

OLD BUSINESS	DISCUSSION	ACTION	OUTCOME
<p>Summarization and Discussion of 2008 Antibiotics Awareness Week</p>	<p>Tam reviewed the highlights and lowlights of Antibiotics Awareness Week. Activities included:</p> <ul style="list-style-type: none"> • Presenting materials at health fairs • Mailings to clinicians throughout Oregon • Radio PSA's—English and Spanish stations • El Rey radio station Independence Day event. • Info sent to providers. • Media spots-print and electronic. • Pharmacy Bag Stuffers • Outreach and education. <p>Tam also presented brief evaluations of some activities:</p> <ul style="list-style-type: none"> • Mailings—7400 mailings were sent out before AWARE week. Janet reported that 17 requests for materials were received in Sept. and August, mostly from clinics. It was suggested in the future to send the info to admin staff instead of providers to get a bigger response. • Radio PSA's—over 10,000 people at El Rey event, 1,000 pamphlets and goodies distributed; 786 commercials over Oregon in Oct. Only 11 people searched for antibiotics from those stations websites in Portland. No numbers yet on Eugene market. • Media Spots—only two radio stations in Portland picked up the DHS press release. • Feedback from bag stuffer-Tam related that she heard from a clinician in Sweet Home who saw the bag stuffer from one of her patients and asked Tam to send her a pdf of the stuffer so she could print it off. • Outreach—the Rite Aid booths that were outside the store were the most successful as they received the most traffic and exposure. • Still collecting data on how many hits the Oregon Aware website has received. • There was discussion of the difficulty and expense of evaluating the campaign. 	<p>Lessons learned:</p> <ul style="list-style-type: none"> • Mailing to clinicians has low impact. • The materials are still too sophisticated. • Website hits low. • More follow-up. • More public awareness. • Good responses, focused on latest findings and general problem of antibiotic resistance. • Little attention paid to PSA about the week • Not enough followup on satisfaction of outreach, bag stuffer and other events. 	

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Revisit coalition member roles: To Dos and actions items	<p>Where do we go from here?</p> <ul style="list-style-type: none"> • Goodies—a big draw. • Phone line messaging is up • Booths at professional sites • More student involvement. • Elise suggested working with payors with the pitch that it is in their interest to reduce health costs. • Alan suggested contacting the animal feed people. • Fundraising assistance –drug companies, foundations, animal feed companies. • Continue working with students. • Laura suggested joining the Oregon Health Forum. <p>To Dos</p> <ul style="list-style-type: none"> • Tam <hr/> <ul style="list-style-type: none"> • Leslie <hr/> <ul style="list-style-type: none"> • Elise 	<ul style="list-style-type: none"> • Send out list of funding sources • Write grants • Keep sending out info. • Information at the National Association of Science Teachers Conference in November <hr/> <p style="text-align: center;">Concentrate on funding</p> <hr/> <ul style="list-style-type: none"> • Pass on contact of Pacific University Pharmacy School Associate Dean, a health economics researcher, and might have students looking for projects. • Concentrate on funding. 	
Next Meeting	<p>Tam will arrange another working group meeting for sometime in the beginning of January.</p> <p>Adjournment at 1 p.m.</p>		