

# **Public Reporting and Education Subcommittee (PRES)**

**HAI-Advisory Committee Meeting  
February 12, 2015**

# 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 Background and Charter cont'd

- Jan 2009 HAI-AC placed on hiatus
- May 2010 HAI-AC and PRES subcommittee reconvened
- July 2010 PRES reported on workgroups that had been convened to facilitate rapid deployment of the website to assure legislative compliance including:
  - consumer focus groups,
  - patient centered messaging,
  - clinician focus,
  - content/visual display
- November 2010 PRES reported on review of many state data reporting and HAI educational websites and provided a recommendation to HAI-AC for recommendation to CDPH publication of HAI data in 2011.

# PRES Background and Charter cont'd

- Throughout 2011 PRES subcommittee met twice primarily to develop responses to recommendations of the HAI-AC
- By the end of 2011 significant changes were made to the HAI-AC resulting in membership changes and reductions in meeting schedules due to budgetary constraints
- In 2012 the HAI-AC only met 3 times and the PRES met once.
- January 2013 the HAI-AC reconvened, PRES was reestablished, a new chair selected and the subcommittee was charged with the responsibility to complete the original charter.
- In 2013 PRES met 7 times, providing extensive input on the current HAI reporting website, conducted several focus groups to assess the effectiveness of the education provided on the website, etc.

# PRES Background and Charter cont'd

- Throughout 2014 the PRES met 8 times
- Actively engaged with educational and IT experts to determine the most effective methodologies for enhancing the HAI related information available on the HAI Program website and to:
  - 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 with minimal support and expense
  - Maximize technology and connect users to CDPH resources including L&C services for the public
  - Conduct a survey to determine the most effective social media outlet for expanded HAI Program access.



## Survey Objectives:

- Identify social media platforms
- Who is using social media?
- A quick way to share information

# Survey Methods

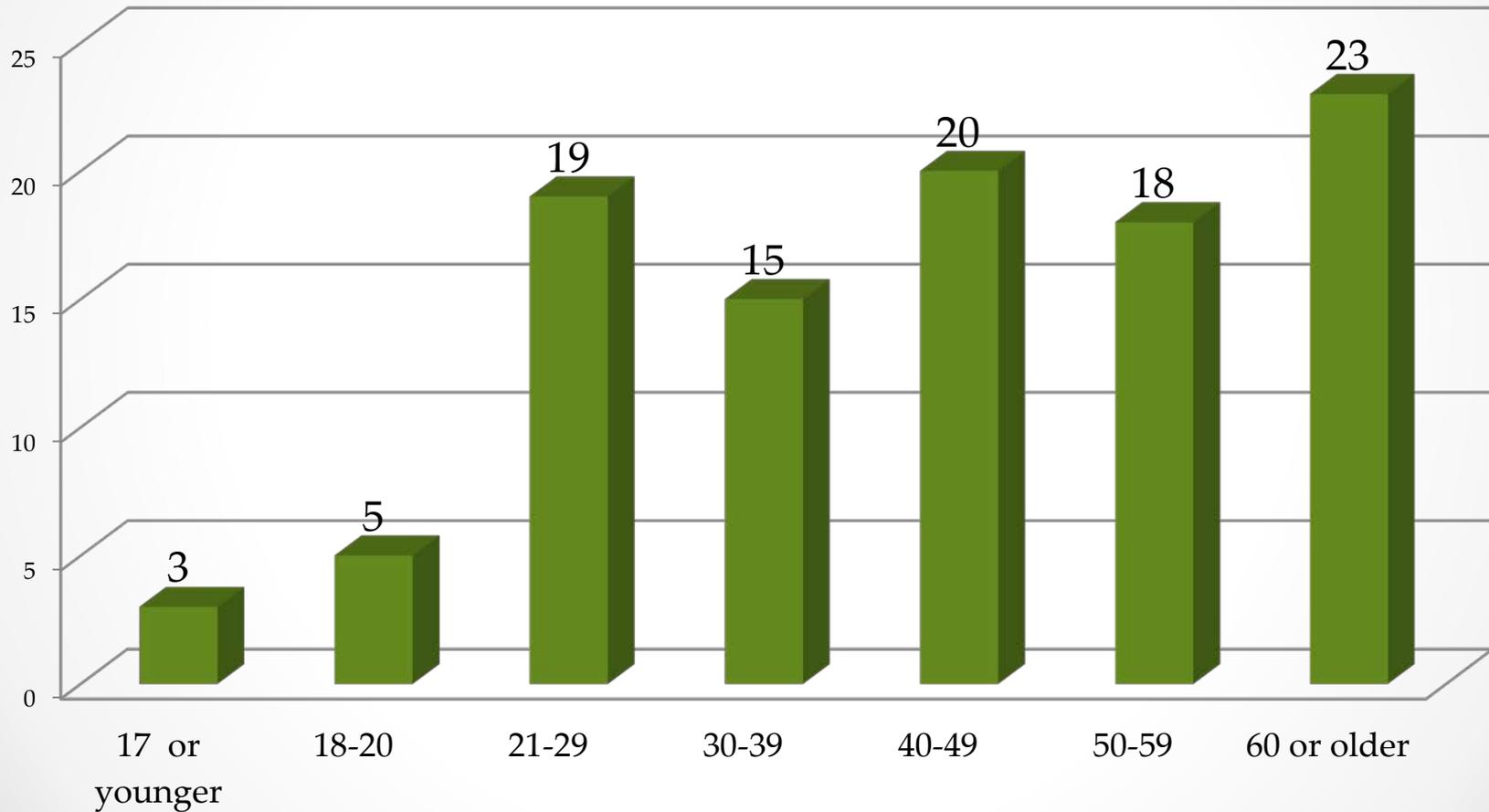


- Convenience samples\*: n=104
  - 53 collected nationally
  - 51 collected from within California
- Demographics: age, income, educational levels. Responses were collected by Survey Monkey.
- Self administered Survey (Survey Monkey)
- Simple analysis performed in Excel

\*Sample may not be generalizable to a larger population

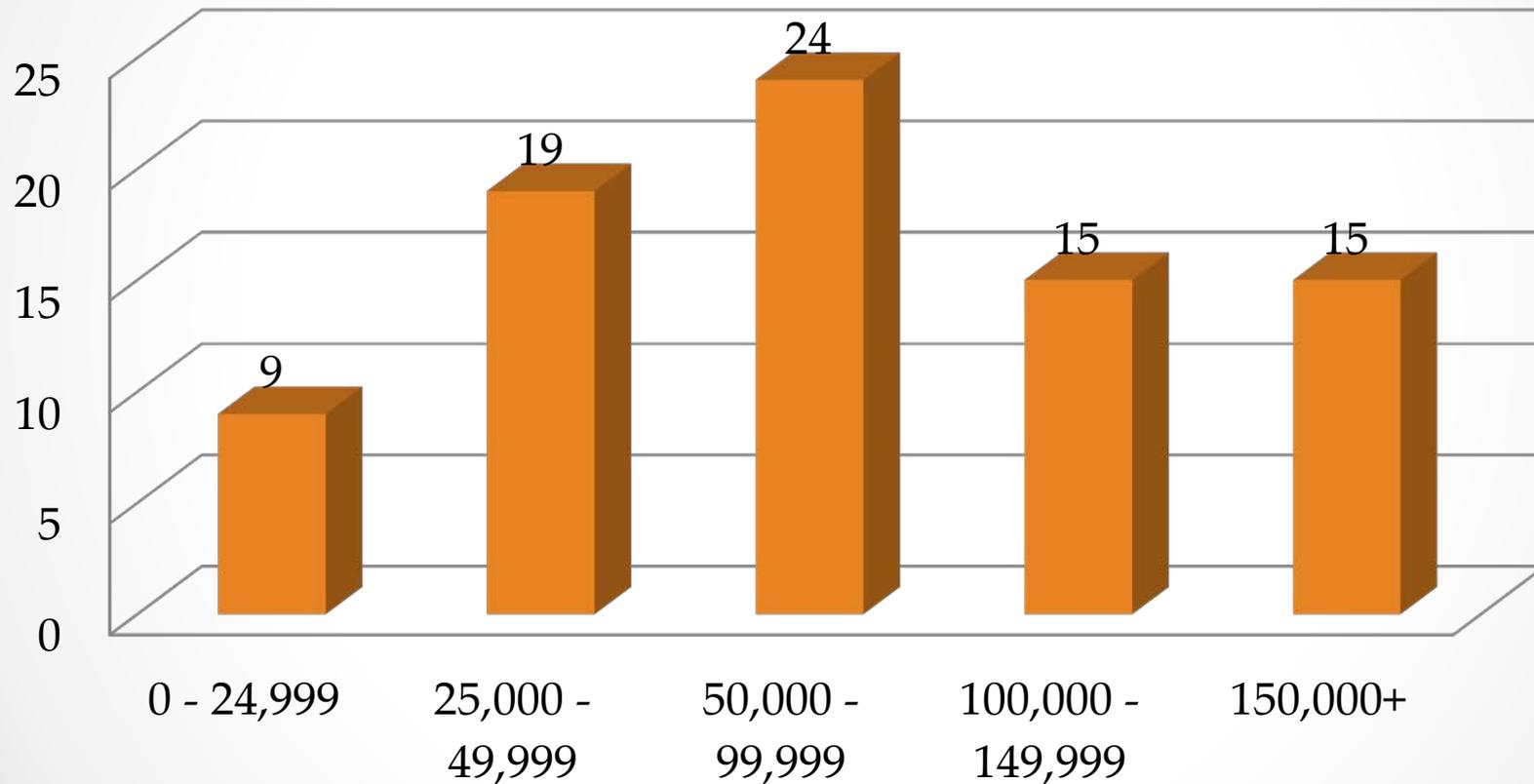


# Participants Age (n=104)





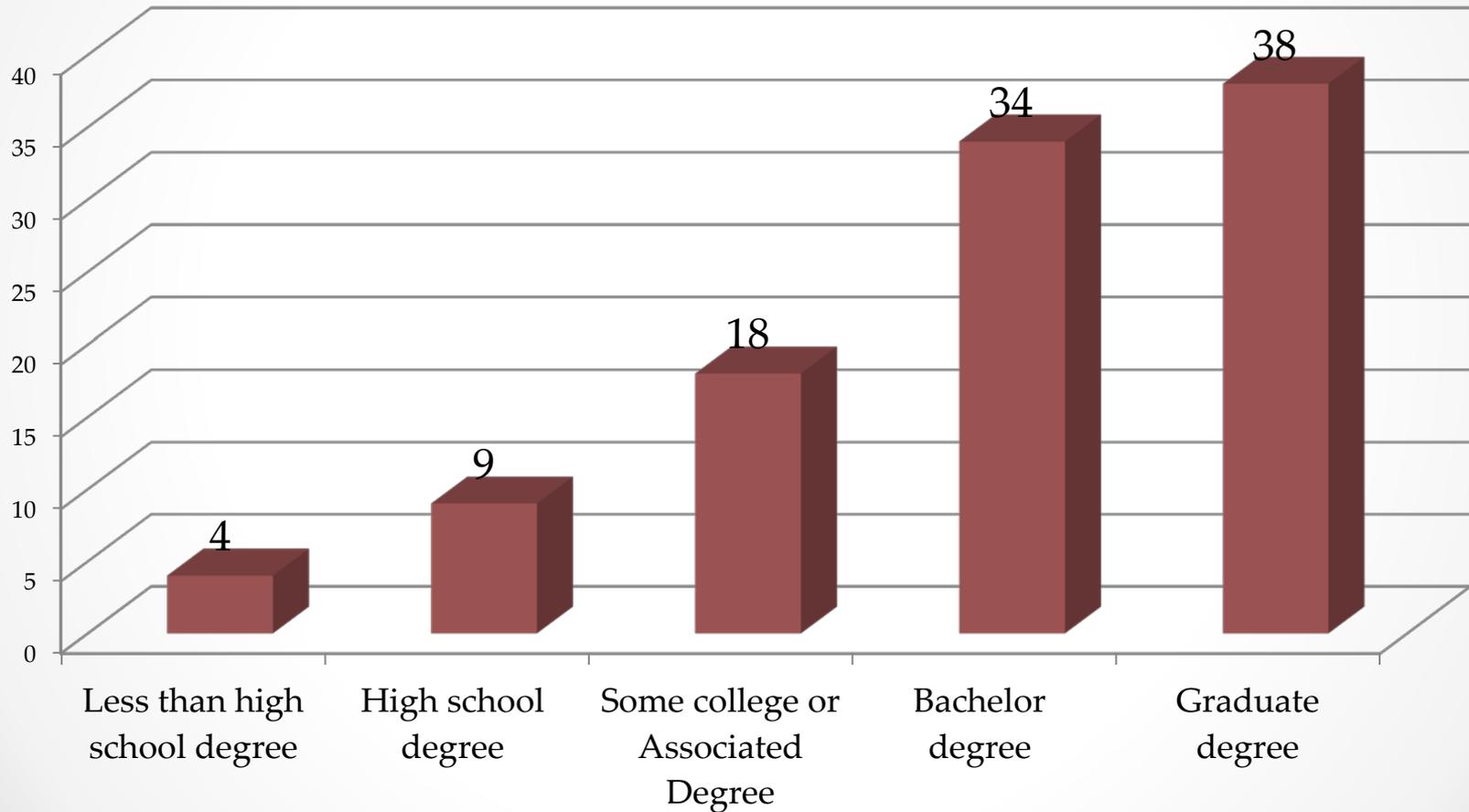
# Participants Income (n=82)



\*22 participants did not respond

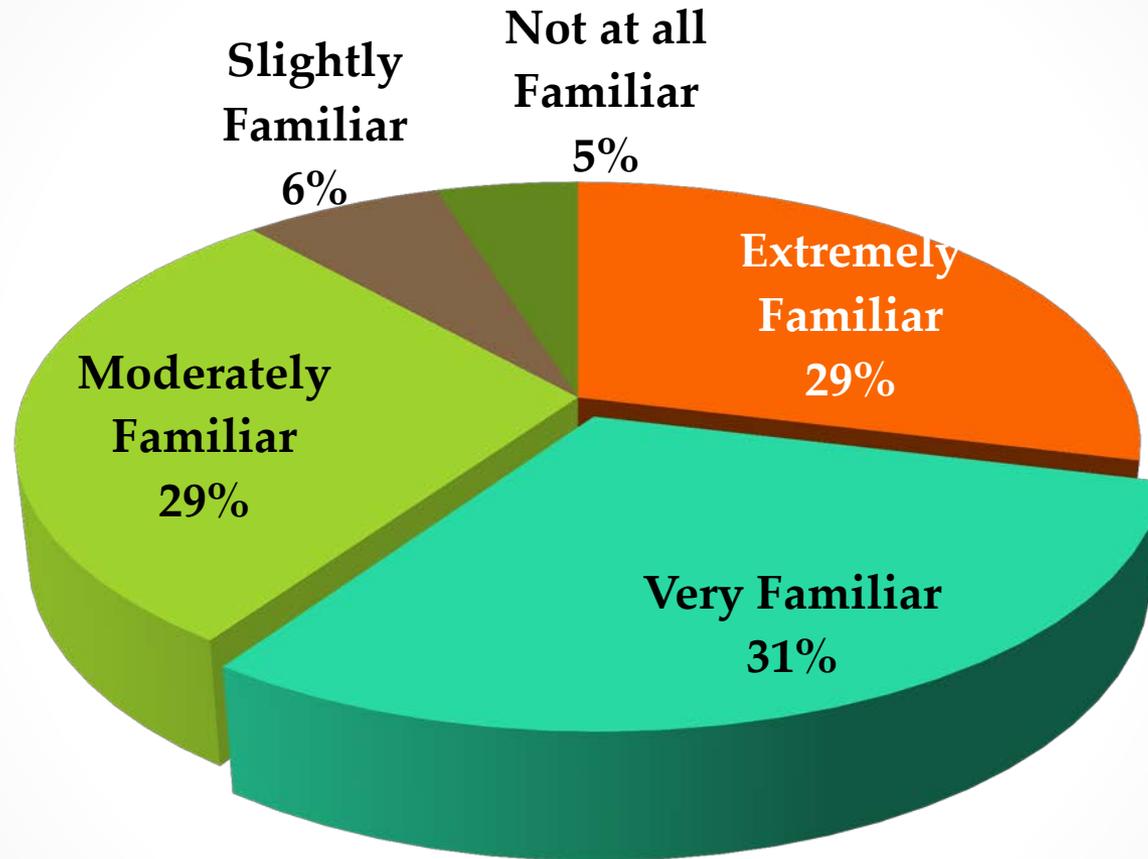


# Participants Education



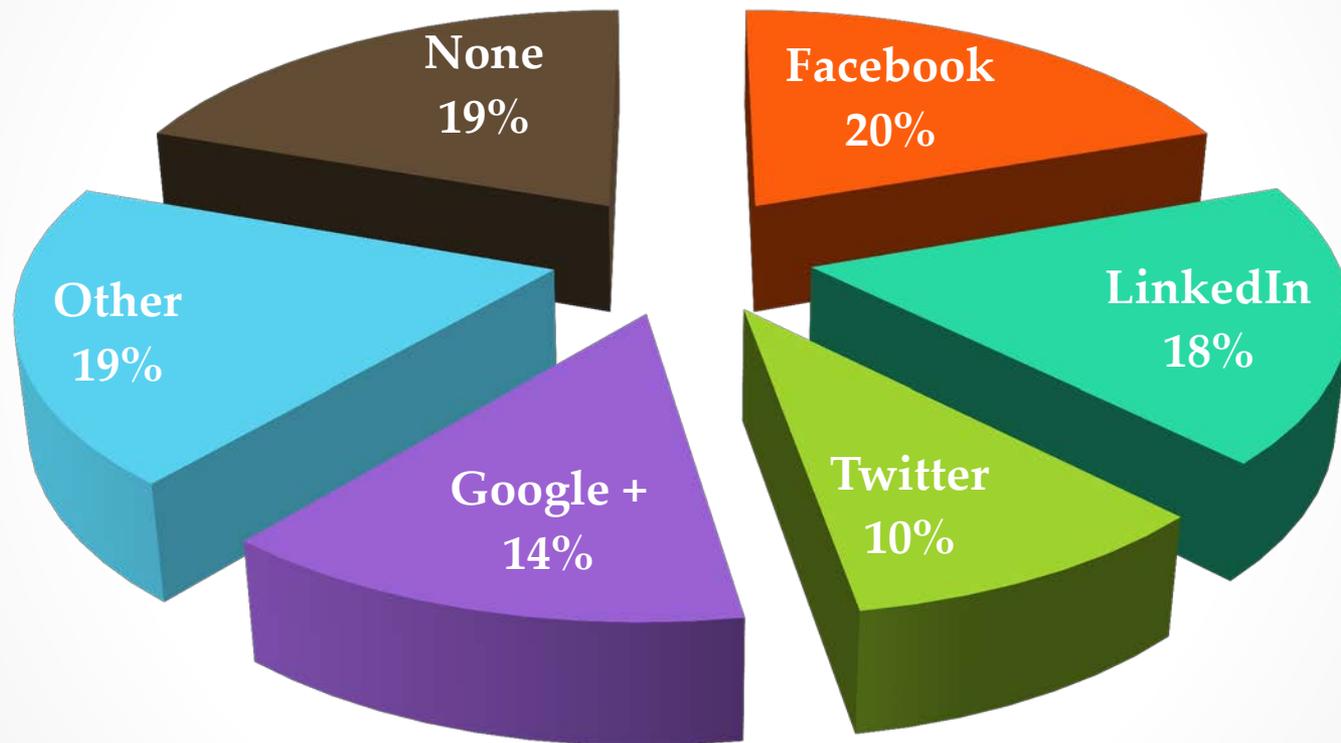
\*1 participant did not respond

# How familiar are you with the concept of social media?



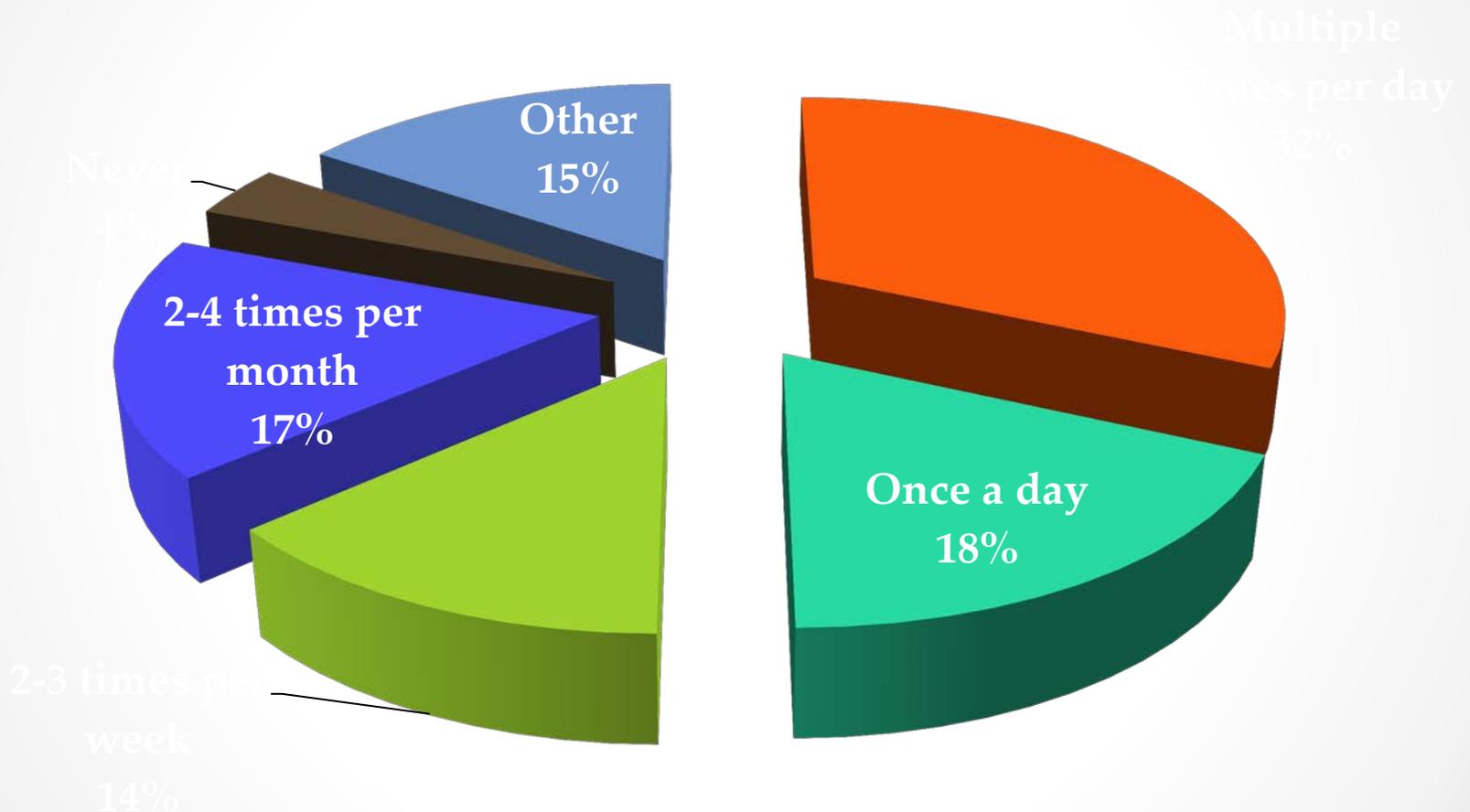
92 of 104 (88%) are extremely, very, or moderately familiar with the concept of social media.

# Which of the social media options listed you currently registered with?



Facebook (20%) is currently the most commonly used form of social media, followed closely by Linked-In, Google and Twitter.

# How often do you sign on to your social networking account?



Half sign onto social media *at least* once a day.  
64% are very regular users.

# Conclusions



- Social Media is used by the majority of online users, across all ranges of age, level of education and income.
- Facebook is currently the most commonly used form of social media followed closely by others in the field.
- Further study is required to access the potential for Twitter to successfully educate, despite the current minority of users.
- Social Media can be used as a powerful tool to build awareness

# 2015 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 for the general public. PSAs will include references and referrals to existing HAI Program resources.

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

# 2015 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.

- CDPH/Office of Public Affairs
  - Processes/Approvals for dissemination of announcements via



# 2015 HAI Public Education Campaign

**Goal 3** - Easily and rapidly share upcoming discussions, “calls for public comment” and resources.

In an effort to easily convey HAI Program current events in a timely way (a critical charge of the HAI-AC in 2008), 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

To help facilitate public discussion and awareness regarding resources and infections in California hospitals

# 2015 HAI

## Public Education Campaign

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

The PRES highly recommends that users are somehow loop 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

# Public Reporting & Education Subcommittee

## *~Motions~*

- **First Motion** – The Public Reporting and Education Subcommittee moves that the California Department of Public Health (CDPH), develop a public awareness campaign to inform the public about the current CDPH Social Media presence (Facebook and Twitter) and to raise public awareness of the currently available resources regarding Healthcare-Associated Infections (HAI) and HAI prevention in California.
- **Second** - The Public Reporting and Education Subcommittee moves that CDPH incorporates educational information that already exists on the HAI Program website for the public, into its posts and tweets on the CDPH Social Media platform.

# Subcommittee Members

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



*Rae Gruelich is gratefully acknowledge for all her work on the social media survey.*