

## **Public Reporting Subcommittee – September 23, 2010, 7:00am – 7:25am**

**Telephone Access: 866-910-5406**

**Participant Passcode: 8625307**

**Attendees:** Chair Carole Moss, Cheryl Kalson, Jon Rosenberg

**Absent:** Ray Chinn, Alicia Cole, Enid Eck, Annemarie Flood, Mary Mendelsohn, Roberta Mikles, Frank Myers, Shannon Oriola, Jon Rosenberg, Dawn Terashita, Francesca Torriani

**Handouts:** None.

### **Summary:**

- Cheryl reported that the HAI website will have its own RSS newsfeed when reporting is posted; possibly for the influenza data. We have to wait until there is more content. The Web Services Group (WSG) will most likely add an HAI reporting link to the sidebar on the CDPH website home page. There will also be a reporting link under the “Hot Topics” section on the CDPH home page. Barbara Formby from WSG will advise Cheryl as to how to set up the web visitor tracking system (WebTrends). Dr. Horton may approve a message regarding public reporting posted to his Twitter account. A logo for the website through CDPH is only possible if we know someone from another program who is willing to do it for us.
- Carole said she has someone in mind who can design a logo for the HAI website.
- Jon said that we would provide direct links to specific information for consumers rather than to a website’s home page, where consumers would have to “hunt and peck” for the correct link.

### **Action Items:**

- Cheryl will find out how to get approval for a logo design by the next Subcommittee meeting.
- Cheryl will begin to post some of Alicia’s consumer information site recommendations.
- Cheryl will send the previous meeting’s minutes to Carole for approval and will post along with the minutes from this meeting, when they are approved.
- Next meeting: Thursday, September 30 at 7:00am.