

AWARE Meeting
 September 8, 2008
 11 a.m. to 12:30 p.m.
 PSOB—Room 1D

Attending: Ann Thomas—AWARE Medical Director, Tam Peterson—AWARE Coordinator, Janet Brock—AWARE Support, Betsy Boyd-Flynn—Oregon Medical Association, Elise Conlee—OMISA, Leslie Currin—Oregon Department of Education, Debra Stephens—University of Portland, Jessina McGregor—OSU/OHSU School of Pharmacy, Robin Traver—OSU/OHSU Pharmacy student, Alan Bennett—FDA, Pat Kenney-Moore—OHSU Physician’s Assistant Program

OLD BUSINESS	DISCUSSION	ACTION	OUTCOME
	Welcome and introductions		
Review Last Meeting Minutes	Minutes approved with no changes.	Change draft to final.	
National & Local Program Updates	<p>Tam updated the group on program outreach and events including:</p> <ul style="list-style-type: none"> • This weekend, El Rey Spanish radio, is holding an Independence Day celebration at the Marion County Fairgrounds, and there is the Mt. Hood Health Fair also. • Tam wrote an article for the SafeKids newsletter describing the AWARE and car seat outreach pilot programs. Tam said the programs have been well received by parents, but there is still a shortage of Spanish speaking volunteers. Tam has been working with WIC for volunteers, but is seeking other sources of outreach volunteers. • Bulk mailings to providers should be mailed out next week. • El Rey is announcing radio ads. • Pat O’Neill, DHS Public Information Officer, is working on press release, which should be finished this week. • Updated flyers and bag stuffers for Get Smart Week. • With Rite-Aid executives, identified stores to do antibiotic resistance outreach with OSU/OHSU pharmacy and PA students during Get Smart week. (See List). There was discussion that some of the 3rd and 4th year students would be at locations other than 		

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	<p>those listed in the state doing clinical rotations. Students would be encouraged to do outreach and hand out info at the locations they were at, especially outstate.</p> <ul style="list-style-type: none"> • AWARE booth at the Oregon Society of Physician’s Assistant Fall conference in October. • AWARE representation at the School Nurses Association Meeting in October. 		
Review Updated AWARE Materials	<p>Tam passed around the new brochures, Rx pads, activity kits, posters and bag stuffers. Alan suggested developing pens with AWARE message Leslie suggested post-it pads.</p>		
Review radio PSAs	<p>Phil from Clear Channel Radio discussed the two commercials which will run the weeks before, during and after Get Smart week. The commercials will run in three markets, Portland, Eugene and Medford, each with a different action line depending on the market. The demographic is women 18-34 with children. The PSAs will also air on an oldies station which will reach office workers also. The first PSA’s message is that antibiotics do not prevent or cure the cold or flu. The second PSA conveys the reasons that you need antibiotics, that you shouldn’t share drugs, or stop Abx early. The scripts are still being written and haven’t been recorded yet. Phil read aloud the draft versions of both PSAs. In Portland, the action line directs listeners to the radio website where they enter the keyword “medicine.” Phil said the stations have trained their listeners to go to the website for further info on other things, like tickets. When they do the medicine search, they go to a more colorful version of the AWARE webpage on the DHS site. The Eugene station will also refer listeners to the radio website. Medford does not have that capability, so listeners will be given a phone number.</p>	<p>The team had some feedback for the PSAs</p> <ul style="list-style-type: none"> • Explain AWARE more and link it to the public health department • Remove the word symptoms • Use the generic term of health care providers to include others besides physicians. • Not to use a telephone number because the AWARE number goes to ACDP reception desk and the CDC number is a long list to go through. Refer people to the AWARE website on the state DHS page. 	
Finalizing of “Get Smart” week PSAs and Outreach	<p>Team members went around the table to say what they need from Tam for Get Smart week and other outreach in their particular areas.</p>	<ul style="list-style-type: none"> • Betsy: A brief piece for the OMA newsletter and website. • Jessina: Medicaid Prescribers and Pharmacists article; talking points for upcoming flu clinics in Benton County; brief piece for OSU student newspaper; develop 	

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		<p>specific goals for the 3rd year students who have to do 10 hours of community outreach.</p> <ul style="list-style-type: none"> • Debra: An article for the University of Portland weekly student paper and a copy of the press release. • Elise: Will contact Oregonian for an article and other newspapers in Eugene and Bend. • Pat: a short piece for the OZONE with visuals and one for OSPA • Leslie: Info for school administrators; power point presentation for school nurses. 	
<p>Finalizing “Get Smart” week outreach to pharmacies/Rite-Aids</p>	<p>Tam and Jessina discussed scheduling students for the Rite-Aid stores. Tam preferred that the students schedule amongst themselves about two students per shift. Pat said 2nd year students on outstate rotations could do the coast and central Oregon stores.</p>	<p>Students will let Tam know schedules.</p>	
<p>Wrap up Action Items/Future Meetings</p>	<p>Group members reviewed action items.</p> <p>Next meeting will be held two weeks after Get Smart week to debrief and plan for future activities.</p>	<ul style="list-style-type: none"> • Tam—get out articles, work on press release, work with student outreach. • Betsy—newsletter piece and look at other ways OMA can contribute. • Jessina—material for flu clinics; newsletters and student outreach working with OHSU PA students also. • Debra—Put info in student newspaper • Alan—Keep track of activities at FDA as they relate to AWARE. • Elise—F/U with media contacts • Pat—Get Jessina contact info for pharmacy students to coordinate with PA students. • Leslie—work with school nurses 	

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		and administrators. <ul style="list-style-type: none">• Tam will send out e-mail to schedule next meeting after “Get Smart” week.	
Adjournment		Meeting adjourned at 12:30 p.m.	