

**CALGARY CARDIOVASCULAR NETWORK
COMMUNICATIONS COMMITTEE Meeting
Thursday January 15 5:00-7:30pm**

Present: Suzanne Galesloot, Andrea Licursi, Nicola Stevens, Anna Barkman, Annette Robertson, Linda Cuda, Emily Alstad, Kelly Blackshaw, Maria Lee

Regrets: Shahnaz Davachi, Laura Fitzherald, Kathy Hildebrand, July Backlund

1. Agenda approval & Minutes from November 5, 2003

2. Meeting Updates

Steering Committee Update: Kelly Blackshaw

- Discussed the annual event. Rob Crooks from City of Calgary had been leading this event; however, Rob has stepped down from the CCN Steering Committee due to a change of role at work. Kelly had agreed to work with Rob on the annual event - not sure if there will be a replacement at this time.
- SC has requested all CCN Committees ensure that socio-economic inclusion (CLANS workshop “priority issue” is addressed in their work plans.
- Kelly mentioned the potential changes with CCN being more inclusive ? not sure what this refers to?
- Committee updates were given for all CCN committees.
- An additional event is being planned. February 24th at the legislature in Edmonton there will be a health promotion event with some key partners – including the CCN and Calgary Fire Department for the MLAs.
- CCN was one of the panel presenters at the AHLN Framework document launch. CCN will attempt, where appropriate, to link strategies with the Alberta Healthy Living Network Framework
- Suzanne indicated that at the Sept 2003 SC meeting the June 2003 SC decision regarding an expanded scope of CCN, and potential name change and broader mandate was put on hold. At this point, the decision is for CCN to keep its original focus on CVD and heart health, with the Primary Prevention Committee focusing on the broader healthy eating and active living health promotion initiatives.

HSF Meeting: Emily Alstad

- Emily Alstad, Anna Barkman and Suzanne Galesloot met with Patricia Hanna and Dianna Northcott from HSF. HSF was much more receptive and have changed their focus to risk prevention. Several things were identified with cross over with CCN. There was interest to another meeting and collaborating together on some things.

Items Identified:

1. Have links to each others web sites and include announcements regarding HSF on our bi-monthly newsletter when appropriate. Announcements such as: door-to-door campaign, promotion of HBP slide kit
2. Train the trainer. Invite HSF to HBP sub-committee meeting and to see if there is potential to position someone at the SC level with HSF.

Action: HSF were going to review the slide kit.

Smoke-Free Calgary: Linda Cuda

- Purpose is to maintain and enhance membership of smoke-free (SF) Calgary.
- Develop and promote SF establishments and businesses. Jan 19-14, 2004 is SF week. They have established a SF database for businesses www.smokefreecalgary.com
- Maintain and enhance the web site
- Increase profile of second hand smoke – have received a \$50, 000 grant
- Support other smoking cessation efforts and other provincial initiatives.

Discussion followed on linking the communications committee with SF Calgary i.e. www linkages

Action: Linda to send message to Maria & Suzanne regarding new improve SF www database

3. Committee Plan

Kelly reported: SC no feedback

Key points for the committee to work on were discussed:

- Website: need to review, sustain and increase traffic to www
- Annette and Kathy will be attending the American Cardiology Conference in Mar 04 and can promote the book marks. Discussion followed on promoting the bookmarks to the cardiology units a Foothills hospital and other avenues.

Action: Annette is to speak to Judy Backlund to confirm positioning of bookmarks with patient teaching packages.

Action: Linda expressed that she would be able to add the CCN info page to the SF Cessation packages.

- New Members: completion of welcome package for new CCN members.

Action: To have a finalized welcome package for next meeting. The welcome package will be piloted on Linda Cuda.

Andrea to send label dimensions to Maria for a return label with CCN colour logo.

Andrea offered to print off the return labels at Alberta Pork.

- Assist with promotion of slide kit
- SC wants CCN membership list kept updated

Discussion followed on needing to review workplan to accommodate next years budget. Messaging was left for next meeting when Laura could be present for input.

In the interest of time and after much discussion, it was decided we need to have a tele-conference meeting solely dedicated to committee plans and promotion of slide kit.

4. Clans Planning & Inventory – not discussed due to lack of time.

5. Next meeting: Teleconference 2 Dates Proposed:
January 27 **or** February 3 between 1:30-3:30pm

Focus to be on messaging and promotions.

Action: Nicola to confirm date, time and call in number