch to radio stations.</p>	<p>Adrean will work with April to get scripts to voices.com and recorded before next meeting.</p>

<p>➤ Survivor/ Newspaper</p>	<p>Group members to identify stroke survivor willing to share their story and pitch story to local newspapers during May.</p>	<p>Nichole W and Jane S will work to identify a survivor and connect them to Adrean. Adrean will work with them on media training and pitch story to newspapers.</p>
<p>➤ MD News</p>	<p>Group discussed and decided running an ad with MD News would be a good option, if there is still time to get it in before May.</p>	<p>April will contact MD News to see about getting a full page color ad and maybe a write up in their publication.</p>
<p>➤ Guerrilla Marketing</p>	<p>April shared her idea of having a mirror that could make one side of the face droop and then having FAST signs and symptoms printed around it. She spoke with a marketing company that is looking into different mirror options.</p>	<p>April will share what marketing company finds at next meeting.</p>
<p>➤ Other</p>	<p>Group discussed having a poster created with FAST to distribute to libraries and throughout Southwest Idaho, for the month of May.</p>	<p>Nichole W will send visual idea to Nicole R to use in drafting a poster.</p>
<p>➤ Hypertension Messaging</p>	<p>Group ran out of time to discuss. This topic will be on the agenda for the next meeting.</p>	<p>Group to discuss hypertension messaging and ideas at next meeting.</p>
<p>NEXT MEETING: April 19, 2011, 8-9:30 a.m., Idaho Elks: Caribou Conference Room</p>		