

Minutes of Public Education subgroup meeting September 15, 2010

Attendance:

Neva Schmelzer

Tammy Moseley

Steve Gonzales

Loni Denne

Glen Huschka

Renee Buhman

Steve presented his story from the focus group presentation. The members of the group were presented with three cartoons, interviews with real life survivors and heart attack symptoms portrayed by cartoon characters. He feels like the biggest impact was actually from the cartoons. The survivor stories were very subdued and appeared to "have been drugged". They lacked passion.

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.

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.

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.

Glen also added 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.

Jayshree and Glen discussed timelines. Possible rollout in February would not be beneficial because:

Feb is a very busy time of year.

Program needs to be right and not just done.

We have to find funding for production.

Once the program is in the can, it has to be pitched to television stations etc.

Glen suggested that we look at May or June for rollout to give us time to create, produce, fund and pitch the program. Neva suggested a follow up program or message in October.

All in all, there was excellent participation from the focus group and Jayshree did an outstanding job facilitating it.

Focus on finding the geographic areas that need a champion. Find champions for those areas hopefully by December.

Invite focus group back for a "launch party/reception" when the program is ready to roll out.

Glen: Nolan Ryan really not accessible because he just bought a baseball team.

Need to find a different connection to someone well known locally to be a champion. Possibly musician or sports figure.

We should have a strategy by next meeting from jayshree.