



Rochester Epidemiology Project Community Advisory Board Meeting Notes April 25, 2013

In attendance - Board Members: Helena Abrom, Chris Burdick, Marie Cano, John Doyle, Joanne Ericksen, Leo Evans, Mary Lamprecht, Laura Mix, Liz Morice, John Tierney, David Trester, Dennis Uthke, and Sonia Winslett

In attendance – REP Team: Barbara Yawn, Barbara Koenig, Walter Rocca, Jennifer St. Sauver, and Lori Klein

The meeting began with dinner and informal discussions. We all shared the last time each of us had visited a library as we got to know each other a little better. Other discussion items included:

- Barbara Yawn noted a handout titled “REP: Approval and Training for Researchers” has been created in response to questions from board members. Barbara Koenig offered to cover this document in more detail and/or answer questions related to the content – please let us know if you’d like more discussion around this topic or if you have specific questions.
- Barbara Yawn showed a sample of the “members only” portion of the REP website to be used by community advisory board members. The sample illustrated a main menu of content including items, such as REP info, meeting agendas, meeting handouts, bio & picture of board members and bio & picture of REP team members.
- Barbara Yawn provided an update on REP expansion activities:
 - There are currently 4 dental clinics actively collecting research authorization: Trulson Dental Clinic (Stewartville), Apollo Dental Center, Lakeside Dentistry, and Calcagno Dentistry (Rochester).
 - Rochester Clinic has recently joined the REP expansion and is scheduled to start the research authorization this summer.
 - There are approximately 6 other medical and/or dental providers as well that are in discussions with the REP team regarding participation in the REP expansion activities.

Dr. Cindy Leibson provided an update on REP related studies. Dr. Leibson focused on recent trends in the prevalence of coronary disease and diabetes.

Barbara Yawn reviewed parking lot questions from the 1/24/13 meeting including:

- What is the procedure for new employees to learn the process?
 - Each new employee’s training includes extensive human subjects training with testing before they can begin work.
 - Each employee has HIPPA training and must pass test
 - Each employee has a training session on the REP specifically (2 to 4 hours)
 - Each employee has training on specific issues as required

- Nurse abstractor's training include medical records training at Mayo and OMC
 - Administrative staff have training on REP publications
- **Training will now include training related to community advisory board.
- What is the process for sign out when no longer an employee?
 - Each employee turns in ID card
 - Each employee's access to computer login is terminated
 - Each employee has the studies they are working on reviewed and all data removed from their computer and drives
 - Each employee has an exit visit related to concerns and education about continued need for patient confidentiality
 - Concern about there being no blind on the back window at research center
 - The person working at the desk in center of hall has moved
 - All employees now in offices or cubicles without line of site from outside.
 - Should the group consider renaming the community advisory board (CAB)?
 - No final decision but suggested they might like to be called the REP Community Board.

A discussion about the communication strategy began with a review of the last meeting's brainstorming session in which board members generated a large number of ideas to assist in raising awareness and increasing education about the REP in the community. A sample newsletter-type document (research brief) was introduced as another tool to use with various target audiences. The board members were split into 2 smaller groups for further refinement of the communication strategy.

GROUP A – LED BY BARBARA KOENIG

Group A determined that the communication strategy should first address “community impact.” The group used the list of ideas from the 1/24/13 meeting and prioritized into 5 categories:

Note: (1) indicates the activity is “most urgent/easiest” – first priority

- Health fairs and booths
 - Booths staffed by community board members or REP staff (1)
 - Create standard exhibit
 - Recruit/inform at county fairs
 - Salvation Army and Hawthorne and other new sites (1)
 - PALiR – Rochester (1)
 - Faith based organizations (1)
 - Parish nursing (1)
 - Senior Centers
 - Public Library
 - Skyway/Food Court
 - Gay Pride Event (1)
 - Project Community Connect
 - Mayo Clinic & Olmsted Medical Center media services to publicize REP research locally (already happening) (1)
- Local employers
 - Hormel Institute

- Other Clinics (RCTC, etc.)
 - School Clinics
- School and speaker's bureau
 - Rotary club
 - Chamber of Commerce
 - Workforce Center
 - Fine arts community and theatre
 - Adult and community education organizations
 - School systems – annual STEM event
 - School systems in Rochester & surrounding communities
- Strategies for diverse communities
 - Public access television station; special language stations
 - IMAA (Intercultural Mutual Assistance Association)
- Social media and Paid Advertising
 - Twitter, Facebook, blogs (1)
 - Commercials on television
 - Newspaper advertising, articles

GROUP B – LED BY BARBARA YAWN

Group B determined that the communication strategy should first address “impact on public.” Also recommended is that the key messages should address the following:

1. The REP exists
2. Your records are likely in the REP
3. A lot has been learned due to the REP
4. Research authorization – opt out/get in (unique populations, e.g., 18-22)
5. REP is unique resource and source of pride

From the messages above, the group agreed that the most important aspect to address is the impact on the public by highlighting the outcomes and affect on the public. Examples of effect on public include improving health by decreasing death, doctor visits and costs. The target audience is everyone in southeast Minnesota.

Methods for executing the communication strategy include the following:

1. Social media
 - a. Facebook
2. Advertising
 - a. Ad in newspaper
 - b. Local television and radio stations
 - c. Billboards
 - d. Information posters (library, lunch lines, public space – schools)
3. County fairs
4. Bumper stickers
5. Website

Next meeting: The community board members expressed interest in meeting within a month or so, however, the earliest date we could arrange is: **July 16, 2013 at 5:30pm**; Olmsted Medical Center, Northwest Clinic (5067 55th Street NW, Rochester, MN 55901)