

MEETING MINUTES
CCN Communications Subcommittee
Thursday May 8, 2003
Panorama Room, Main Floor, 1509 Centre St. S

Attending:

Suzanne Galesloot, Maria Lee, Andrea Licursi co-chair, Nicola Stevens co-chair, Kathy Hildebrand, Annette Robertson, Anna Barkman, Laura Fitzgerald and Al Lawrence

Regrets: Aundrea Dersch, Emily Alstad, Kelly Blackshaw, Shahnaz Davachi and Judy Backlund

1. 6:45pm meeting called to order.

Agenda was approved.

2. Approval of Friday March 14, 2003 minutes

Minutes approved.

3. Presentation by Al Lawrence, Calgary Fire Department (CFD)

- Laura Fitzgerald introduced Al Lawrence from the CFD. Al has been with the CFD for 25 years and has taken over the High Blood Pressure (HBP) screening program. Pfizer solely funds the program.
- Al gave a presentation of the HBP screening program offered by the CFD. There are 31 fire stations within Calgary offering the BP screening program from 1-9pm every day. It is available to all public – very convenient, provides a resource for the community and reduces the demand on the health care system. CFD can do repetitive testing. To date they have collected between 26 000 – 27 000 individual screenings on blood pressure.
- Program History: based on a program offered in Hawaii. Medically approved and directed. Legalities were sought out. Equipment is mercury and all firemen are trained and have annual recertification.
- BP Program Extensions – manometer testing for the CFD and public. School programs, sports medicine programs, workplace venues (Enmax, Telus, SMED, etc.), wellness fairs (e.g. CARP), BP lectures, seniors' facilities.
- CFD is a National Training Centre for Clinical BP Measurements.
- In Spring 2002, CFD launched the Cholesterol Program (CP). Started with 4 venues and limited hours. They completed 377 screenings with little effort. Currently have 7 stations offering CP from 1-9pm.
- Discussion and questions followed regarding the program.

4. Canada's Association for the Fifty Plus (CARP) request

- Annette and Kathy spoke to the CARP event on June 4th.
- Annette said there is not a lot to use from a CCN perspective at a booth – just the bookmarks and the CCN information sheet. She contacted Al to have the BP screening program involved. Kathy will be representing the Canadian Lipid Nurse

Network along with CCN. Annette spoke of the booth situation and that CCN needed some visual attraction for CCN. Discussion followed on how we can best serve the CCN mandate and the primary goal of directing traffic to our web site via the bookmarks. It was suggested we have some CCN signage present to attract people to the display.

- Discussion followed on how to engage CCN members to promote CCN along with their own organizations when attending conferences and events.

ACTION:

Maria - to develop a poster panel promoting CCN and the web site that can be used at CARP and the AGM.

Nicola – give Maria sizing of display board

Al – volunteer display board at CARP event

Annette - follow-up with Maria on coordination regarding printing and costs.

6. Annual General Meeting

Suzanne gave an overview of the AGM to date. She distributed an information folder containing draft pre-AGM and AGM communication material.

- The second notice of the AGM will go out the week of May 12th via email in a PDF file. The PDF will include an invitation notice, agenda and registration.
- Registration package includes several pieces of information – CCN contributors and sponsors, CCN information sheets, Executive Summary of CCN Achievements, CFD blood pressure program

ACTION:

Responses to Suzanne are required by 9:00 am Wednesday, May 14th.

ALL to proof read over the 3 pieces for second notification – see Suzanne’s email May 9th.

There were three other requests to accompany this review:

a) **A message for the subject area - to attract attention**

b) **Targeting messaging for the body of the email message** - to highlight the 3 components of the event: i) workplace ii) changing environment for Chronic Disease prevention and iii) CCN update and AGM. (Please note - due to limited time at the meeting - and involvement in setting the agenda - we did not have the opportunity to explore the content further - however, in some reflection after the meeting - although the topics might attract different audiences - the topics do have cross-over and potential interest for both. Perhaps the issue is more in the descriptions for the topics verses the topics themselves).

c) **"Name/Title" - for the event.**

Laura – to draft an email notice promoting the AGM

Response to Suzanne appreciated by Friday, May 16th if possible.

Meeting Package Information to give out at AGM – see Suzanne’s 2nd email May 9th

Please review for errors or omissions:

- 1) CCN Mission, Vision, Strategic Priorities
- 2) CCN Resources and Materials

3) CCN Contributors and Sponsors

Promotion of the CCN Annual Event.

ACTION: ALL

"Communication Vehicles for the CCN Annual Event" - committee members were going to look at this file and provide names and contacts where possible for who could "pass the message forward." See Suzanne's 3rd email May 9th.

ACTION:

The following are individual "AGM duties" that members volunteered for:

Kelly - to coordinate all aspects of speakers and venue (set-up, catering, etc)

Suzanne - to coordinate messages to CCN members, messages to those to "forward" the message on, registration for the event, meeting packages and volunteers needed at the event.

Andrea - to draft evaluation form for the event

Nicola - to coordinate displays at the event (offer limited to CCN Committee members)

Anna - to "man" the registration table. At least one more volunteer needed. I believe Andrea was to see if the student/intern working with her at this time would be available. Kathy was to see if she would be able to assist. Start time ~7:30 a.m.

Maria - to format/develop a Mast Letterhead to print the above information sheets on

Al - to provide colour copies of info sheet on a) CFD Blood Pressure Screening and b) CFD Cholesterol Screening Programs

Kelly to provide Speaker Bios - and talk summaries

Andrea - to bring forward issue of Media (invitation to the event) to the SC on May 15th.

Suzanne to follow-up with SC regarding volunteers for: Introducing and thanking speakers, minutes of meeting/event, photographer and AGM Content

7. Next Meeting – Tele-conference AGM debriefing and follow-up

Thursday June 12 @ 1:00-2:00pm

Phone in number: 1-866-563-3846

ACTION: Access Code to be confirmed by Laura Fitzgerald