

AHA MISSION LIFELINE CARDIAC CARE EDUCATION SUBGROUP AGENDA APRIL 2010

TITLE OF MEETING PUBLIC AWARENESS & EDUCATION DATE 04/17/2010 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	<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>>Await April info from Dr Lee, look at demographic and geographic trends</p> <p>>Identify regions with greatest STEMI mortality.</p>			

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capturing EMS data	<p>>How does this info relate to our TSA target audience?</p> <p>> 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>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 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>		

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CPR TAKE 10, TAKE HEART	Neva to present: and help with these ?'s: Does this program teach sx of MI? (group thinks not) should it? Or is it another initiative?			OPEN
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	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			CLOSED OPEN
NEXT MEETING <u>NOTE TIME CHANGE!!!!</u>	Wed May 19 th at AHA Stonelake office 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>		

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