

Public Reporting and Education Subcommittee  
Friday, July 11, 2014  
1400-1500  
**TELECONFERENCE**

**Members**

Enid Eck, Alicia Cole, Rae Greulich, Carole Moss

Absent: Karen Anderson, Salah Fouad

**Liaison Representatives Present:**

Cheryl Richardson

**California Department of Public Health**

Lanette Corona and Jorge Palacios

<b>Agenda Item/ Discussion</b>
<b>Call to Order</b> E. Eck 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>Review of the Summary Meeting Minutes: 6/13/2014</b> Motion to approve: R Greulich Second: C Richardson minutes approved as presented
<b>Discussion on Presentation of Public Education Campaign to HAI-AC:</b> <ul style="list-style-type: none"><li>Social media tools have to be incorporated into educational campaigns produced by the HAI Program</li><li>Federal programs are currently using social media (Twitter and Facebook), why CDPH does not support the dissemination of educational information via social media?</li><li>It is critical that the program begin to incorporate social media as a platform for educational campaigns, when outreaching consumers/clinicians<ul style="list-style-type: none"><li>Proactive tools may be critical in the prevention of HAIs for consumers</li><li>CDPH can use social media to share innovative tools for consumers and clinicians, for example<ul style="list-style-type: none"><li>The California Antimicrobial Stewardship Program Initiative</li><li>Annual public report(s)</li><li>Interactive map</li><li>Best practice initiatives</li><li>Hospital report cards</li></ul></li><li>Let's use social media to help promote innovation created for the promotion and prevention of HAIs for consumers and clinicians</li></ul></li><li>The aim is to inform consumers rapidly and make the educational camping materials easily available to the public</li><li>Senior level CDPH staff should create proactive partnerships with media</li></ul>

organizations to help make the information available to consumers

- Social media platforms may help CDPH host prevention practices for consumers

**Action Items:**

- E. Eck will resubmit the updated plan for public campaign to the HAI-AC for discussion
- J Palacios will extend an invitation to Office of Public Affair, follow-up with Program Chief on the possible collaboration with reporters on HAI Program new resources (The California Antimicrobial Stewardship Program Initiative), tally possible topics for Public Service Announcements (PSAs)
- The subcommittee will explore possible PSAs for TV and Radio prior to the annual report
- Making consumers more aware of what is CDPH and L&C? and what type of services are provided to consumers?
- L Corona will inquiry on next steps for setting up a social media tools

**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, 2014
- September 5, 2014 (changed from 9/12)
- November 14, 2014

**Adjourn**

Meeting was adjourned at 3:04p.m.