



## Education and Awareness Team Notes

March 6<sup>th</sup>, 2018

Dan Leong, Team Lead

**Attendees:** Dan Leong, Katie Heggemeier, Connie Satzler, Miranda Steele, Anna Johnson, Allison Alejos, Cindy Olson, Mary Beth Warren

1. Welcome and Introductions: Dan welcomed the group and members introduced themselves.
2. Updates and Announcements
  - a. IKC Speaker Dinner – June 13<sup>th</sup>: Dr. Sean O’Leary from University of Colorado Denver will be the speaker. (Other speakers would not be available for the dinner.) Mary Beth thinks the timeframe we have used in the past would work. After Thursday, they should be able to send out a draft of the conference schedule. Dr. O’Leary will be speaking at the conference on addressing vaccine hesitancy.
  - b. Community HPV Education (“Someone You Love”) Events: The following updates were provided by E&A Team members:
    - Dan: ACS is working on a public launch around Mission: HPV Cancer Free. [Cancer.org/hpv](http://Cancer.org/hpv) Looking at targeted campaigns with some of their volunteers. Looking at a Someone You Love viewing during the summer (June, July, or August) and/or a viewing at Via Christi in Wichita with the Patient Advisory Group.
    - Mary Beth: First year that AHEC is sponsor for the Health Occupation Student Association. Beginning 7/17, the AHECs are the state advisor for the Kansas affiliate. Working with them for next school year on showings for HPV awareness showing in the schools.
    - Allison: Student started a new social media campaign, Two Shots to Beat Cancer. Background: <https://teamvaccine.com/2018/02/26/two-shots-to-beat-cancer-how-one-teen-is-fighting-back-against-hpv-related-cancers/> Campaign website: [www.twoshotstobeatcancer.org](http://www.twoshotstobeatcancer.org)
    - Dan: [cervivor.org](http://cervivor.org), website with stories around cervical cancer.
3. 2018 Conferences and Exhibits
  - a. Updated Conference Listing: See updated listing emailed out.
  - b. Conference Workers: Barbara could probably work April 4<sup>th</sup> in Wichita and April 27<sup>th</sup> in Lawrence. Allison will check with Phil about helping Barbara with both of those. Cindy can work the KAFP conference in Overland Park on 14<sup>th</sup> and 15<sup>th</sup>. Send out again to the full coalition for help with remaining conferences.
  - c. Conference/Exhibit Materials
    - i. Review suggested formatting updates to make handouts more distinctive: Committee discussed changes; those look good.

- d. Promotion of Tdap toolkit at Kansas Immunization Conference: Will promote. Will see how the new toolkit works with all of the materials we are continuing to add. We may need to continue to adjust and prioritize our table displays. Plastic display holders for materials are helping.
- e. Conference speaking opportunities? Looking to explore speaking opportunities. Dan is exploring the KU Family Practice residency one to see if we could have a speaker vs. an exhibit at that one. All: let us know if you are aware of opportunities in this area.
- f. Other/Next Steps: Recommend all workers have a laptop and have the website up. Be sure to ask the workers to do that.

Test website on the smartphones again. Do we need to make any adjustments so the website looks better from smartphones or tablets?

Power? Access to power has seemed to work okay so far. We don't necessarily need to pay extra for it at this time. We can monitor this going forward.

#### 4. Social Media Expansion

- a. Report: Reviewed report from EnVisage.
- b. Staff Recommendation: Connie reviewed the staff recommendation for social media expansion, and the group discussed. The group suggested moving forward with the recommendation to start with a Twitter launch. If we have a lot of anti-vax groups, we may reconsider. Others commented that we need to be the science-based educators on this and that we should not back down. Move forward with recommendation. Do a trial period, and see how it goes.
- c. Next Steps: What about developing an app that has the same materials as are on the toolkit to make accessible to providers? As a first step related to IKC toolkits, EnVisage will do more testing on the website regarding ease of accessing the resources via a smartphone.

IKK had developed a provider in conjunction with KAAP. It is on the KAAP website. IKC had recommended updating the manual and the app, but it will take some significant KDHE staff time to go through that thoroughly to identify updates. Now that some of the KDHE staffing positions have been filled, it is on Allison's list to update.

5. Videos of Kansas-Specific Stories: Check with KDHE about producing the videos in-house. ACS does video production, too. We can define the content. Volunteers to work on this? Barb, Dan, and Philip Harris in Barb's bureau. It may be Cindy instead of Barb, but one of them can serve. Limited time left to discuss, so discuss this more in-depth at the next meeting, then move on from there.
6. Next Meeting: Tuesday, April 3<sup>rd</sup>
7. Adjourn: Dan adjourned meeting.