

MINUTES--DRAFT

Meeting Name:	Oregon AWARE	Location:	PSOB Room 710
Date of Meeting:	July 8, 2009	Time:	11 a.m. to 1 p.m.
Members Present:	In person: Ann Thomas, MD , Medical Director, Oregon AWARE; Tamara Peterson, MPH , Project Coordinator for Oregon AWARE; Janet Brock , Oregon AWARE Support Staff; Debra Stevens , University of Portland, Associate Professor of Marketing; George Allen , OHSU, Assistant Professor, Pharmacotherapy; Zack Brown , OSHU Pharmacy student; Lori Graber , nurse; Levita Hidayat , Scientific Affairs Liaison Anti-Infectives, Ortho-McNeil Janssen Scientific Affairs, LLC; Judy Ortiz , MHS, MS, PA-C, Pacific University, School of Physician Assistant Studies; Alan Bennett , Public Affairs Specialist, FDA, Seattle District Office.		
Meeting Facilitator:	Tamara Peterson, MPH	Recorder:	Janet Brock

Topic	Discussion Summary	Result/Action Item	Action Required Yes / No	On Point for Action
	Welcome and Introductions			
Review last meeting minutes	No changes were suggested to the minutes.	Janet will update minutes from draft to final	Y	Janet
AWARE Member Updates	<p>Tam:</p> <ul style="list-style-type: none"> • On June 3rd, Tam presented a talk to the OSU Student Pharmacy Association about AWARE activities. She said the students were receptive and enthusiastic to work on AWARE messaging at events, clinics and rotations, especially through their flu vaccine activities. • Planning to do a role playing exercise with OHSU nursing students from the Western Oregon University campus. • Linfield nursing students will do internship here at PSOB in the fall. These students have been working with new moms, and are now working with elementary schools and hospitals. Tam passed around a brochure they designed for ABX resistance awareness. They are collecting info from parents on the information provided by the 	N/A		

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	<p>students. Tam said parents have said they enjoyed learning the difference between viruses and bacteria.</p> <ul style="list-style-type: none"> • Tam has spoken with Head Start. They are interested in the childcare curriculum developed by AWARE, which emphasizes handwashing. • Tam said schools continue to use the AWARE curriculum. She is hoping to get feedback from the teachers about what they think of the lesson plan. The School Nurses Association in Oregon is also working on an article to get on their website. • Tam made suggested changes from last meeting to the logic model. <p>Janet</p> <ul style="list-style-type: none"> • Reported on the number of brochures sent out since last meeting. There were four requests for materials, one in Massachusetts, Kaiser and Clinic for samples, and one for LaPine Health Center for 50 brochures. <p>Alan:</p> <ul style="list-style-type: none"> • FDA has appointed a new commissioner and deputy, who should be more activist with an emphasis on food. The FDA changed their website to be more integrated. As far as ABX resistance, the FDA is working on labeling, partnering with Get Smart, and encouraging drug companies to develop new antibiotics. Alan also said he might be at the OMSI event in August as the foodborne bacteria. <p>Levita:</p> <ul style="list-style-type: none"> • Levita is the new support for ABX in the 	<p>N/A</p> <p>N/A</p> <p>N/A</p>		

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	<p>NW. She is taking Elise Conlee's spot in the group.</p> <p>George:</p> <ul style="list-style-type: none"> • Continue working with coordinating students in AWARE activities. <p>Ann:</p> <ul style="list-style-type: none"> • Was working in gathering insurance data on ABX use, but that project has been put on hold due to increased flu activities. • Described the various federal stimulus grants that EIP section has just applied for. The purpose of the grants is to track and create multi-center, collaborative, evidence based recommendations for hospital acquired infections. <p>Debra:</p> <ul style="list-style-type: none"> • Was working on finding websites low-income people would use to get ABX info. But thought that low-income population would not have access to web, but most have mobile phones. Debra will look into using cellphones for messaging. Alan also mentioned the CDC is using social networking sites to get info out. <p>Judy:</p> <ul style="list-style-type: none"> • Judy reported on the program her PA students did with the Hillsboro schools on ABX awareness. She received mixed feedback—students didn't feel prepared to teach, and mentoring didn't develop. She plans to revamp the program—make voluntary and do shorter time—before restarting. 	<p>N/A</p> <p>N/A</p> <p>N/A</p> <p>N/A</p>		
Events for AWARE in 2009/2010	<p>Tam listed some upcoming events:</p> <ul style="list-style-type: none"> • August: Douglas County Fair, which the nose will attend; Benton County Health 			

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	<p>Fair, OMSI Public Health Week</p> <ul style="list-style-type: none"> September: Oregon Pharmacy Association Conference. October: Oregon Science Teachers Association, Get Smart Week December: Handwashing Awareness Week. Plan to do a poster contest. Most of the promotion will be handled through the PHD Community Outreach Coordinator. 			
Public outreach/messaging for the upcoming cold/flu season	<ul style="list-style-type: none"> Tam described an advertising promotion KATU-tv presented to her. It would involve finding partners, i.e., hospitals, pharmacies, to chip in to make one campaign for AWARE. KATU would help produce the 30 second PSA which would run through September to February. The cost would be about \$1,000 to \$2,000. Tam hasn't found a sponsor yet and encouraged members to share any ideas. Tam presented a package from Clear Channel to do bulletin board advertising-- 4 weeks at 16 boards in the PDX-Salem area would be \$10,000, or 8 weeks at \$20,000. There was some discussion about where the most effective place is to put the dollars: <p>Ann wondered if the same ad used in the movie theaters could be used in other media or if Regal Theaters or AWARE owns the content. Other suggestions included: looking into the tv monitors at Albertson's checkout; audio announcements in grocery stores; targeting stores that have pharmacies; local talk radio show, Think Out Loud; pens to hand out to doctor offices;</p>	<p>Tam will put together a list of options from the discussion for the group to rank and give feedback on by e-mail.</p>	Y	

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	messages on hold.			
Data Collection	<p>“Take back” drug program failed in the legislature. This bill would have required drug companies to take back drugs at no cost to consumers.</p> <p>Tam reported on results from a questionnaire to doctors on whether the info sent out last September was useful. She has received 240 responses via Survey Monkey. Tam passed out a handout of a numerical summary of the results.</p> <p>The prescription monitoring program has been moved from the Oregon Pharmacy Board to DHS Injury Prevention Epidemiology. Right now it is focused on addictive or drugs overdosed on. Tam said the manager, Lisa Millet, is interested in including ABX once the program is up and running.</p> <p>AWARE Questionnaire feedback. Tam passed out a Pre and Post test questionnaire to have people complete when doing outreach. She asked for feedback.</p>	<p>Tam will compile list of comments from the survey and distribute.</p> <p>Members will provide feedback</p>	<p>Y</p> <p>Y</p>	
Action Items	<ul style="list-style-type: none"> • Followup with Pacific University Pharmacy School contacts • Send articles or publications for Antibiotic Awareness Week to Tam as soon as possible. • Think of people or sponsors to help with PSA's. • Measure effectiveness of message; contact market research company to see if they would do pro bono work. 	<p>Judy</p> <p>All</p> <p>All</p> <p>Debra</p>	<p>Y</p> <p>Y</p> <p>Y</p> <p>Y</p>	
Adjournment	Meeting adjourned at 1:10 p.m.			

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NEXT MEETING	<p><u>Date & time:</u> To be determined, possibly late August.</p> <p><u>Location:</u> TBA</p>			