

# Public Reporting and Education Subcommittee (PRES)

HAI-Advisory Committee Meeting  
May 12, 2016

# PRES Background and Charter

- Initial PRES was created March 2008, Chaired by Carole Moss
- Purpose was to\*:
  - *"...to identify a portal that could interface with the public, that would be easy to use, user friendly and accurate."*
  - Essential criteria for inclusion in the portal included:
    - real-time data,
    - easy accessibility,
    - clear definitions easily imaged on a tab,
    - quick glance graphics,
    - demographics,
    - comparability,
    - educational.

\*HAI-AC meeting minutes April 2008

# PRES Accomplishments

Over the past 8 years

- Whenever the HAI AC was actively working, PRES met and continued to focus on their original mission to facilitate rapid deployment of HAI related data
- PRES conducted several consumer focus groups and a formal survey to assess the effectiveness of the education provided on the website and PRES provided extensive input on the current HAI reporting website content and education re:
  - Patient centered messaging
  - Content/visual display
  - Ease of use

# Previous Consumer Survey Summary



- 88% of respondents are extremely, very, or moderately familiar with the concept of social media
- Facebook is currently the most commonly used form of social media, followed closely by Linked-In, Google and Twitter.
- 50% of respondents sign onto social media *at least* once a day 64% are very regular users
- Based on these results.....

# PRES Activities and Future Goals

- PRES members collaborated with Patient Education and IT experts to identify the most effective methodologies for enhancing the HAI related information available on the HAI Program website and recommended to CDPH that they:
  - Develop, simplify and standardize educational resources
  - Inform members of the public of ways to prevent healthcare associated infections
  - Easily and rapidly share upcoming discussions and resources for HAI prevention
  - Maximize technology and connect users to CDPH resources including L&C services for the public
  - Conduct a follow up survey to determine additional social media outlets and content for expanded HAI Program access.

# HAI Public Education Campaign

Goal 1 - Develop, simplify and standardize educational resources for the public

In collaboration with CDPH, the PRES highly recommends the development of Public Service Announcements (PSA) on HAI prevention educational materials for the general public. PSAs will include recommendations to HAI Program resources.

- Approved "[Me and My Family](#)" educational webpage
- Approved [HAI educational videos](#), including CDPH Facebook, YouTube currently on CDPH portals

# HAI Public Education Campaign

## Goal 2 - Inform members of the public of ways to prevent healthcare associated infections

In addition to the HAI Program "[Me and My Family](#)" educational webpage and PSAs, the PRES highly recommends the utilization of social media outlets, as a critical way to outreach to new users.

- Basic information on topics such as hand hygiene, prevention of URI, overuse of antibiotics, etc.
- CDPH/Office of Public Affairs
  - Processes/Approvals for dissemination of announcements via



# HAI Public Education Campaign

## Goal 3 - Easily and rapidly share upcoming discussions and resources

In an effort to easily convey HAI Program current events in a timely way, the PRES highly recommends the utilization of technology, to help build awareness of CDPH resources.

- These applications will allow to users to access
  - Forward
  - Tweet/retweet
  - Post/repost



# HAI Public Education Campaign

## Goal 4 - Maximize technology and connect users to other CDPH resources

The PRES highly recommends that users are provided links that encourage access to other CDPH resources:

- Breach of Confidential Patient Medical Information
- Center for Health Care Quality
- Health Facilities Consumer Information System
- Hospital Administrative Penalties
- Hospital Compare
- Licensing and Certification

# Verification of HAI Website Effectiveness

Goal 5 - Conduct follow up survey(s), in collaboration with the PRES, to determine additional social media outlets and content for expanded HAI Program access.

The PRES highly recommends that a process be developed to regularly solicit feedback/input from consumers and the PRES regarding the effectiveness/usefulness of the information provided on the HAI website. This could be obtained by:

- Focus groups
- Formal surveys
- Pop up surveys when website information is accessed

# Public Reporting & Education Subcommittee Motions

- **First Motion** – The Public Reporting and Education Subcommittee (PRES) moves that the California Department of Public Health (CDPH) optimize the expertise of the PRES by actively seeking input and recommendations to enhance the education and HAI related information provided to consumers, particularly in languages that reflect the populations across the state.
- **Second** – The PRES move that CDPH develop a public awareness campaign to inform the public about the current CDPH Social Media presence (Facebook and Tweeter).
- **Third** - The PRES moves that CDPH incorporates post and tweets on Social Media platforms, from the educational information that already exists in the HAI Program website to raise public awareness of the currently available resources regarding Healthcare-Associated Infections (HAI) and HAI prevention in California.

# Subcommittee Members

- Enid Eck, Chair
- Karen Anderson
- Alicia Cole
- Salah Fouad
- Rae Gruelich
- Carole Moss ad hoc member
- CDPH:
  - Lanette Corona
  - Jorge Palacios