

AWARE Meeting

May 27, 2008

11 a.m. – 1 p.m.

PSOB

Attending: Ann Thomas, Tamara Peterson, Adrienne Greene, Janet Brock, Laura Litzenberger, Thomas Ward, Debra Stephens, Judy Ortiz, Jessina C. McGregor, Nina Meledandri, Dennis Rogers, Corinne Tram, George Allen, Elise Conlee

NEW BUSINESS	DISCUSSION	ACTION	OUTCOME
<p>The National “Get Smart” Campaign Conference Call with Darcia Johnson Centers for Disease Control and Prevention</p>	<p>Darcia presented an overview of the origination, goals, organization and functions of the “Get Smart” campaign, which includes AWARE. The primary objectives of the program are to fund interventions at state level, encourage appropriate prescribing and decrease demand for antibiotics. Recently, the program has included a multi-cultural, diversity component.</p> <p>Darcia also listed some strategies other participating states are using to achieve these goals. These include WA: Physician prescribing report cards; MI: implementing an elementary school curriculum; GA: A cold care kit which included movie rental coupons. She also mentioned activities which have been done for Antibiotics Week in October. These included: Media involvement, state proclamation by governor, involving local pharmacies and school districts, and using paycheck inserts.</p> <p>Darcia noted that her staff includes program evaluation, and that they have put together an evaluation manual to determine the efficacy of these activities.</p>		
<p>Scientific Update, Local and National Prospective Ann Thomas, MD, MPH Medical Director, Oregon AWARE</p>	<p>Ann gave a detailed presentation of the trends on resistance and the effects of vaccine introduction and rates of disease. She also discussed trends in prescribing noting that educational materials to doctors do not appear to have much effect on doctor’s prescribing habits. Many strategies, including educational outreach, financial and healthcare market incentives, computer based point of care, and patient intervention has been less effective or delivered mixed results. Ann reviewed the various literature and published studies which seem to indicated a multi-faceted approach between clinician</p>		

NEW BUSINESS	DISCUSSION	ACTION	OUTCOME
	<p>and patient is the best approach, and several years are necessary to gauge an impact on resistance. Ann also discussed the difficulty of evaluating an approach because of budget and data access constraints. Also, it is increasing difficult to get a representative sample because of cell phones and technology changes. She also mentioned that AWARE has done focus groups with Hispanic women to find more effective communication tools.</p>		
<p>AWARE and Safe Kids – A Partnership Adrienne Green, MPA – Program Coordinator, Oregon Safe Kids</p>	<p>Unintentional injuries are the leading cause of death among children. Safe Kids promotes public awareness and education through grants and local coalitions. The program is supported through corporate sponsorship of Johnson &amp; Johnson. Safe Kids share similarities with AWARE in that they both reach out to parents and children, educate families, and work with similar organizations. Adrienne described the Legacy Medical Center Car Seat day as an opportunity for AWARE to connect with parents while they wait in line for a car seat. She also said AWARE could participate in Safe Kids week in May.</p>		
<p>Oregon AWARE Program Tamara Peterson, MPH Project Coordinator What have we done, where do we go from here.</p>	<p>Tamara reviewed past AWARE activities including health fairs, bus posters, handwashing curriculum, CMS classes. She also talked about funding restraints for advertising and surveys. Ann said the CME classes attendance was low and drew practitioners who were familiar with antibiotic resistance. Antibiotic roundup also suffered low participation. Adrienne suggested AWARE set up it's own website instead of using the state site. Other ideas mentioned were partnering with local pharmacies to put AWARE info on their bags, printing T-Shirts and working with nursing students.</p>		
<p>Planning session</p>	<p>This session could not be completed due to time restraints. Tamara asked that members think of activities for upcoming Antibiotics Week in October. It was agreed to meet monthly until then to brainstorm and prepare. Tamara will also send out a survey questionnaire for ideas and schedule a meeting for next month.</p>	<p>Tamara will send out questionnaires and schedule next meeting Members will submit ideas for discussion</p>	
<p>Adjournment 1 p.m.</p>			