

AHA MISSION LIFELINE CARDIAC CARE EDUCATION SUBGROUP MINUTES MARCH 2010

TITLE OF MEETING PUBLIC AWARENESS & EDUCATION DATE 03/17/2010 SITE: AHA

MEMBERS PRESENT *****NOTE NEW MEETING TIME AT BOTTOM OF PAGE*****

NAME / TITLE		SITE / UNIT		NAME / TITLE	SITE / UNIT
1	Helen Raab, RN Co-Facilitator Public	Seton NW ED	13		
2	Connie Behrhost Co-Facilitator Prof	St David's Card/nuero/stroke	14		
3	Joe Flores Co-Facilitator Prof	Air Evac	15		
4	Kimberly Gill, RN (professional)	Westlake Medical	16		
5	Nancy Hill, RN (public)	Heart Hospital	17		
6	Loni Denne	AHA staff	18		
7	Tammy Moseley (PUBLIC/prof)	PI SMHC EMS	19		
8	Renee Buhman, RN (public)	St David's ED Educator	20		
9	Chris Parker (professional)	Ofc. Med Dir Austin EMS	21		
10	Stan Lundrigan RN	Seton MC Williamson	22		
11	Glen Huschka (public)	AHA Staff	23		
12			24		

MEETING DETAILS

TOPIC	DISCUSSION	ACTION	RESPONSIBLE -PERSON(S) Due Date	FOLLOW -UP
Baseline Data : Dr. Lee	Loni presented 9 pages of TSA Facts from 9/2009 r/t to AMI to give us an idea of what Dr Lee can provide. We hope to ID regions with the greatest STEMI mortality. Must have sample size of at least 50. There was discussion that we need to look at regional and demographic data to find our target audience (those in the greatest need of education)	Present more info from Dr Lee when ready.	Loni april-may	OPEN
capturing EMS data	EMS run sheets and EKG's are useful tools to gather data from but they need to have 2 Joint Commission approved pt identifiers on the forms to make it into the hospitals medical record. Wilco Run sheets are available electronically but not all hospitals have	Please review all Fact sheets before next meeting 2 pt identifier recommendation to be passed on to the protocol committee	ALL April Loni April	

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	access.	>it was noted the missing Wilco run sheets might be accessed on line suggested contact with Terry King	Melissa to consult with Terry King at Wilco	
ANDY RIESENBERG'S : "INNOVATIVE STRATEGIES R/T COMMUNITY-WIDE CAMPAIGNS FOR SUPECTED HEART ATTACK"	Neva presented synopsis and implications of this discussed by group (1)best out come =4-5% improvement (2) \$ helps grants hard to come by (3) best short = < 1yr , targeted and focused <i>Response : did not seem to acknowledge readiness of learner and repetition X 7 recommended for adult learning</i>	Identify & create teachable moments and repeat info x 7 eg: annual wellness exams at pcp, ED and hosp d/c teaching, Cardiac Rehab teaching, link with DM & HTN, use cardiac arrest video to create desire to learn	will continue to use as reference	CLOSED
Public service announcements (PSA's): by Glen	<p>Question to be answered:</p> <ol style="list-style-type: none"> 1) Who do we need to reach? The demographics of the groups that delay or have higher mortality = target audience 2) What is the message <i>they</i> need? 3) How do we deliver it to them? (so that it will appeal to <i>them</i>) <p>Once above?'s answered and message ready, design PSA. Glen has link with a PR company to assist prn. Will utilize other resources 1st.</p> <p>Ideas: Ambulance doors = "these are the doors to your closest hospital". Ambulance doors opening to reveal hospital inside (repeat...) Glen and Stan</p> <p>Do we want this region specific? Do we want this generic enough to share? The message is constant but the barriers may vary. Campaign needs to be regional and meet needs of the target population.</p>	Await April info from Dr Lee, look at demographic and geographic trends, then tailor msg to them. Identify regions with greatest STEMI mortality. Use Info from Andy's talk to guide.	Loni to present info from Dr Lee when ready. ETA April or May	OPEN
CPR TAKE 10, TAKE HEART	No one available to present. Does this program teach sx of MI? (group thinks not) should it? Or is it another initiative?		Neva -April	OPEN

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AFD: STOP DROP AND CONTROL	No AFD rep here to discuss. Helen shared that review of web site discussed and encouraged management of HTN but did not seem to have sx of MI.	Continue to invite AFD rep's	Helen will continue to send minutes and invites to Tom Dodd	CLOSED until AFD rep here
Refrigerator Magnet w/ MI sx, when to call 911	Helen and Tammy presented samples of rough info and inexpensive magnets for group to review. Liked info on back of AHA bus. cards. Suggestions included: focus on ALWAYS calling 911 FIRST, and repetition. (9-1-1 st). Keep it simple (magnet with brief sx list attached to, but can be removed from, paper with more detail). Seek input from lay public.	Redo info to include suggestions, check against newest AHA info, and present at next mtg,. Verify 911 coverage is available to whole CATRAC.Final draft to be reviewed by whole group for approval when done	REDO-Helen and Tammy April ALL- review and edit rough draft with your suggestions. Get input from public - April	OPEN
ACTION ITEMS	Keep roster and contact list up to date Better Access to WIGIO needed for group document sharing, Helen and Stan especially interested	Tammy to provide info to Helen. Helen to forward to all interested	Helen –April or sooner Tammy, Helen April or sooner	CLOSED OPEN
NEXT MEETING <u>NOTE TIME CHANGE!!!</u>	Wed April 17 th immediately following the large AHA group, at AHA on Stonelake PROFESSIONAL ED <u>9:30AM- 10:30AM</u> PUBLIC AWARENESS & <u>ED30-11: 10:30 AM</u>	<u>All future meetings will be at AHA the 3rd Wed of each month</u> <u>***at a new time****</u> <u>Professional 9:30-10:30</u> <u>Public 10:30-11:30</u>		