

Public Reporting and Education Subcommittee
Friday, February 6, 2015
1400-1500
TELECONFERENCE

Members

Enid Eck, Salah Fouad, Karen Anderson, Rae Greulich

Absent: Karen Anderson, Alicia Cole

Liaison Representatives:

Absent: Cheryl Richardson

California Department of Public Health

Lanette Corona, Jorge Palacios

Agenda Item/ Discussion
Call to Order E. Eck called meeting to order at 2:05pm
Welcome and Introductions Members introduced themselves
Bagley Keene Open Meeting Act 2010 <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: 10/31/2014 Minutes approved as presented with one minor revision of calling the meeting to order.
Discussion Social Media Messaging <ul style="list-style-type: none">Members are still working to pursue being able to use technology as a mechanism to be able to get information out to the public about the HAI website, interactive map and public reports. Members reviewed a survey conducted by R. Greulich on the "Most Frequently Used Social Media Websites." The survey was based on a total of 104 participants of various ages, incomes and education. Rae has worked on demonstrating the value of social media use for pursuing our messaging goals by launching this survey about the usefulness and importance of these tools. We will continue to move forward in making a case to use social media tools to get the word out. Therefore, Rae's PowerPoint will be used as part of this subcommittee's report at the February HAI-AC meeting.88% of the 104 survey participants, were moderately to extremely familiar with the concept of social media. 50% of these participants use social media tools at least once a day. Members were asked to take a look at the survey information and make suggestions on what if any additional objectives is required to identify the best social media platform to share HAI information. Members discussed Rae was able to capture the primary objective of using social media to send HAI information out to the public.Members agreed the survey question, "How interested would you be in receiving specific social media messages on issues affecting a health care setting that you visit?", could have been better received by participants if it had been posed differently. Due to the response was 8% were very interested and 14% were somewhat interested. "How interested would you be in being able to access information affecting your healthcare setting that you visit through social media?" would have been a better question to ask participants. It was stated many people feel bothered when they receive unsolicited information and would have been better received if it was posed to clarify the information is accessible.

- It was discussed that by sending out a thank you and include the proposed revised question to the 104 survey participants, we may not receive the same number of responses as the previous question posed.

Action Items:

- Modify survey question; "How interested would you be in receiving specific social media messages on issues affecting a health care setting that you visit?" to read; "How interested would you be in being able to access information affecting your healthcare setting that you visit through social media?"
- Rae to be contacted to confirm if the above action item would be possible to complete prior to the February 12 AC meeting.

UPDATE: New Meeting Dates for 2015

- February 6, 2015

Adjourn

Meeting was adjourned at 3:00p.m.