

## Time Critical Diagnosis (TCD) System -- Public Education Work Group Charter (4/9/2010)

**Mission:** To develop a coordinated public education campaign for use by statewide, regional and community agencies and groups to promote the TCD system and increase awareness regarding the importance of calling 911 without delay when trauma or symptoms of stroke or STEMI occur.

### Current situation

- Hospitals have independent public education approaches.
- Missouri generally not system-oriented.
- There are a plethora of related messages competing for the public's attention.
- Missourians demonstrate good knowledge of common symptoms and intent to call 911. However, knowledge of symptoms does not translate to recognition of heart attack or stroke and actually calling 911.
- Very limited public understanding of the TCD system.

### Benefits of coordinated campaign

- Unites community approaches to create an integrated statewide campaign that will have broader reach and impact to
  - Increase use of 911 without delays and
  - Increase recognition of symptoms.
- Leverages community efforts and saves time and effort since research and investment for statewide campaign available for all.
- Helps designated centers meet outreach and public education requirements.

### Work Group Member Expectations

- Actively participate in scheduled meetings via webinars.
- Read preparation documents for discussion.
- Gather input from colleagues and represent agency's position. Share information and progress with colleagues to keep them apprised of efforts.
- Follow guiding principles for meeting discussions.
- Contribute to outcomes and end products.

### Core tasks:

- Identify TCD messages to prompt desired actions and behaviors.
- Develop messaging strategies to reach priority public audiences.
- Develop materials and tool kit to help partners conduct effective campaigns.
- Plan coordinated launch of campaigns.
- Provide technical assistance for those conducting campaigns.

- Evaluate and retool as needed.

### Differences between tasks for public and professional education work groups

#### Public education

1. Develop and make available core TCD messages for use with public.
2. Develop resources and materials for agencies and groups to conduct coordinated statewide TCD system, symptoms and 911 campaigns.

#### Professional education

1. Adapt TCD system messages for use with professional audiences.
2. Develop and implement professional education plans.

### Scope of the project

- Little or no additional funding available—participants' time and contributions and existing DHSS public information staff will inform and support campaign development.
- Will span all three arms of TCD system—trauma, stroke and STEMI.
- Approximately one year project for development and launch of statewide campaign at which time public education efforts will be evaluated to determine best approach for long-term support of public education for each specific TCD arm.

### Unintended consequences that want to avoid:

- Lack of buy-in to coordinated campaign.
- Insufficient statewide participation, no improvements in effectiveness.
- Further confusion or dilution of efforts if yet another set of messages.

### Desired outcomes and end products

1. Coordinated and sustained campaign that improves awareness and behaviors of priority populations regarding
  - a. TCD system and its benefits,
  - b. Trauma and stroke and STEMI symptom recognition, and
  - c. Decreased delay in calling 911.
2. Public Education resources for coordinated campaign
  - a. Readily accessible materials (posters, press releases, etc),
  - b. Tool kit to conduct effective campaign, and
  - c. Coordinated launches.