

AHA MISSION LIFELINE CARDIAC CARE EDUCATION SUBGROUP SEPTEMBER MINUTES 2010

TITLE OF MEETING PUBLIC AWARENESS & EDUCATION DATE 09/21/2010 SITE: AHA

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

NAME / TITLE		SITE / UNIT		NAME / TITLE		SITE / UNIT	
x	1	Neva Schmelzer Co- Facilitator (Public/Prof)	Round Rock Medical		13	Traci Forister CFRN (public/prof)	PHI
	2	Connie Behrhost Co-Facilitator (Prof)	St David's Card/nuero/stroke		14	Paige Ropac	
x	3	Tammy Moseley Co- Facilitator (Public)	PI SMHC EMS		15	Sandi Tolces CFRN	PHI
	4	Kimberly Gill, RN (professional)	Westlake Medical		16	Phil Slinkard (public)	KL Gates
x	5	Steve Gonzales (public)	Gonzales Insurance		17	Joe Flores Co-Facilitator Prof	Air Evac
x	6	Loni Denne RN (public/prof)	AHA staff		18	Stan Lundrigan RN	Seton MC Williamson
x	7	Glen Huschka (public)	AHA Staff	x	19	Renee Buhman, RN (public)	St David's ED Educator
	8	Melissa Juarez RN (public)	S&W RR		20	Larissa De Luna (public)	AHA Cultural Health Initiatives
	9	Chris Parker (professional)	Ofc. Med Dir Austin EMS		21	Linda Galvan RN	Georgetown ER
	10	Hjalmar Perez (public)	YMCA		22	Sara Hays	RRMC
	11				23		
	12				24		

MEETING DETAILS

TOPIC	DISCUSSION	ACTION	RESPONSIBLE -PERSON(S) Due Date	FOLLOW -UP
FOCUS GROUP RECAP	<p>Steve Gonzales presented his views on the focus group done Aug 31 st . The volunteers were presented with 3 cartoons, interviews with real life survivors and heart attack symptoms portrayed by cartoon characters. Feedback was that survivor stories very subdued, lacked passion.</p> <p>Glen described the focus group. Twelve people-shown different types of messages on different types of media. Music and humor can be very effective if delivered properly. Cartoon scenarios more relatable, more life, more energy.</p>			

TOPIC	DISCUSSION	ACTION	RESPONSIBLE -PERSON(S) Due Date	FOLLOW -UP
	<p>Dramatic “trumped up” messages did not prove to be effective. The younger people in this group did not respond to fear. The younger participants did however relate the information to a loved one. Parent or G-parent.</p> <p>Some members of the cultural health group were asked to compile their findings. The agency is working to develop a strategy. How to reach the demographic and what sort of messaging to send out.</p>			
<p>Public service announcement (PSA’s): Jayshree Vakil The Agency +</p>	<p>Glen announced that Jayshree is getting out of the agency business, but that should not affect our project as she will continue to work on it until completion and her staff are contract freelancers.</p> <p>Introduced Phase 1 which includes 3 parts:</p> <p>1. Choosing Target Audience: Factors involved in choosing primary target audience: Group agreed on 2 groups:</p> <ul style="list-style-type: none"> - Adults 18 + (least likely to call 911) - Adults 45 + (reaches higher risk population) <p>2. Develop Slogan/Theme i.e. Service Announcement Glen discussed next step and timeline of PSA with may to June decided on due to:</p> <ul style="list-style-type: none"> - Feb too soon. Needs to be done right. - Pitching to media outlets will take time. This PSA will be a good follow up to heart month. - Funding needs to be found for production <p>3. Pitch media outlet</p> <p>4. Develop Grass Roots Campaign: Champions, Message, Venues</p> <p>Qualities wanted in a champion: Passion for the initiative</p>	<p>Jayshree to join next meeting for strategy discussion</p> <p>Jan - March</p> <p>Everyone in group to help recruit champions for other demographics. Tammy to will</p>	<p>June 8th</p> <p>Dec 31</p> <p>Oct 20</p> <p>Glen</p> <p>May 2011</p>	<p>OPEN</p> <p>Closed</p> <p>Open</p> <p>Open</p> <p>Open</p>

TOPIC	DISCUSSION	ACTION	RESPONSIBLE -PERSON(S) Due Date	FOLLOW -UP
<p>Grass Roots Education</p> <p>ALL MI S/SX RECOGNITION CALL 911</p>	<p>Trusted by community Local Connection Willing to change own health behavior as a model Message needs to include; - All signs and symptoms - Importance of calling 911 Need to prioritize which areas to reach out to first in 10 county TSA O and then assign volunteers to recruit champion. Discussion of finding the “Lance Armstrong of Heart Disease”</p>	<p>focus on hays.</p> <p>Neva to contact Larissa in regards to post campaign data showing influence and effectiveness</p> <p>Need Catrac Map</p> <p>Encouraged everyone to view AHA Cultural Health Initiatives site</p>	<p>By Oct 19th</p> <p>Loni</p> <p>Next meeting</p>	<p>done</p> <p>done</p> <p>Open</p>
	<p>Need to agree on format of group presentations that a lay person can present</p>	<p>Neva and Sandy to present their current group presentations power point presentation they have created during next meeting</p>	<p>Neva Sandy</p>	<p>OPEN</p>
<p>Not Discussed Refrigerator Magnet w/ MI sx, when to call 911</p>	<p>ALL- share any edits rough draft with your suggestions and input from public</p> <p>Helen and Tammy present samples check against latest AHA info and add above suggestions</p>	<p>On hold until Agency Plus Completes message</p>		<p>OPEN</p>

TOPIC	DISCUSSION	ACTION	RESPONSIBLE -PERSON(S) Due Date	FOLLOW -UP
ADDITIONAL ACTION ITEMS	Neva to invite MI survivors Paul Weis, Milburn Taylor			open
NEXT MEETING	Wed Oct. 20 th to follow main meeting at AHA Stonelake office PROFESSIONAL ED <u>9:30 10:30AM</u> PUBLIC AWARENESS & <u>10:30-11: 10:30 AM</u>	<i><u>All future meetings will be at AHA the 3rd Wed of each month</u></i> <i><u>***at a new time***</u></i> <i><u>Professional 9:30-10:30</u></i> <i><u>Public 10:30-11:30</u></i>		