

Public Reporting and Education Subcommittee
Friday, April 18, 2014
1400-1500
TELECONFERENCE

Members

Karen Anderson; Salah Fouad; Alicia Cole and Rae Greulich

Absent: Enid Eck

Liaison Representatives Present:

Cheryl Richardson

California Department of Public Health

Lanette Corona and Jorge Palacios

Agenda Item/ Discussion
Call to Order Jorge Palacios called meeting to order at 2:04pm.
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 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.
Review of the Summary Meeting Minutes Motion to approve: S. Fouad Second: K. Anderson Minutes approved as presented.
Discussion on Materials for the Public Education Campaign: <ul style="list-style-type: none">The CLABSI and Hand Hygiene presentation that was sent to members, along with members suggestions for edits were reviewed and discussed. Recommendations were made to address some rearranging of sentences, as well as, the need to include images to make the slides more user friendly.J. Palacios provided updates on funding opportunities and approvals for the proposed public education campaign video on CDPH site. Currently, no funding is available for this project. OPA's stance is the video must first be approved by the HAI Chief first before OPA can provide approvals and publishing on the CDPH YouTube page. E. Eck was not able to obtain Kaiser's multimedia department buy-in for assisting in creating a video.The HAI-Advisory Committee chair is currently out of the country and unavailable to provide information on the UC Berkeley creative arts department contacts. J. Palacios was able to converse with the SFSU creative arts professor who was willing to allow two students to create the public educational video as a possible master thesis project. There will be no fee to have the students complete this project. However, additional funding would still be looked into to have water and snacks available for the students while filming.Discussion ensued regarding whether or not the images that were presented as a draft had copyrights attached to them. Images will need to be researched thoroughly prior to be included in the final presentation.Members identified that a June meeting date should occur in an effort to provide additional time to prepare a formal presentation for the HAI-AC meeting on

August 14th. Members suggested date was June 13th from 2-3pm.

Action Items:

- Obtain HAI-AC approval to move forward with the video for the public education campaign. Inform HAI-AC that it is unrealistic to assume IPs will be able and willing to volunteer their time to provide free IC presentations to the public and the subcommittee would like to move forward in the direction of creating professional grade videos that can be used in place of the volunteer IPs.
- Members agreed that the ideal goal would be to have the public education video completed before the National Infection Control Week October 19-25.
- L. Corona and J. Palacios will compile member's edits, attempt to have copyrighted images included and send out to members for review by May 16.
- K. Anderson will submit a draft CDI presentation to the PRES chair and J. Palacios' review and comments by Friday April 25.
- C. Richardson will submit a draft Influenza and MRSA presentation to the PRES chair and J. Palacios' review and comments by Friday April 25.
- A. Cole will research the copyright sources for the images she used in the draft CLABSI and hand hygiene slides.
- K. Anderson will be designated to be the point of contacts with the SFSU multimedia professor.
- A. Cole will compile a list of questions and topics for discussion the next time members speak with the SFSU professor by Tuesday April 22.
- Members suggested all infections be included on one presentation with hyperlinks that can allow you to go directly to a specific infection, rather than have separate presentations and potentially separate videos rather than one video with all infections lumped together.
- Continue to collaborate with CHCF, OPA and SFSU creative arts students to provide resources to create a professional quality video to educate the public on how to navigate the HAI website and the role an individual play's in their healthcare decisions, as well as, a video to use for the Public Education campaign in the event there are no volunteer IPs to provide in-person presentations as originally planned. This will ensure the information provided to the public will be consistent and interactive.

UPDATE: New Meeting Dates for 2014

Members agreed to change several 2014 dates to ensure CDPH staff are available to attend.

- January 10, 2014
- March 7, 2014 (changed from 3/14)
- April 18, 2014 (added at 3/7 meeting)
- May 2, 2014 (changed from 5/9)
- June 13, 2014 (added at 4/18 meeting)
- July 11, 2013
- September 5, 2014 (changed from 9/12)
- November 14, 2014

Adjourn

Meeting was adjourned at 3:01p.m.