

Public Reporting and Education Subcommittee
Friday, May 2, 2014
1400-1500
TELECONFERENCE

Members

Karen Anderson; Salah Fouad and Rae Greulich

Absent: Enid Eck and Alicia Cole

Liaison Representatives Present:

Absent: 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 2:03pm.
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: 4/18/14 Motion to approve: K. Anderson Second: R. Greulich Minutes approved as presented.
Discussion on Materials for the Public Education Campaign: <ul style="list-style-type: none">J. Palacios provided members with an update regarding the OPA structured process for videos from CDPH. A script must be written for the video and be approved by the HAI-AC, then the HAI Program and lastly OPA. The video could potentially be able to be shot by OPA as they have the equipment and some resources, however, time may be an issue. If members decide to move forward with using SFSU media arts students, this would be a last resort, in the event OPA cannot execute the video timely.There is a need for two separate videos, one video should be under four minutes long that describes the HAI Program's website and resources, the second video should be no longer than 15 minutes long that encompasses the materials created for the Public Education campaign.In terms of marketing the video, in addition to be able to make improvements for future videos, we would need to track the comments made on YouTube's website. Links to these videos will be on the HAI Program website, potentially linked from the L&C website and ask OPA to help disseminate the video alongside with the rollout of the public reports press release.Motion needs to be made at the HAI-AC for the Educational Campaign to be changed from using volunteer IPs to provide HAI educational trainings in person to the public, we would rather create HAI educational videos. By using technology, it has been proven to be more beneficial in maximizing the number of viewers if done electronically. It will allow the information to be presented in a sustainable and systematic way.

- Suggestion was made to have brief 30 minute meetings every other week with each group, the clinical content group (Karen, Salah, Cheryl, Enid) and the non-clinical script group (Alicia, Rae, Jorge and Lanette) to ensure the work is consistently being addressed and continuing to be moving forward in completion.
- 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.

Action Items:

- Members to request that Alicia take the lead on the writing of the video's script that will go forward for the approval process upon completion with assistance from Rae, Jorge and Lanette. Incorporate the message in the script at the end of the video to address viewers to comment/contact us on the quality of each video.
- Consumer Advocate member Rae, can speak with Lisa McGifford to inquire if the ConsumersUnion can assist in supporting us by providing resources for a small 10 person focus group on the completed videos.
- Members agreed that the ideal goal would be to have the public education video completed before the National Infection Control Week October 19-25.
- 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 media arts professor.
- 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.

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.