

In a Heartbeat ACE Workgroup

Tuesday, January 16, 2007, 3-4:30pm
Summative Notes of Meeting

Attendance

Members in attendance: Debra Wigand (Chair), Carol Bell, Dona Forke, Chuck Gill, Danielle Louder, Jill McDonald, Cynthia Pernice, and Dennise Whitley

MQF staff present: Carrie Hanlon, Chris McCarthy, and Tish Tanski

Minutes

The Committee approved the December meeting minutes.

Workgroup Logistics

Staffing/Project Management

Chair Debra Wigand reminded the group that Dr. Shubert stepped down as Director of the Maine Quality Forum at the end of 2006, and that Tish Tanski's contract as *In a Heartbeat* project coordinator also ended. Debra noted that she, Danielle Louder and Carrie Hanlon met and worked out a management plan for the Committee's projects, as follows:

- Debra will continue to provide leadership and guidance as Chair
- Carrie will convene meetings and provide the project coordination previously offered by Tish
- Danielle will provide content expertise

Future Meeting Dates

The Committee decided to establish the third Tuesday of each month from 3-4:30pm as its set meeting date. Chuck Gill recommended the group set a goal of 60 rather than 90 minute meetings. Carrie agreed to send out a list of the dates to the Committee.

Progress Since December Meeting

Updated Strategy Document

Debra stated that the ACE Proposal document had been updated and is now titled the ACE "Strategy" document. She pointed out that the budget had been revised and citations were inserted for the statistics on the first page. She noted that some of the statistics were changed to reflect the citations that Carrie and Danielle were able to find.

Train the Trainer Recommendations

The Train the Trainer Subcommittee was not able to meet prior to the meeting, however, Chuck Gill reported that he held discussions with EMS personnel and they reported needing a presentation, handouts, collateral, and an identified audience (which Healthy Maine Partnerships and Healthy Community Coalitions could help with) in order to

conduct presentations. He noted that \$50-60 per presentation would probably be sufficient. A suggestion was made that \$200 could be given for four presentations (each with 15-20 people). Chuck noted that that kind of approach would require less oversight if the money were distributed to the six EMS regions, which could make sure their presentations were done. It was noted that that approach assumes EMS has sufficient staffing and resources to provide the oversight.

Another question raised about payment was whether ACE would pay trainers to attend the training in addition to educating others. The group did not reach a conclusion with regard to payment for presentations.

Debra and Danielle reviewed a proposal for an educational pilot that would allow the group to evaluate the strategy and make any necessary changes before taking it statewide and to also roll it out on a much more manageable scale. A training would be held for pilot sites, then each pilot site would agree to 1) deliver at least two presentations to the target audience, reaching a total of at least 50 participants, and 2) participate in evaluation. Danielle explained that the pilot sites could be:

- Hospitals (especially the PCI centers)
- HeartSafe Communities
- Healthy Community Coalitions
- Healthy Maine Partnerships

Identified contacts within the Workgroup for helping with the pilot include: Dona, who is interested in using her organization as a pilot site, and Carol, who works with EMS.

Tish explained that the pilot presentation is based on a HeartSafe Communities Powerpoint that has not been tested. Danielle stated that a consistent presentation is important to ensure that we pilot a consistent AMI message.

Danielle noted that evaluations from an educational session about women and cardiovascular might offer ideas of the kind of evaluation to have for a similar project. She agreed to look into that and to clarify some of the language, such as any that excludes potential partners from participating, in the pilot outline for the group. She agreed to add a training in early April to the pilot timeline, and to specify that evaluations for the pilot be completed by June 1, 2007.

2007 Timeline

Debra reviewed a draft ACE activity timeline for 2007. She asked that members email Carrie their feedback.

Cynthia Pernice suggested ACE find out whether the Governor can do a press release for February, American Heart Month, and/or do an *In a Heartbeat* press release. Tish recommended the workgroup create a press release template with three major bullet points and a quote from a local expert. The template could then be distributed to

hospitals and community groups for them to personalize and distribute to local media. The group agreed that a press release was a good idea.

Next Steps

- Next meeting: Tuesday, February 20, 3-4:30pm
- Carrie will email the group a list of all 2007 meeting dates
- Danielle will compile a list of recommended sites for the pilot, and Carrie will email the list out to the group
- Danielle will revise the pilot outline based on the group's feedback
- Danielle will find and share lessons learned from the women and cardiovascular health disease evaluations
- Danielle, Debra, and Carrie will continue to work on the logistics of the pilot
- Carrie will contact Dennise to find out what AHA activities are planned for February
- Tish will find out whether it would be possible for the Governor to do a press release for heart month
- Carrie will work with Tish to create a draft press release template for heart month