

Public Reporting and Education Subcommittee  
Friday, January 10, 2014  
1400-1500  
**TELECONFERENCE**

**Attendance**

**Members**

Karen Anderson, Rae Greulich and Salah E. Fouad

Absent: Alicia Cole and Enid K. Eck

**Liaison Representatives Present:**

Absent: Cheryl Richardson

**California Department of Public Health**

Lanette Corona and Jorge Palacios

<b>Agenda Item/ Discussion</b>
<b>Call to Order</b>  Jorge Palacios called meeting to order at 2:04pm.
<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>Action Items:</b> <ul style="list-style-type: none"><li>L. Corona provided a live visual of the subcommittee feedback on the website, including but not limited to the "Me and My Family" page. The new home page banner has six categories for easy navigation, including a video library.</li></ul>
<b>Action Items:</b> <b>HAI Program Webpages – Me and My Family Page</b> <ul style="list-style-type: none"><li>L. Corona provided a complete update on the upcoming enhancement pages. The new home page includes action buttons that categorizes content by target audiences (Me and My Family, Healthcare Providers, Public Healthcare Partners, HAI Policy and Guidance, My Hospital 411 Map and HAI Reports and Prevention Measures.) Resources made available for the public include an education prevention library (videos and educational materials.) This new design is created to help maximize user time spent on specific resources.</li><li>The subcommittee recommended unanimously adding an additional CDPH</li></ul>

internal page to each external CDPH video link to help track navigation/usage among the people visiting the pages. The internal CDPH page will thank the user for their interest in the topic and ask they click the link to view the external CDPH video.

- J. Palacios provided an update on the [My Hospital 411](#) page interactive map enhancements. Nearly all of the enhancement recommendations from this subcommittee and focus groups were incorporated on the map page. Future enhancement will include complete mobile device access.

### **Discussion**

- Members found this new design logical for when IPs and the general public search for specific and updated information related to HAIs and prevention.
- Members acknowledged the input provided to CDPH since the inception of the new HAI-AC and are keenly interested in participating in future website testing.
- For future versions – suggestions for progression/trends of hospital's data to be more apparent in the reports and interactive map. It was also recommended that in the interactive map a button is created to help identify all hospitals that are below and above average. It was noted, due to late November launch, the total 2013 views/hits for the map totaled approximately 282, 000.

### **Action Items Continued:**

#### **2014 HAI Public Education Road Show Discussion**

- **Content/Slide Set:** Members volunteered to independently research HAI content so that the educational materials can be reviewed at the upcoming meetings. K. Anderson volunteered to research CDI materials, C. Richardson will research Influenza and MRSA, R. Greulich and L. Corona will research CLABSI, lastly, S. Fouad and J. Palacios will research hand hygiene. Research content is to be emailed to J. Palacios and L. Corona by Friday February 2014.
- It was also suggested that CDPH IP Liaison representatives work with the PRES to help build the content. It was recommended that content is evaluated by a focus group if materials were easily understood by non-clinical people.
- **Soliciting IP Educators:** A logical place to recruit may be CACC <http://www.caapic.org/> it was suggested that more conversation need to occur with C. Richardson on the recruitment of IPs. K. Anderson will follow-up with Cheryl and close the loop with PRES Chair. It was also suggested that CDPH IP Liaison representatives help during this process and perhaps approach the California Hospital Association and American Association of Retired Persons (AARP)
- **Train-the-Trainer:** Deferred until further discussion with C. Richardson
- **Scheduling and Logistics:** Possible locations may include social clubs, churches, synagogues, mosque, community groups, Lyons Club, and others. The PRES committee will contact the community health partner to help disseminate information.
- **Additional Suggestions:** If CACC could produce a YouTube video demo and

the links could be distributed to groups.

J. Palacios and L. Corona to create an excel spreadsheet with hyperlinks to each of the HAI educational content researched by members and will email prior to the next meeting to ensure members have sufficient time to review.

**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)
- May 2, 2014 (changed from 5/9)
- July 11, 2013
- September 5, 2014 (changed from 9/12)

November 14, 2014

**Adjourn**

Meeting was adjourn at 2:25p.m