

**CALGARY CARDIOVASCULAR NETWORK
COMMUNICATIONS COMMITTEE Meeting
Wednesday, November 5, 2003, 1:00-3:00pm**

Present: Suzanne Galesloot, Andrea Licursi, Nicola Stevens, Anna Barkman, Annette Roberts

- 1. Agenda approval**
- 2. Minutes of September 16, 2003 accepted**
- 3. Update from the last steering committee**

Thanks to Annette for attending this meeting.

 - Revisited expending name and mandate to Chronic Disease. This issue was not resolved. Issue is around scope and manpower.
 - Request for committees to report back to steering committee re annual work plan (short and long term)
- 4. Business arising from Minutes**
 - Suzanne attended Alberta Heart Health Road show and presented poster.
 - Anna will be attending the meeting with Heart & Stroke on Dec 11.
 - Andrea has not had a chance to draft a welcome letter for new members
Action: Andrea will have done for the next steering committee meeting – Dec 11.
 - Suzanne has not had a chance to work that needs to happen with committees. She will do this after the CLANS workshop as things may change after this meeting.
 - Letter of Acknowledgement for people who want to join committees:
Tabled.
 - Promotion of slide kit:
 - i. Annette has spoken to Norm Campbell – he will take this issue up with the hypertension committee.
 - ii. Discussion centered on our role with these slides.
 1. we are not responsible for presentations
 2. the hypertension group will keep the slides updated
 3. Annette will act as a liaison from our committee to the hypertension group. Annette will not be able to attend meetings till after Dec 12. Approved by committee.
Action: Annette will contact Norm Campbell's secretary regarding the next meeting.
 - Cultural Diversity and Communications
 - Shahnaz was asked to speak to applicability of our web site for the Calgary Indo Asian Population.
 - Not aware that there are any Canadian web links specific to this population. Would need to go out of country and often

they do not reflect the Canadian standards etc. Accuracy is an issue that must be considered.

- Very few people are web illiterate although there are some wealthy communities who do use computers but this group is small. Most do not access the internet.
- Shahnaz will look at the web site and see if it is user friendly for those who do speak English.
- There may be a place on our web site for professionals to develop an awareness of the Indo Asian Diabetes Project.

5. CLANS inventory map –

Suzanne: Initiated by CCN steering committee. It was initially funded by Health Canada and since then additional funding by Becal. The CHR is highly involved.

Kelly is attending the workshop and representing the Communications Committee. Need to keep an ear for what role the committee could play in the future.

Document which is currently being developed for this workshop: Active Living, Healthy Eating and Tobacco Reduction but it is not finished. The potential goal for our committee is putting the material on the web site and possible changes made while online...or it may be just a place to keep the material. At this time there are no implications for our committee.

Action: CLANS will be put back on the next agenda.

6. Item tabled from last meeting: 2004 Annual Event

Suzanne: One of the steering committee (Rob Crooks) will take on the role of organizing the annual event. Rob is speaking to Jeff.....

We would like a liaison from our committee to this event. Liaison may need to be starting early next year as the workshop will likely be in June again. Annette is potentially interested in being involved. Hopefully Kelly will bring more information to us after the next steering committee re what will be the commitment for this person.

Action: Nicole will talk to Kelly.

We need to know what our role is in this event. We need to be able to articulate this. **Ideas:**

- We need to be involved in organizing the media release and media release with a contact for further information.
- Need to advertise in the Calgary Herald – perhaps putting budget aside for this purpose.
- Finding a sponsor to promote the annual event.

- Calgary Health Region communications person may be able to give us some assistance re getting messages out to people.
- We develop or write a news release and arrange to have it sent to the media not send out invitations to individual persons (beyond the media).
- Identify means of delivering the message.

7. **Planning the next 12 months**

Short term objectives

- Review web sites re culture and other perspectives
- Creation of sustainability of the web site. Look at partnerships around updating and maintaining current links. Perhaps we could partner with organization who CCN has close links.
- Reexamine how we best reach the public?
 - How do we promote the utilization of the web site?
 - Is the web site really the best means to promote health?
- Welcome package and communication of annual events.

Action: We will put this back on our next agenda.

8. **Other business**

- Suzanne reminded us again about the Healthy Living Network workshops being sponsored this week. This came out with the last member update of Oct 4th

9. **Next meeting:** January 15th at 1700 -1930 hours. Catered supper and meeting. 1509 Center Street South.