



CATRAC Mission: Lifeline Cardiac Care Education Sub-Workgroup

Wednesday, October 21, 2009, 1:15 to 2:15 pm
AHA Office, Austin, TX

Minutes

Attendees: Helen Raab, RN, Seton NW; Phil Slinkard, K& L Gates, Community Representative; Glen Huschka, AHA; Neva Schmelzer RN, RRMCC; Kris Flury, RN, UMCB ; Renee Bushman RN, SAH; Terri King, WCEMS; Tammy Moseley, SMHCEMS; Peggy Lane, AHA, Chris Parker RN, LP OMD; Connie Behrhorst, SDMC, Gwen Hamilton, RN, SDMC, Traci Forister, RN, PHI

- I.** Welcome: Helen Raab and Neva Schmelzer, the co-facilitators, explained their roles. Contact numbers were given as: Helen – work 512-324-0610, cell – 512-554-2745; Neva – work 512-341-6586, cell – 512-925-1482. Members were encouraged to call with any questions, concerns or ideas anytime
- II.** Roundtable Introductions: Many present were unable to attend last meeting. All present introduced themselves and stated their background and which part of the education subgroup, community outreach or professional education they were interested. There was good representation present this meeting from EMT interested in professional education. Past minutes were reviewed briefly.
- III.** Q&A regarding professional education focus. Currently there is a survey being administered by the Mission Lifeline QI subgroup assessing learning needs of the non-PCI hospitals, rural EMS. Once the needs are determined, the Education Subgroup will be asked to help coordinate and provide education in several ways. The QI group hopes to finish survey by end of Nov.

Peggy L. – provided information on the AHA Learn: Rapid STEMI ID, a self-directed online health care professional's education program. Its purpose is helping them assess victims with MI symptoms.
- IV.** Review Assignment Template: Prior to meeting members were asked to write down ideas for:
 - A. Group mission statement adopted:

Facilitate educational outreach to improve recognition and response to cardiac events.

B. Media Slogan: A few ideas were presented. The group will continue to work on Helen R.: 5 Symptoms and 5 Minutes

C. Personal Goals and Contributions: Discussion focused on public education: Our mission is to educate high risk groups, their family and friends, and general public via many avenues – including PSA including at local theatres, community presentations at health fairs, school events, this. Should be short and catchy. community meetings, diabetic education groups, and with ER visits. There was concern that this outreach will increase inappropriate use of EMS in non heart related chest pain calls. Traci F. Commented that she wanted this issue not to be part of the public ed. At this point, she feels the public should be encouraged to activate EMS with any signs or symptoms of MI., even if they turn out to be false

Glen H.: 2010 Heart Ball will focus on Mission Lifeline marketing. Media sponsors are being pursued, as well as editorials, News 8 coverage.

Neva S.: working on creating a volunteer roster of people interested in going out into the community to do presentations on bystander CPR and MI sx's. Looking to find resources, such printed media and videos already created., to use at these events. She has viewed an AHA 1 minute short video demonstrating bystander CPR.

Chris P. is aware of video and has access to it.

Connie B. mentioned Take Heart – is a national nonprofit promoting similar goals of Mission Lifeline. They have a goal to have 25% of public educated on bystander CPR. We may try to team up with their resources

V. Research Review

Helen R. emphasized need to look at what research tells us in regards for reasons for delays and barriers accessing emergency care for cardiac events. Reasons presented from group were nonrecognition or denial of symptoms, concerns of cost related EMS transport, waiting to contact PCP. Public Education efforts
She discussed 3 articles she found helpful:

“Evaluation of a Public Education Program Delivered by Firefighters on Early Recognition of a Heart Attack.”

Link: <http://ehp.sagepub.com/cgi/content/abstract/27/1/3>

“Systematic Review of interventions to reduce delay in patients with suspected heart attack” Link: <http://emj.bmj.com/cgi/content/full/21/4/506#otherarticles>

“Factors that impact upon the time to hospital presentation following the onset of chest pain” Link: <http://www3.interscience.wiley.com/journal/118718900/abstract>

Also review online: www.AmericanHeartAssociation.org

Helen asked if AHA had any research that looked at the cost of delay in seeking STEMI care vs. the cost of EMS use with patients who rule out. Discussion was that this would be too wide of a question. Possibly need to narrow search to cost of MI with arrest.

VI . Action Items

Neva to send web link to members Helen has found on patient education

Glenn to look for research done on barriers to public education/understanding of cardiac stress/ MI symptoms and accessing EMS. He will speak with Loni Denne to see what other Mission Lifeline markets have done.

Glenn to see if there are pre made public education presentations available

Each individual to contact their respective Marketing Department for resources

Each individual member is to complete Assignment Template and email back to Neva. Helen and Neva will compile data regarding team members background, skills, tools resources that they bring to the team. Timeline: mid Nov

Each individual to brainstorm ideas for Media slogan. Timeline: mid Nov

Still have a goal of presenting formalized ideas by December meeting.

VI. Next AHA/CATRAC Cardiac Care Education sub-group Meeting:

When: Wednesday Dec 16th 1:15pm-2:15pm

Host: Philip Slinkard

Where: K&L Gates LLP

111 Congress Ave., Suite 900, Austin, Texas 78701

512-482-6803

Parking can be found on the SE corner of 1st and Brazos