

In a Heartbeat ACE Workgroup

Tuesday, April 17, 2007, 3-4pm
Summative Notes of Meeting

Attendance

Members in attendance: Carol Bell, Danielle Louder, and Cynthia Pernice.

MQF staff present: Carrie Hanlon and Christopher McCarthy

Minutes

The Committee approved the March meeting minutes.

Pilot

Training Summary

Carrie reported that there had been substantial pilot activity since March. She noted that one pilot training was held in Bangor on April 12, and a second pilot training was held on April 13 in Augusta. She explained that Northern Maine videoconferenced in for the Augusta training. Carrie noted that she and Danielle received very helpful feedback about the toolkit materials at these trainings, and were pleased with the turnout. Carrie noted that one of the challenges of creating signs and symptoms materials is balancing the desire to provide comprehensive information with the need to keep information clear, concise, and manageable. She stated that pilot evaluations would help shed light on ways to improve toolkit materials.

Sites and Timeline

Danielle Louder reported that the 9 pilot sites are: Cary Medical Center (Caribou), Central Maine Medical Center (Lewiston), Healthy Options Together (Bridgton), Med-Care Ambulance (Mexico), Partnership for a Healthy Community (Presque Isle), Phippsburg Fire and Rescue, Portland Department of Public Health, and Westbrook Fire and Rescue. Danielle noted that the pilot sites were fostering community partnerships, with MaineHealth supporting the Portland and Westbrook organizations' pilot sites, for example.

Danielle stated that pilot presentations were to be completed by June, with the pilot evaluations finalized and suggested revisions incorporated during the summer, in time for a statewide launch.

Site Stipend

Carrie noted that per the previous ACE meeting discussion, pilot sites had been instructed to complete an application form to receive a \$125 stipend to use toward community outreach efforts. She reminded the group that pilot site feedback about the stipend would help the group decide whether or not to include a similar incentive in the statewide toolkit launch, planned for the fall.

Marketing

Ethos Meeting Summary

Carrie reminded the group that several ACE members attended a marketing meeting hosted by Ethos Marketing and Design on March 30 and that flip chart notes from that meeting were distributed via email to everyone. She explained that at the meeting, ACE members discussed the workgroup's target audience, key messages, and possible outreach strategies. The workgroup also explored the concept of viral marketing or the introduction of an idea or message that endures without the continued support of those who initiated the concept; the message is self-perpetuating. Danielle pointed out that the meeting helped ACE members clarify that they did not want to limit the group to internet-only viral marketing because the internet reaches a limited population.

Carrie reported that as a result of ACE member feedback at the marketing meeting, Ethos would be putting together a marketing campaign proposal for the workgroup, and planned to share its proposal with the group at the May ACE meeting.

New York Times Article

Carrie added that she emailed the group a recent *New York Times* article about how the public needs to shift its thinking about heart attacks so that people being responding to heart attack symptoms just like they would to a gunshot wound or other trauma. Carrie explained that she initially learned about the article from *In a Heartbeat* Medical Director Gus Lambrew, MD and from Cynthia Pernice, and that the article had been shared with Ethos.

Logo Contest

Carrie reminded the group that the *In a Heartbeat* Executive Committee had recommended the Maine Quality Forum organize a contest for the creation of a project logo. Carrie noted that the Dirigo Health Executive Director had suggested that ACE members might be interested in taking the lead on this contest by judging entries and using ACE funds for a \$500-1000 monetary prize for the winning logo. There was mixed reaction to the idea, with Carol Bell indicating initial support for the concept and Cynthia Pernice indicating initial concern about the idea. Carrie noted that the final decision fell to the Executive Committee, which would be meeting on April 25. Due to the small number of meeting participants, no final decision was made as to whether the ACE Workgroup wished to express interest in taking the lead on this contest.

Announcements

Danielle reminded the group that the second annual HeartSafe Communities Recognition Event will be held on May 22 at the Hall of Flags in Augusta. She noted that this formal recognition of HeartSafe Community Designees falls during National EMS Week and coincides with the Maine EMS Awards.

Next Steps

- Next meeting: Tuesday, May 15
- Carrie will email the group any marketing strategy proposal materials from Ethos
- Carrie will follow-up with the Executive Committee about its desired role in the *In a Heartbeat* logo contest and report back to ACE