

AWARE Meeting
 July 25, 2008
 12 p.m. to 2 p.m.
 PSOB—Room 1C

Attending: Ann Thomas, Tam Peterson, Janet Brock, Atanaz Zargar, Pat Kenney-Moore, Jessina McGregor, Debra Stephens

OLD BUSINESS	DISCUSSION	ACTION	OUTCOME
Approval of Minutes from previous meetings	Two changes suggested to minutes.	Passed with corrections	Janet made corrections to draft minutes and made final.
Program Updates and Upcoming Events	<ul style="list-style-type: none"> • EPROM (Enhancing Physician Residents Otitis Media)—Tam spoke with Darcia and got more details about this program. It originated at the University of Pittsburgh and is integrative using web-based, telemedicine feedback and onsite guidance. • Physician Report Card—Tam also gave more detail on this program from Washington State. It is facilitated through the state medical association and is basically a database to track compliance with guidelines. She wasn't sure how the data is collected or if the program has been maintained. She has not been able to contact anyone in Washington to obtain this info. • Tam has done role playing with OHSU SON students. • Tam did an Abx awareness training in conjunction with home care worker's training. • Preparing for Abx week—McKesson will assist with the mailings to pharmacies. Hopefully, if budget allows, will have enough fliers in bags everyday during Abx week. • OMSI Health Fair August 18 to 23. Pat will schedule PA students to work this event. Jessina will try to schedule pharmacy students to go also. • Oregon Pharmacist's Conference in November—prepare a curriculum for that. • School Nurses Conference—Tam e-mailed president of School Nurses Association, but has not heard. • Tam said the budget is around \$40,000. Will be doing mailings to 22,000 clinicians at a cost of approximately \$7,000, which will come out of a general fund. • Clear channel and El Rey made proposals for radio advertising and marketing quoted at \$10,000 each. Clear channel has stations including K103, Z100, 105.9, KEX 1190, and 620 AM. El Rey's package included PSA's and an Independence Day (Sept. 14) promotion. Tam said she thinks radio is the best bang for the buck since TV time is much more expensive. • Due to time restraints, Tam mentioned some quick adjustments 	<p>Tam to get more details on the Physician Report card, if possible.</p> <p>Pat and Jessina will schedule students for the OMSI Health Fair</p> <p>Pat and Jessina schedule students for the OMSI health fair.</p> <p>Tam and Leslie coordinate presentation at School Nurses' Conference.</p>	

OLD BUSINESS	DISCUSSION	ACTION	OUTCOME
	<p>being considered to the Abx publications. She passed around new art for the posters for review and the bag stuffers printed in black and white and printed in color. She did mention the color version is about three times more expensive than the black and white.</p>		
Action Item Update	<p>Tam and Debra reported on action items.</p>	<p>Tam—next week will meet with Rite Aid; Next week will meet with Pacific University Pharmacy School; Give feedback to Darcia re: toolkit; Communicated with providers; e-mailed Head Start and Pre-school programs. Debra—Research websites people search for health information. For the most part, people just put a condition into a search engine. Higher income people use Google and lower income use AOL. George—He sent fundraising/grant sources to Tam.</p>	
NEW BUSINESS	DISCUSSION	ACTION	OUTCOME

<p>Planning/Brainstorming</p>	<ul style="list-style-type: none"> Pat offered to put info in the OZONE is other newsletters she is affiliated with. Jessina and Debra offered to do the same. Pat also offered to schedule students to do outreach programs for AWARE. 	<p>Tam</p> <ul style="list-style-type: none"> Get mailings out in a timely manner before Abx week to medical providers. Agreement with OHSU to get students involved in RiteAid rotations during ABx week. F/u with grants to continue program. 	
-------------------------------	--	--	--

		<ul style="list-style-type: none"> • Draft state proclamation. • Tam to create content to send to Jessina, Pat and Debra for newsletter submission. 	
To Do List	<p>August:</p> <ul style="list-style-type: none"> • Get mailings finalized • Contact OHSU about insert • Write Oregonian ad • Contact/solidfy e-newsletters/publishings • Smaller newspaper articles <p>Universities Daycares OMA PEBB newsletter</p> <ul style="list-style-type: none"> • Finalize radio/tv advertising • Press release—Pat O’Neil • Finalize proclamation <p>September</p> <ul style="list-style-type: none"> • Finalize press release • Mailings out the door • Send info to websites <p>October</p> <ul style="list-style-type: none"> • Run PSA’s • RiteAid bag stuffers (OHSU pharm students) • Press conference • Bagstuffer followup (OHSU) • Schools 	<p>Tam Tam Tam and Ann</p> <p>Group Pat-OZONE Jessina—student newsletter</p> <p>Alan, Elise, Tam Tam Tam</p>	
Next meeting	Tam will schedule the next meeting for tentatively the second week of September.	Tam send out e-mail to schedule.	
Adjournment	Meeting adjourned at 2 p.m.		