

Public Reporting and Education Subcommittee
Thursday July 12, 2013
1400-1500
TELECONFERENCE

Attendance

Members Present

Karen Anderson, Enid K. Eck, Salah E. Fouad and Rae Greulich

Liaison Representatives Present: Cheryl Richardson

California Department of Public Health

Lanette Corona and Jorge Palacios

Agenda Item/ Discussion
Call to Order Chair - Enid K. Eck called meeting to order at 2:02pm.
Welcome and Introductions Members introduced themselves
<u>Bagley Keene Open Meeting Act 2010</u> <ul style="list-style-type: none">• Members were reminded the importance of complying with the rules for posting.
Approval of the Summary Meeting Minutes <ul style="list-style-type: none">• The summary meeting minutes (SMM) of 5/1/13 and 6/13/13 were reviewed and the 6/13/13 was approved. The 5/1/13 SMM was revisited for modifications. Action Items: <ul style="list-style-type: none">• Revised summary minutes to be sent to members electronically for review and final approval prior to being posted to the HAI website.

Continued Discussion of Educational Material Suggestions Submitted by Members

Discussion:

- Members suggested that the tone of the educational materials should be more apt for the general public to understand and act on the info.
- The purpose is to have the public empowered to ask questions or speak out to their providers when unclear of information or not in agreement of medical practices. A suggestion was to model signage used in other settings regarding “see something/say something”.
 - Grants may be obtained for focus groups to be used to review the content on the website to determine how the general public conveys the information posted.

Action Items:

- Corona and Palacios will contact management, to determine if there are grants for the development of educational infection prevention related videos. These videos and signage can be used to support the humanity component that is missing from most educational materials on-line. **E. Eck** will research Kaiser and/or IHI to see if this is an option that can be utilized by CDPH.
- Members to look into obtaining grants for focus groups to assist with feedback regarding the HAI website content.

Interactive Map – Press Release Input

- Office of Public Affairs has received a draft press release created by the subcommittee. Corona and Palacios will work with OPA on next steps.
- Discussion ensued regarding whether a public service announcement (PSA) can be timed to go along with the press release. (A. Cole)

Action Items:

- Alicia Cole to research a PSA that can be used and present to members for approval prior to submitting to OPA for final approval.

New Meeting Dates for 2014

Members determined the current bi-monthly meeting dates are to be continued for 2014 with the new time of 2-3pm.

- January 3, 2014
- March 7, 2014
- May 2, 2014
- July 11, 2013
- September 5, 2014
- November 7, 2014
-

Dates for future meetings (2013)

- September 13, 2013 2-3pm
- November 8, 2013 2-3pm

Adjourn

- Meeting was adjourn at 2:58p.m