

HDSP Public Education Subcommittee Meeting

Date: 3/20/12 (8 – 9:30 a.m.)

Location: Elks Rehabilitation Hospital

4th Floor – Small Sawtooth Conference Room

MINUTES

Attendees: Mary Biddle-Newberry, Victoria Mickelson, Deb Twedt, April Dunham, Christina Bobek, Paula Molina-Shaver, Nannette Hiller, Jane Spencer, Jody Zauha, Nicole Runner, Adrean Casper (by phone)

TOPIC	Discussion	Action Items
Welcome & Member Updates <ul style="list-style-type: none"> • All members • NNU Equipment Needs, VA Hospital, EMS Fire Letter – April • ISU Paramedics Program – Paula • YMCA T.F. - Mary 	<p>April and Adrean are meeting with Merck today to discuss a training opportunity around medication adherence. April will keep group updated as things progress.</p> <p>April sent out a letter to EMS and Fire inviting them to participate in screening event.</p> <p>Paula has not heard back from ISU, she will follow up with them.</p> <p>Mary has not heard back from YMCA in Twin Falls, she will follow-up with them.</p>	<p>Paula will follow up with ISU paramedics program to see if they have students that want to participate.</p> <p>Mary will follow up with Twin YMCA to see if their locations want to host screenings.</p>
Screening Sites Update <ul style="list-style-type: none"> • Review list & updates on tentative locations • April (Edwards/VA) • Vicotria (Barnes & Noble) • Lorrayne (Mall & Carwashes) • Mary (YMCA T.F.) 	<p>Victoria heard back from Barnes & Noble, they were interested; however, corporate office said no because it's too large of a liability issue. They did say they might be able to have a table with materials though.</p> <p>Group discussed approaching grocery stores like Winco and maybe Costco. Group also discussed public libraries in treasure valley. This may be a good location for the Parish Nurses to set up. We will want to wait to contact public libraries until we know how many Parish Nurses will be available. We also need to confirm that Parish Nurses will have their own equipment.</p> <p>Adrean is still working on getting a location confirmed with Macy's. Because Macy's is a national partner of AHA there are a few more steps in place for requesting permission.</p>	<p>Victoria will check with Winco's Corporate office.</p> <p>Nicole will contact Costco and public libraries.</p> <p>Jane will contact the head Parish Nurse to find out details about numbers and equipment.</p> <p>Adrean will be reaching out to Macy's next week.</p>
Disclaimer – Jane S. <ul style="list-style-type: none"> • Review draft 	<p>Group discussed the need for the disclaimer to be generic, yet inclusive enough for everyone to use. Group will communicate and work on revisions to disclaimer by email before next meeting in April.</p>	<p>Jane will work with SARMC legal and email draft to group for review.</p>
Screening Protocol/Script Review – Nicole R. <ul style="list-style-type: none"> • Review draft 	<p>Group discussed the need for evaluation measures to be included on the handout. Measures identified were: gender, age, bp measurement, and are you currently on a bp med or being treated? We will also need to assign each site a number to keep track of which forms came from where. Group also discussed hypertensive crisis messaging. Jane S. explained to the group that we cannot tell people to go to the ED unless they are symptomatic, because the ED can't do anything expect refer them to a primary provider. Jane volunteered to work on revising wording and send Nicole a draft.</p>	<p>Jane will draft recommendations for the handout and send to Nicole.</p> <p>Nicole will format and send to the group for review.</p>

	Nicole will reformat handout and group will work on revisions by email before the next meeting. Jane shared her concern that hospital nurses going to community sites may not have their own equipment.	April will contact Norco to see if they can help out with equipment.
Messaging – April • Review posters	Members would like to have the posters available to hang up one week before the event. Group reviewed and discussed posters. Everyone seemed to like the visuals with the action items to control bp. Some discussion around possibly using actual pictures instead of illustrations or at least finding colored illustrations. Know your numbers and talk to your doctor needs to be on there. Leave a spot for a sticker to be printed and placed with screening event information. Highlight know your numbers more on both posters.	April & Nicole will take group’s feedback to Julie and ask her to make suggested revisions.
Materials – Nicole R. • Review materials discussed at last meeting	Group discussed AHA brochures – how many do we need, and how much money do we have to put towards them? Group decided to only distribute AHA brochures to people that are pre-hypertensive or hypertensive. We will also need to make sure we have a percentage of materials available in Spanish. We will need to make estimates on numbers so we know how many materials to provide to each site.	Jane S will contact AHA to request 2,000 brochures.
AHA Update – Adrean • Communications/ Media Update & Needs	No update at this time.	Adrean will give an update at the next meeting.
Event Signage – Nicole R. • What should signs say?	Discussed the need for having the event signage as generic as possible in order to reuse the signs for other events.	Nicole will send info to group for input by email before next meeting.
Incentives – Nicole R. • Ideas for how to get people into screening locations?	Group discussed some at last meeting. No new ideas were brought forth. Currently group is considering offering a drawing for a cash gift certificate. People that get screened will have to enter for this on a separate form. They would need to enter contact information, which we can’t collect on the same form as their bp numbers.	Nicole will add to agenda for next meeting and group can discuss further.
Websites – Nicole R. • What’s needed to link event info to websites?	Group discussed some and it sounded as though all group members will need different things. May be best to put several options together for members to be able to link and connect information to their websites.	Nicole will package a couple different options and email to group members before the event.
Adjourn	Next Meeting: April 17, 2012, 8-930 am, Saint Alphonsus, Sr. Patricia	

Directions to Sr. Patricia: Enter through main entrance; take the stairs or elevator to the 2nd floor. From the top of the stairs go straight ahead, veering slightly to the right. Sr. Patricia will be on your left. If you find yourself at the Library or the Cafeteria, you have gone too far.