

**PUBLIC EDUCATION SUBCOMMITTEE – CARDIAC
MINUTES FROM 5/22/10**

PRESENT: Adrean Casper, April Dunham, Nannette Hiller, Cathy McCabe, Victoria Mikelson, Jane Miller, Nicole Runner, Lorayne Russman, Richard Sullivan

AGENDA ITEM	DISCUSSION	ACTION
<ul style="list-style-type: none"> <li data-bbox="94 456 365 521">➤ Welcome and Introductions <li data-bbox="94 565 365 667">➤ Focus Group Report / Revised Messaging <li data-bbox="94 1149 365 1360">➤ Identify Additional Distribution Methods / Partnership Resources 	<p data-bbox="394 456 747 488">April welcomed the group.</p> <p data-bbox="394 565 1514 704">Nicole shared the four highest ranked messages amongst the high risk groups within the focus groups. She briefly identified some of the revisions that she made based upon feedback received from testing the messages in the focus groups. She distributed hard copies of the messages and asked for additional revisions from group members.</p> <p data-bbox="394 1149 1583 1328">The group would like to have these messages printed as flyers and posters. The group identified possibilities for distribution: “Creative Talk”, CDSMP classes, Fit and Fall Proof classes, Idaho Primary Health Association (Nate Dobson), Senior Centers, AAA, AARP, retirement communities. In addition, they would like to have a testimony printed in the local newspapers and a radio PSA aired in the region.</p>	<p data-bbox="1612 565 1990 1068">Nicole will revise messaging based on the feedback she received today. Nicole will also email the messages to all group members as PDF files. Members not in attendance today are asked to share their suggestions with Nicole by email. runnern@dhw.idaho.gov. Nicole will email the complete focus group report to group members for their review.</p> <p data-bbox="1612 1149 1906 1252">The group identified a November timeline for rolling out messaging.</p>

<p>➤ Wrap Up & Next Steps</p>	<p>Lorayne will begin looking for success stories through Life Care and Nannette will follow up with her contact in Idaho Falls for possible testimonials.</p> <p>Adrean will follow-up with “Creative Talk” (toilet talk flyers) and find out what their reach is and cost for their services.</p> <p>All group members to be thinking of kick-off events and opportunities for launching messaging in November. Group members to continue identifying contacts and distribution opportunities for messages.</p> <p>NEXT MEETING: JUNE 22nd</p>	
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