

## *In a Heartbeat ACE Workgroup*

**Tuesday, March 20, 2007, 3-4pm**  
**Summative Notes of Meeting**

### **Attendance**

Members in attendance: Danielle Louder, Jill McDonald, Cynthia Pernice, Dennise Whitley, and Debra Wigand (Chair).

MQF staff present: Carrie Hanlon and Christopher McCarthy

### **Minutes**

The Committee approved the February meeting minutes.

### **Heart Month Press Follow-up**

Carrie Hanlon reported that MQF was holding two of the op-eds (one by Gus Lambrew, MD and one by Carol Bell and Dona Forke) written for Heart Month for future news stories related to heart attacks. She explained that the rationale for this decision was to increase the likelihood that newspapers print the op-eds and to sustain awareness about heart attack warning signs and the call 9-1-1 message.

Debra Wigand stated that EMS Week in May might be another opportunity to get print media attention for heart attack symptom awareness and the importance of calling 9-1-1. Danielle noted that the second annual HeartSafe Communities Recognition Event will be held on May 22 at the Hall of Flags in Augusta. Further details will be forwarded to the group as the event approaches.

Cynthia Pernice noted that Maine Medical Center is coordinating catheterization lab visits for EMS personnel to provide them a better understanding of the time factors for hospital personnel who care for heart attack patients.

### **Pilot—Toolkit & Training**

#### ***Recent Activity***

Carrie reported that there had been much progress with the ACE pilot with regard to a training date, pilot invitations, and the pilot magnet and logo. She stated that the pilot training date was set for Friday, April 13 from 10-1 at Medical Care Development offices in Augusta, and that invitations to participate in the pilot were sent to Healthy Maine Partnerships, Healthy Community Coalitions, hospitals, and HeartSafe Community designees. She added that organizations interested in participating in the pilot had been instructed to submit an information sheet by March 21. Danielle Louder reported that information sheets had been received from the following: Phippsburg Fire and Rescue, Cary Medical Center in Caribou, Westbrook Fire and Rescue, Med-Care Ambulance in Mexico, and CMMC in Lewiston. Danielle added that other organizations had expressed interest in participating, including the Portland Department of Public Health, and several Healthy Maine Partnerships.

Carrie noted that an *In a Heartbeat* logo was selected for the pilot based on the preferences of members of the ACE Workgroup and the *In a Heartbeat* Executive Committee. She explained that a revised mockup of the pilot magnet incorporating the pilot logo and other ACE feedback was emailed to the group earlier in the day. The group expressed its support for this magnet.

### ***Evaluations***

Debra reminded the group that based on concerns expressed about the length of the pre and post (participant) surveys, Danielle had created a summary rationale for the inclusion of the survey questions, which Carrie had emailed to the group. Debra stated that a professional program evaluator from the Maine Cardiovascular Health Program had since reviewed the pre and post surveys and suggested some changes, the most noticeable of which was the consolidation of the pre and post survey into a single post survey. She noted that Carrie had emailed the group a draft of the revised survey. Danielle added that the program evaluator supported the inclusion of the demographic questions. The Workgroup agreed that it preferred both the table format of the revised survey's first page, as well as the idea of having just one survey for participants to complete. Chris McCarthy stated he had some suggested changes to the survey question language, which he and Carrie would discuss outside of the meeting in the interest of time. Debra explained that Danielle and Carrie would make some minor formatting and grammatical changes, possibly incorporate suggested changes from Chris, and send a revised version of the survey out to the group for feedback.

### ***Budget***

Carrie reviewed a revised, more detailed budget for the ACE Workgroup, outlining the pilot, Train the Trainer statewide launch, and viral marketing as key budget areas. She explained that viral marketing was a placeholder for the time being, as the Workgroup has not committed to this outreach strategy. She noted that the viral marketing portion of the budget could also be labeled "student competition," or "provider outreach" based on whichever strategy is chosen by the group. Jill McDonald suggested that the viral marketing funds could also go toward producing public service announcements. Dennise Whitley mentioned that the FCC regulations about how often PSAs are required may have changed. Jill said she could look into that for the workgroup.

Carrie also stated that based on feedback at the February meeting, she had tentatively added budget lines for assistance to rural sites (\$125 each) for the pilot and the statewide launch. She reminded the group that while the goal and intent was for pilot sites to utilize existing resources to organize community presentations, that rural sites might face financial challenges in terms of transportation and limited community resources (i.e. public spaces for meetings). The group expressed uncertainty about committing to this idea for the statewide launch, citing concerns with administering and tracking funds and activity. The group agreed to incorporate "pilot site stipends," one-time awards to interested organizations responsible for coordinating rural pilot sites. The group agreed that the stipends would not be tracked by MQF and that pilot sites' experiences would be

used to help inform the decision of whether or not to include something similar in the statewide launch.

The group agreed that the budget could be left as is for now and should be kept fluid to allow for changes in outreach strategies selected.

### **Viral Marketing**

Carrie reminded the group that Ethos Marketing and Design would be hosting a meeting about viral marketing for the ACE Workgroup on Friday March 30 from 10-12 in Westbrook. Cynthia, Debra and Carrie confirmed that they would be attending the meeting. Dennise Whitley stated that she or her colleague Brenda Quinn would attend on behalf of the American Heart Association.

Carrie explained that the group would need to share and convey its outreach goals with Ethos at the meeting. The group agreed that recognition of heart attack symptoms and the need to call 9-1-1 immediately when symptoms begin are key ACE goals, but also emphasized the importance of understanding the reasons why time and speed matter. Cynthia suggested the group focus on raising awareness about the existence of a statewide protocol for how people are treated and the need to act fast for the protocol to be effective.

### **Next Steps**

- Next meeting: Tuesday, April 17, 3-4pm (Debra is unable to attend)
- Carrie will confirm the list of attendees for the viral marketing meeting and send attendees directions to Ethos offices
- Carrie will email any materials from the viral marketing meeting to the group
- Carrie, Danielle, and Debra will revise the formatting of the participant evaluation and Carrie will send the revised version out to the group
- Danielle, Debra, and Carrie will continue to work on the logistics of the pilot