

AWARE Meeting

June 24, 2008

10 a.m. to 1 p.m.

PSOB—Room 1C

Attending: Ann Thomas, Tam Peterson, Janet Brock, Elise Conlee, Chuck Ness, Alan Bennett, George Allen, Leslie Currin, Jessina McGregor, Debra Stephens

OLD BUSINESS	DISCUSSION	ACTION	OUTCOME
Update on local and national antibiotic resistance initiatives	Tam reviewed antibiotic resistance initiatives other states are conducting. Florida is distributing info to elementary schools; New Jersey Dept of Education is getting info to parents—putting info on pharmacy bags; South Carolina distributed a children’s book to libraries, “Little Elephant with a Big Earache.” This was tried with Multnomah County, although the book was rejected because expensive and written for older kids; Utah is getting info to local HD’s. Tam also said the CDC will have PSA and brochures and packets with promotional activities available at the beginning of August. Tam also reviewed Oregon’s efforts. Working with OSPA; mailings to pharmacies; distributing brochures through drug distributors; encourage regional drugstore managers to display info at retail points; direct mail info to doctors’ offices; a		

	<p>booth at the Oregon Pharmacy Conference in September; radio ad with El Rey, the local Spanish radio station; newspaper PSA— pharmacist insert in The Oregonian before Antibiotics Awareness Week; having Linfield University nursing students do role playing; hand out a high school antibiotic curriculum at the National Science Teachers Association meeting in November; pursue a state proclamation of “Antibiotics Awareness Week”.</p> <p>Tam also discussed a pilot she did last week in southeast Portland at a car seat clinic. She said overall people deemed the antibiotic awareness information very useful. She plans to do more and find local partners to staff events that reach lower income people and rural populations off the I-5 corridor.</p>		
Other ideas	<ul style="list-style-type: none"> <li>• Tap into pool of students at Beaverton High School Health Careers magnet.</li> <li>• Create a set of topics for health educators in schools to teach.</li> <li>• Bring in pharmacy techs, who in some places in the state have extensive contact with patients.</li> <li>• Use pre-pharmacy students for outreach.</li> <li>• To reach lower scs, outreach at free sports physical clinics.</li> </ul>		

	<ul style="list-style-type: none"> <li>• Summer food program at schools.</li> <li>• Websites—pediatrician provider websites which parents access; websites consumers access for healthcare information. FDA consumer magazine on its website.</li> <li>• Press releases in The Oregonian, small community papers, local access TV, local TV.</li> <li>• Tie in with big box stores back to school sales and PTA school supplies packets.</li> <li>• Target children’s films. Family night at Regal cinemas.</li> <li>• New brochures with a new look to create interest.</li> <li>• Use WIC and Virginia Garcia clinic to reach Hispanics.</li> </ul>		
<b>NEW BUSINESS</b>	<b>DISCUSSION</b>	<b>ACTION</b>	<b>OUTCOME</b>
<p>Identify Stakeholders—Who are we missing at the table</p>	<ul style="list-style-type: none"> <li>• Alternative medicine professionals</li> <li>• Medical students</li> <li>• PA students</li> <li>• FNPs</li> <li>• Dentists</li> <li>• Parents with young children/PTA/DayCare/Head Start</li> <li>• Immune compromised people</li> <li>• Elderly</li> </ul>		

	<ul style="list-style-type: none"> <li>• Corporations (i.e., McDonalds, appeal to kids w/ Playlands)</li> <li>• Healthcare companies</li> <li>• Hispanic providers</li> <li>• Urgent care clinics (freestanding and in drugstores)</li> </ul>		
Identify target audience for “Get Smart Week”	<ul style="list-style-type: none"> <li>• Call a nurse (on hold messaging)</li> <li>• Insurers</li> <li>• Teens and adolescents and webpages they frequent, i.e., MySpace and Facebook</li> <li>• University Health Clinics</li> <li>• Flu Clinics</li> <li>• Health Fairs</li> <li>• Patients</li> <li>• Parents</li> <li>• Providers (physicians and nurses)</li> </ul>	Identified parents and providers as target audience	
Group Planning Time	<p>Members signed up for the following coalitions:</p> <ul style="list-style-type: none"> <li>• Fundraising</li> <li>• Data collection-evaluating programs</li> <li>• Provider education</li> <li>• Community Education</li> <li>• Media</li> <li>• Resources</li> <li>• Planning</li> </ul>	<p>See Appendix I.</p> <p>Tam will follow up with work group. Outline ideas from meetings to focus on and explore. Also follow up with CDC to see when material are ready. Follow up with fundraising leads. Ann will pursue pharmacy websites for educational grants.</p>	

Future meetings	It was decided that it would be more convenient if Tam continued to e-mail the group with a flexible meeting schedule.	Tam will e-mail next meeting date and time.	
Adjournment at 12 p.m.			

Appendix I  
Coalition Groups

<b>GROUP</b>	<b>NAME</b>	<b>ACTION ITEM</b>	<b>OUTCOME</b>
<b>PROVIDER EDUCATION</b>	<ul style="list-style-type: none"> <li>• Alan Bennett</li>   <li>• Elise Conlee</li>   <li>• George Allen</li> </ul>	<p>Act as the group’s local contact with national agency; Contact a local access television producer about doing a show on abx awareness.</p> <p>Contact a writer acquaintance at The Oregonian about a story about Antibiotic Awareness Week.</p> <p>Check with KOIN 6 about special health programming.</p> <p>E-mail faculty person from Pacific University College of Pharmacy.</p>	
<b>RESOURCES</b>	<ul style="list-style-type: none"> <li>• Alan Bennett</li> </ul>		
<b>DATA</b>	<ul style="list-style-type: none"> <li>• Debra Stephens</li>   <li>• Jessina McGregor</li> <li>• Elise Conlee</li> </ul>	<p>Follow up with websites parents go to for healthcare information.</p>	

<b>FUNDRAISING</b>	<ul style="list-style-type: none"> <li>• George Allen</li> </ul>	Work with department fundraiser to identify funding sources.	
<b>COMMUNITY EDUCATION</b>	<ul style="list-style-type: none"> <li>• Jessina McGregor</li> <li>• George Allen</li> <li>• Alan Bennett</li> <li>• Leslie Currin</li> </ul>	Work with school districts to develop back to school information.	