

## AHA MISSION LIFELINE CARDIAC CARE EDUCATION SUBGROUP JUNE MINUTES 2010

TITLE OF MEETING PUBLIC AWARENESS & EDUCATION DATE 06/23/2010 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	x	13	Traci Forister CFRN (public/prof)	PHI
x	2	Connie Behrhost Co-Facilitator ( Prof)	St David's Card/nuero/stroke		14	Paige Ropac	
	3	Tammy Moseley Co- Facilitator ( Public)	PI SMHC EMS	x	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	x	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		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
Baseline Data :  Dr Lee  Included in Jayshree presentation	ALL: Further comments related to 9/2009 TSA fact sheets from last meeting:  None	Loni shared file she had recently Received from Dr. Lee.	completed	Continue to review Data as needed

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<p><b>Public service announcement</b> (PSA's): Jayshree Vakil The Agency +</p>	<p>Introductions made Jayshree shared her agency's marketing objectives for Public Education subgroup mission. See attachment</p> <p><b>Introduced Phase 1 which includes 3 parts:</b>  <b>1. Choosing Target Audience:</b>  Factors involved in choosing primary target audience:  <b>Group agreed on 2 groups:</b>  - Adults 18 + (least likely to call 911)  - Adults 45 + (reaches higher risk population)</p> <p>Glen emphasized the following next step  <b>2. Develop Slogan/Theme i.e. "Don't Mess With Texas" for Public Service Announcement</b></p> <p><b>Message should skew toward African American &amp; Hispanics:</b>  - lowest rate of all MI symptom recognition  - Neva added group currently 30% U.S. population, with prediction of 50% population by 2050. (They represent 38% of the TSA O population per Dr. Lee data)  -Most media buys will spill over into other demographics from age 18-45 y.o. Goal is to buy exposure that will have wide spread.  Example: KUT- FM/90.5 will reach 18+ and 45+ groups</p> <p>Glen noted we would like to make this something that can be used nationally but will consider adding a regional theme. We are the only Mission Lifeline in the nation to focus on the public education</p> <p>Present to non medical focus group consisting of age group of 18 – 45, male and female , MI survivors, Hispanic, African American</p>	<p>Everyone to brainstorm for slogan and recruit focus group participants and email then to Neva</p> <p>Neva to compile list send to Jayshree</p> <p>Agency Plus to develop slogan and create focus groups questionnaire</p> <p>Agency Plus to present to focus group</p>	<p>June 8<sup>th</sup></p> <p>June 30<sup>th</sup></p> <p>July 2</p> <p>July 9<sup>th</sup></p> <p>Before July 21<sup>st</sup> meeting</p>	<p>OPEN</p> <p>Closed</p> <p>Open</p> <p>Open</p> <p>Open</p> <p>Open</p>

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<p><b>Grass Roots Education</b></p> <p>ALL MI S/SX RECOGNITION CALL 911</p>	<p><b>3. Develop Grass Roots Campaign: Champions, Message, Venues</b> Larissa shared her department has already developed champions in the Hispanic and African American groups in Austin. Points made;</p> <ul style="list-style-type: none"> <li>- Use African American high level pastors</li> <li>- Hispanic Business owners</li> </ul> <p><b>Qualities wanted in a champion:</b> Passion for the initiative Trusted by community Local Connection Willing to change own health behavior as a model</p> <p><b>Message needs to include;</b></p> <ul style="list-style-type: none"> <li>- All signs and symptoms</li> <li>- Importance of calling 911</li> </ul> <p><b>Venues:</b> Larissa shared past ones used Faith based organizations, music/health fair combos, Social service agencies i.e. WIC, Hispanic Women’s Network. Also discussed in past: high schools, fitness centers, corporations, clubs – Lion’s, Rotary, YMCA</p>	<p>Everyone in group to help recruit champions for other demographics</p> <p>Larissa to share post campaign data showing influence and effectiveness</p> <p>Encouraged everyone to view AHA Cultural Health Initiatives site</p>	<p>Everyone over next 3 months</p> <p>Next meeting</p>	<p>OPEN</p> <p>Open</p>
<p>Not Discussed</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 TBA</p>	<p>OPEN</p>

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Not Discussed Refrigerator Magnet w/ MI sx, when to call 911	ALL- share any edits rough draft with your suggestions and input from public  Helen and Tammy present samples check against latest AHA info and add above suggestions	.Final draft to be reviewed by whole group for approval when done		OPEN
ADDITIONAL ACTION ITEMS	Loni to send out invite for to join the new AHA Mission: Lifeline Community, a social networking tool.  Neva to invite MI survivors Paul Weis, Milburn Taylor			OPEN
NEXT MEETING  <u><b>NOTE DATE CHANGE!!!!</b></u>	Wed July 21 to follow main meeting at AHA Stonelake office  PROFESSIONAL ED <u><b>9:30 10:30AM</b></u> PUBLIC AWARENESS & <u><b>10:30-11: 10:30 AM</b></u>	<u><b>All future meetings will be at AHA the 3<sup>rd</sup> Wed of each month ***at a new time****</b></u> <u><b>Professional 9:30-10:30</b></u> <u><b>Public 10:30-11:30</b></u>		