

In a Heartbeat AMI Community Engagement (ACE) Workgroup Meeting and Conference Call

Minutes

October 24, 2006 Teleconference

ATTENDANCE:

Members present: Ms. Debra Wigand, Ms. Carol Bell, Ms. Dona Forke, Ms. Danielle Louder, Mr. Chuck Gill, Ms. Cynthia Pernice, Ms. Connie Putnam, Kelly Roderick and Ms. Dennise Whitley.

MQF staff present: Dr. Dennis Shubert, Mr. Christopher McCarthy, Ms. Carrie Hanlon, and Ms. Tish Tanski.

APPROVAL OF MINUTES:

Ms. Wigand asked for approval of the minutes of the September 18 meeting... The group approved the minutes.

WORKPLAN AND STATUS

Ms. Wigand reviewed the workgroup workplan and status. The overall plan for the ACE committee was to develop a map of assets and messages, and recommended strategies to encourage individuals and the public to recognize symptoms and call 911. The timetable called for this work to be completed and presented at the November 9 meeting. She asked workgroup members if they were comfortable that the workplan was on track. Workgroup members agreed that the group was meeting its workplan.

POSSIBLE STRATEGIES TO INCREASE INDIVIDUAL AND COMMUNITY AWARENESS & ACTION

The workgroup reviewed the Draft "Promotion of "Calling 911" for AMI document and suggested changes, including:

- Adding a vision statement that reflects a future time when everyone could recognize the symptoms of STEMI and call 911 quickly.
- Amending the second bullet to read: "When the heart attack results from a block in a major artery feeding the heart (STEMI), the heart is deprived of blood and heart muscle *is threatened*."
- Develop a metric of showing continuous improvement. Establish a baseline and metrics for Maine.
- Insert working with youth as a specific strategy.
- Combining target audiences into the section on strategy.
- Clarify that training for presenters is on the presentation itself.
- Eliminate the term: "pay presenters" and replace with "develop incentives to sustain spokespersons".

- Add high school students, in addition to 7th grade students.
- Spell out acronyms.
- In Longer Term strategies, use the term “expanded” as it refers to participation from EMS, hospitals and other interested parties
- Complete the budget.

Ms. Tanski will make the revisions. Ms. Wigand will present a summary of the plan in her remarks on November 9.

NEXT STEPS

Dr. Shubert indicated that he sees the workgroup continuing to meet during implementation of In a Heartbeat. Ms. Wigand asked members if they would be willing to meet after the November 9 conference. Workgroup members were interested in meeting, and indicated that the 3:30-5:00 PM time worked well. Ms. Roderick suggested that the Red Cross and National Safety Council be added to the group.