

## AHA MISSION LIFELINE CARDIAC CARE EDUCATION SUBGROUP AGENDA MAY 2010

TITLE OF MEETING PUBLIC AWARENESS & EDUCATION DATE 05/19/2010 SITE: AHA

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

| NAME / TITLE |                                       | SITE / UNIT                  |    | NAME / TITLE                      |          | SITE / UNIT |
|--------------|---------------------------------------|------------------------------|----|-----------------------------------|----------|-------------|
| 1            | Neva Schmelzer Co- Facilitator Public | 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                       |          |             |
| 3            | Joe Flores Co-Facilitator Prof        | Air Evac                     | 15 | Sandi Tolces CFRN                 | PHI      |             |
| 4            | Kimberly Gill, RN (professional)      | Westlake Medical             | 16 | Phil Slinkard (public)            | KL Gates |             |
| 5            | Nancy Hill, RN (public)               | Heart Hospital               | 17 | Kimberly Gill (public/prof)       |          |             |
| 6            | Loni Denne RN (public/prof)           | AHA staff                    | 18 |                                   |          |             |
| 7            | Tammy Moseley Co- Facilitator Public  | 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           | Steve Gonzales (public)               | Gonzales Insurance           | 24 |                                   |          |             |

### MEETING DETAILS

| TOPIC                         | DISCUSSION  | ACTION  | RESPONSIBLE<br>-PERSON(S)<br>Due Date | FOLLOW<br>-UP |
|-------------------------------|---|---|---------------------------------------|---------------|
| Baseline Data :<br><br>Dr Lee | <p>ALL: Further comments related to 9/2009 TSA fact sheets from last meeting?</p> <p>Loni to present info from Dr Lee when ready.</p> <p>&gt;Await April info from Dr Lee, look at demographic and geographic trends</p> <p>&gt;Identify regions with greatest STEMI mortality.</p> | Loni to send file she has recently received from Dr. Lee. | Loni<br>Done 4/21                     | Review data   |

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|---|---|---|---------------------------------------|---------------|
| capturing EMS data                            | <p>&gt;How does this info relate to our TSA target audience?</p> <p>&gt; Answer PSA questions below</p> <p>Lonie 2 Joint Commission approved pt identifiers on the forms to make it into the hospitals medical record – response from protocol?</p> <p>Melissa: info from wilco? _Wilco Run sheets are available electronically but not all hospitals have access.</p>  |   |                                       |               |
| Public service announcements (PSA's): by Glen | <p>Question to be answered:</p> <p>Who do we need to reach? The demographics of the groups that delay or have higher mortality = target audience</p> <p>What is the message <i>they</i> need?</p> <p>How do we deliver it to them? (so that it will appeal to <i>them</i>)</p> <p>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> <p>Do we want this region specific?</p> <p>Will watch Dallas group who just received a 3 million grant to look at symptom onset data</p> | <p>Tailor msg to them. Once above?'s answered and message ready, design PSA. Glen has link with a PR company to assist prn. Will utilize other resources 1<sup>st</sup>. They will help create campaign, identify message and deliver it.</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> |                                       | OPEN          |

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|---|---|--|---------------------------------------|------------------|
|   |   |  |                                       |                  |
| CPR TAKE 10, TAKE HEART                           | Neva presented: Take Ten video clip. Decided not to include this as part of this group Public Awareness campaign but did invite members to share it with groups/individuals who may be interested in doing training.  |  |                                       | Closed           |
| MI S/SX, EMERGENCY CARE PLANNING PUBLIC AWARENESS | <p>Steve Gonzales, new member to group introduced himself and shared his motivation to be part of Mission Lifeline as a speaker. He has twice experienced a MI.</p> <p>25% MI do not have chest pain, must address secondary symptoms</p> <p>Need to agree on format of group presentations that a lay person can present</p> | Neva and Sandy to present their current group presentations power point presentation they have created during next meeting | Neva<br>Sandy<br>5/19/10              | OPEN             |
| Refrigerator Magnet w/ MI sx, when to call 911    | <p>ALL- share any edits rough draft with your suggestions and input from public</p> <p>Neva shared one already created by Scott and White</p> <p>Helen and Tammy present samples check against latest AHA info and add above suggestions</p> <p>Helen- 911 coverage for all of CATRAC?</p>                                    | .Final draft to be reviewed by whole group for approval when done  |                                       | OPEN             |
| ACTION ITEMS                                      | <p>Distribute roster and contact list up date</p> <p>Better Access to WIGIO needed for group document sharing, Helen to share with all interested</p>   |  | Neva 5/19                             | OPEN<br><br>OPEN |

| TOPIC  | DISCUSSION   | ACTION  | RESPONSIBLE<br>-PERSON(S)<br>Due Date | FOLLOW<br>-UP |
|--|--|---|---------------------------------------|---------------|
| NEXT MEETING<br><br><u><b>NOTE TIME CHANGE!!!!</b></u> | Wed June 16 <sup>th</sup> at AHA Stonelake office<br><br>PROFESSIONAL ED <u><b>9:30AM- 10:30AM</b></u><br>PUBLIC AWARENESS & <u><b>10:30-11: 10:30 AM</b></u>              | <u><b>All future meetings will be at<br/>AHA the 3<sup>rd</sup> Wed of each month<br/>***at a new time****<br/>Professional 9:30-10:30<br/>Public 10:30-11:30</b></u> |                                       |               |
| Helen Raab stepping down from group                    | Thanked her for all her effort and time in leading group. She will continue to work on magnet project with Tammy<br><br>Discussed Helen's replacement to co lead with Neva | Loni to approach candidate  | April 30th                            |               |
|  |  |   |                                       |               |