

Public Reporting and Education Subcommittee  
Friday, October 31, 2014  
1400-1500  
**TELECONFERENCE**

**Members**

Karen Anderson, Alicia Cole, Rae Greulich

Absent: Enid Eck, Salah Fouad

**Liaison Representatives:**

Cheryl Richardson

**California Department of Public Health**

Lanette Corona, Jorge Palacios

<b>Agenda Item/ Discussion</b>
<b>Call to Order</b> R. Greulich called meeting to order at 2:03pm
<b>Welcome and Introductions</b> Members introduced themselves
<b><u><a href="#">Bagley Keene Open Meeting Act 2010</a></u></b> <ul style="list-style-type: none"><li>Members were reminded the importance of sending agenda items to the chair and CDPH staff, to comply with the rules for posting. Presentations to the HAI-AC must be submitted to the HAI Program at a minimum, ten days prior to the AC meeting for consideration</li></ul>
<b>Review of the Summary Meeting Minutes: 9/5/2014</b> Motion to approve: K. Anderson Second: C. Richardson minutes approved as presented
<b>Discussion Social Media Messaging</b> <ul style="list-style-type: none"><li>Members were reminded of the social media messages submitted by members to provide to OPA to work towards a social media HAI plan of action. Discussion ensued regarding the types of social media platforms to be used (tweets/posts) and how to better frame/phrase those to ensure they are better received.</li><li>Members reviewed a survey conducted by R. Greulich on the "Most Frequently Used Social Media Websites." The survey was based on a total of 104 participants of various ages, incomes and education. The top four social media platforms from the survey were Facebook, Linked In, Google Plus and Twitter, in that order. The frequency of respondents checking their social media was; multiple times per day, once a day and 2-4 times per month in that order. Interest in receiving messages on issues affecting a healthcare setting that a respondent visits was; not at all interested, not very interested, and neutral in that order.</li><li>Discussion ensued regarding although Twitter was not the top social media choice from the survey respondents, it is the best choice for messaging news to particular audiences by using specific hashtags, as well as the capability of retweeting to different followers.</li><li>It was discussed, once the social media platforms are determined and the plan of action is in place, can CDPH send an AFL and/or email blast letting the public and hospitals know about the social media campaign in place for the HAI Program to encourage all to follow.</li><li>Members determined that Facebook, Twitter and YouTube are the most commonly used social media platforms. A suggestion was made for K. Anderson to inquire with CPMC's social media contact if CPMC's social media will participate in disseminating the messaging with the HAI Program. If this is a possibility, perhaps all other hospitals can be approached in the same manner.</li></ul>

**Action Items:**

- K. Anderson to inquire with CPMC's social media contact to confirm if they will have a conversation with the HAI Program.
- Explore the abilities of linking educational materials to the annual reports.
- Determine frequency of future messaging at the next meeting.

**UPDATE: New Meeting Dates for 2015**

- January 9, 2015

**Adjourn**

Meeting was adjourned at 3:00p.m.