



**Public Education Committee
Meeting Minutes
11 May 2011**

Attendees:

Gail Stolz, SOA Diabetes
Russ Stevens, Heart Disease/Stroke
Lisa Sauder, AHA
Barb Stillwater, SOA Diabetes

Janice Gray, SOA Heart Disease/Stroke
Deborah Corker, Alaska Health Fairs, Inc
Clint Farr, SOA Heart Disease/Stroke, Epidemiology

Know Your Numbers Campaign

- Reviewed changes made to the Know Your Numbers Health Fair handout.
 - Changes were accepted
 - Need to add tobacco use to the handout
 - Uses: Health Fairs, physician offices
- Make sure that the campaign is integrated, not just the recent focus on the Health Fair handout.
 - People also need to know about health risks with one place to collect their numbers, learn their risk, and develop a plan to act on it.
 - Needs to be part of a larger awareness campaign (such as an annual campaign) using the Australia Know Your Numbers campaign as a guide.
 - Drawback to Health Fairs as a venue – may only be reaching the “worried well” not all of the target population, may be too much data to collect at that venue
- Could we use national health months as a focus for the number elements?
 - **March** – National Nutrition Month
 - **May** – National Physical Fitness Month, **April** – spring week (everybody get active)
 - **February** – American Heart Month (everybody get blood pressures)
 - **September** – Cholesterol Awareness Month

American Heart Association

- Lisa Sauder discussed the plans for the American Heart Assn and how they could fit together with the Public Education Committee plans
 - AHA is focusing on *The Simple 7* that includes cholesterol, BP, weight, diet, activity level, smoking, blood sugar in an online assessment.
 - *The Simple 7* can be found at <http://mylifecheck.heart.org/>

Next Meetings:

- Need to decide on a regular meeting time and date. Group agreed to continue on Wednesdays, **Third Wednesdays of the month at 1400.**
- Next scheduled meeting June 15, 2011, 1400-1500