

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/Prof)	Round Rock Medical	x	13	Traci Forister CFRN (public/prof)	PHI	
2	Connie Behrhost Co-Facilitator (Prof)	St David's Card/nuero/stroke	x	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	x	16	Phil Slinkard (public)	KL Gates	
5	Steve Gonzales (public)	Gonzales Insurance	x	17	Joe Flores Co-Facilitator Prof	Air Evac	
6	Loni Denne RN (public/prof)	AHA staff	x	18	Stan Lundrigan RN	Seton MC Williamson	
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	x	20	Nancy Hill, RN (public)	Heart Hospital	
9	Chris Parker (professional)	Ofc. Med Dir Austin EMS	x	21			
10	Hjalmar Perez (public)	YMCA	x	22			
11				23			
12				24			

MEETING DETAILS

TOPIC	DISCUSSION	ACTION	RESPONSIBLE -PERSON(S) Due Date	FOLLOW -UP
Baseline Data : Dr Lee	<p>ALL: Further comments related to 9/2009 TSA fact sheets from last meeting?</p> <p>Loni presented Dr. Li's data on the Texas Trauma Service Area (TSA) O which compared our region to overall Texas stats on demographics, CAD risk factors, and respondents knowing heart attack signs and symptoms. Dr. Li also provided a synopsis of the data which was discussed. (See attachments).</p>	Loni shared file she had recently Received from Dr. Lee.	completed	Continue to review data

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<p>Public service announcements (PSA's): by Glen</p>	<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>Among many of Dr. Li's points, 2 priorities emerged in regards to target audience and message content</p> <ul style="list-style-type: none"> > The lowest rates of those who would call 911 if they had heart attack symptoms were among the African Americans and Hispanic populations > Only 12.1% of TSA O respondents recognized all heart attack symptoms. <p>What is the message <i>they</i> need? Message should include all sxs of heart attack and importance of calling 911.</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>Decided to tailor message to include secondary MI symptoms and make our first target audience the Hispanic and African American communities.</p> <p>Glen to set up meeting with PR company to design PSA. They will help create campaign message and deliver it.</p> <p>Loni to contact and invite Brion Oaks and Larissa Deluna , who are AHA Cultural Health Initiative staff to next meeting to collaborate in reaching out to targeted communities</p> <p>Ideas: Ambulance doors = “these are the doors to your closest hospital”. Ambulance doors opening to reveal hospital inside</p>	<p>June 8th</p> <p>Attend June meeting with PR group June 8th.</p>	<p>OPEN</p>

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	Will watch Dallas group who just received a 3 million grant to look at symptom onset data	(repeat...) Glen and Stan		
capturing EMS data	Not discussed: Loni 2 Joint Commission approved pt identifiers on the forms to make it into the hospitals medical record – response from protocol? Melissa: info from wilco? _Wilco Run sheets are available electronically but not all hospitals have access.	Include in next meeting		Open
MI S/SX, EMERGENCY CARE PLANNING PUBLIC AWARENESS	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. 25% MI do not have chest pain, must address secondary symptoms Need to agree on format of group presentations that a lay person can present	Neva and Sandy to present their current group presentations power point presentation they have created during next meeting	Neva Sandy 6/23/10	OPEN
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 Helen- 911 coverage for all of CATRAC?	.Final draft to be reviewed by whole group for approval when done		OPEN
ACTION ITEMS	Distribute roster and contact list up date Better Access to WIGIO needed for group document sharing, Helen to share with all interested		Neva	done OPEN

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NEXT MEETING <u>NOTE DATE CHANGE!!!!</u>	Wed June 23rd at AHA Stonelake office PROFESSIONAL ED <u>9:30AM- 10:30AM</u> PUBLIC AWARENESS & <u>10:30-11: 10:30 AM</u>	<u>All future meetings will be at AHA the 3rd Wed of each month ***at a new time**** Professional 9:30-10:30 Public 10:30-11:30</u>		