

## TCD Public Education Work Group Meeting Schedule--UPDATED 4/28/10

**Short version of Mission:** To develop coordinated, statewide TCD public education campaigns to increase use of 911 without delay.

Meeting	Date	Agenda Items	Resources Needed for Meeting
3	4/14/2010 3:30-5:00 PM	<ul style="list-style-type: none"> <li>• Work Group Charter and Mission Statement (Liz &amp; Anita)</li> <li>• Ground rules ((Liz &amp; Anita)</li> <li>• Roles of Members (Liz &amp; Anita)</li> <li>• Define priority population (Shumei Yun)</li> <li>• Review future meeting dates and timeline (Liz &amp; Anita)</li> <li>• What does your institution want from this effort? (Group Discussion)</li> </ul>	<ul style="list-style-type: none"> <li>• Team charter with mission statement</li> <li>• Ground rules from TCD meetings</li> <li>• Meeting schedule</li> <li>• Priority population handout</li> </ul>
4	5/12/2010 3:30-5:00 PM	<ul style="list-style-type: none"> <li>• Core messages on purpose of <b>TCD system</b> [Public Information (PI)]</li> <li>• The Vandiver Group TCD System Videotape and potential uses.</li> <li>• Discussion and approval of key content for messages (Moderator--PI)</li> </ul>	<ul style="list-style-type: none"> <li>• April Meeting Highlights</li> <li>• Core TCD messages-handout</li> <li>• Revised schedule</li> </ul>
5	6/9/10 3:30-5:00 PM	<ul style="list-style-type: none"> <li>• Market insights and strategy recommendations for priority populations (PI staff)</li> <li>• Select key strategies within scope of project resources (i.e., no \$ for TV)</li> <li>• Begin discussion on types of materials to be developed regarding the TCD system</li> </ul>	<ul style="list-style-type: none"> <li>• Updated core messages</li> <li>• Marketing and strategy considerations for priority population-brand, call to action, settings, communication channels, etc.</li> </ul>
6	7/14/2010 3:30-5:00 PM	<ul style="list-style-type: none"> <li>• Continue discussion on types of materials to be developed</li> <li>• Review preliminary themes and campaign materials</li> <li>• Explore focus group testing by pilot groups</li> </ul>	
	August (no meeting)	<ul style="list-style-type: none"> <li>• Material development and testing</li> </ul>	<ul style="list-style-type: none"> <li>• Conduct focus group testing of key messages and materials.</li> </ul>
7	9/8/10	<ul style="list-style-type: none"> <li>• Feedback from pilot testing</li> <li>• Review final set of materials to be developed</li> <li>• Identify items and resources needed for toolkit</li> <li>• Review timeline and coordination for launch of campaign</li> </ul>	<ul style="list-style-type: none"> <li>• Use online survey to explore preferences and types of items in toolkit?</li> </ul>
8	10/13/2010 3:30-5:00 PM	<ul style="list-style-type: none"> <li>• Plan logistics for coordinated launch</li> <li>• Compile Evaluation Plan</li> </ul>	<ul style="list-style-type: none"> <li>•</li> </ul>

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Meeting	Date	Agenda Items	Resources Needed for Meeting
9	11/10/2011 3:30-5:00 PM	<ul style="list-style-type: none"> <li>Continue discussion on arrangements for coordinated campaign on the TCD system</li> </ul>	<ul style="list-style-type: none"> <li>Campaign materials (e.g., brochures, website items, TV and radio spots, newsletter inserts, ads)</li> <li>Toolkit (e.g., news releases, guidelines for use of materials)</li> <li>Timeline, participants and respective tasks</li> </ul>
10	12/8/10 3:30-5:00 PM	<ul style="list-style-type: none"> <li>Finalize arrangements for coordinated campaign on the TCD system</li> </ul>	
11	1/12/11 3:30-5:00 PM	<ul style="list-style-type: none"> <li>Launch Month—begin TCD campaign activities</li> </ul>	
	February 2011	<ul style="list-style-type: none"> <li>Conduct campaign activities</li> </ul>	
	March	<ul style="list-style-type: none"> <li>Evaluation and plan next steps.</li> <li>Finalize 2011 calendar and activities for public education</li> </ul>	
	2011 Proposed activities	<ul style="list-style-type: none"> <li>Present leading <b>911</b> messages (3-5) and background (PI person)</li> <li>Discussion and vote on top message.</li> </ul>	<ul style="list-style-type: none"> <li>Priority Population Market insights, effective ways to reach</li> <li>911 messages</li> </ul>
		<ul style="list-style-type: none"> <li><b>STROKE</b>—present top 3 messages (PI Person)</li> <li>Discussion and vote on top message</li> </ul>	<ul style="list-style-type: none"> <li>Priority Population</li> <li>Stroke messages</li> </ul>
		<ul style="list-style-type: none"> <li><b>STEMI</b>—present top 3 messages (PI Person)</li> <li>Discussion and vote on top message</li> </ul>	<ul style="list-style-type: none"> <li>Priority Population</li> <li>STEMI messages</li> </ul>
		<ul style="list-style-type: none"> <li><b>Trauma</b>—present top 3 messages (PI Person)</li> <li>Discussion and vote on top message</li> </ul>	<ul style="list-style-type: none"> <li>Priority Population</li> <li>Trauma messages</li> </ul>

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