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## M E E T I N G M I N U T E S

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### National Chlamydia Coalition Public Awareness Committee Meeting

Tuesday, September 13, 2011

12:00- 1:00 p.m. ET

Dial In Information: 877.939.9724, passcode 3833060

#### Members Present:

Heather Eastman-Mueller, American College Health Association

Jessica Saint-Paul, C.H.A.I.N. Reaction, Inc.

Susan Maloney, Partnership for Prevention

Alana Ward, Partnership for Prevention

#### Meeting Minutes:

1. CRE Promotion
  - a. CRE promotional postcard feedback?
    - i. Include more women in the image on the postcard.
    - ii. Include mention to the fact that it's been reviewed. Perhaps mention "evidence-based," "accurate," etc.
      1. Is everything evidence-based? Say something to show that it has been reviewed and is accurate. Market as the "go-to" source on chlamydia public awareness materials.
      2. Highlight the idea of the exchange.
    - iii. Where might we use these?
      1. You can take them to a meeting, conference, or even attach them to an email or include in binder materials.
  - b. CRE resource of the month has been included in the NCC newsletter, beginning last month. Hope to include monthly going forward.
    - i. Jessica—Wellness Center in Los Angeles, targeting providers and clinicians. She gave them info on the CRE and her involvement in the NCC. There is a symposium in October. She could take some of the CRE and Why Screen postcards.
    - ii. Send us an email with her mailing address and we'll send her a care package
2. NCC meeting
  - a. Meeting will be Washington, DC on January 26-27, 2012.
  - b. At the meeting, we hope to look at each committee to develop some new directions for strategic planning.
    - i. Are there any key talking points we should consider, that we should work from?
    - ii. Does anyone have any ideas for strategic planning at this point?
  - c. How do we build public awareness with very limited resources?
    - i. Look at social media and other resources that are quick and cheap.

- ii. Do we currently have a Facebook page? Yes. How could we use that to be more interactive, more than just another newsletter?
    - 1. What about a Facebook ad? Are they too expensive? With those we can target specific ages, gender, etc.
  - iii. Do we have any research on how providers receive their information?
    - 1. The NCC hasn't done it, but there are a bunch of federal agencies who have done those types of surveys. Might be a good idea to collect that info and look at it.
  - iv. Anything else you'd like to see happen in the NCC meeting?
    - 1. Last time with this group, we said we wanted a knowledgeable, high-level speaker on social media.
    - 2. Think that the strategic planning would be a great use of time and would be helpful for the committee calls in the coming year.
  - v. Who do you think might be a good member for this group? Who, and in what organizations is good to help move the public awareness efforts along?
    - 1. Perhaps someone with a communications or marketing background who can tell us how to get the info to the target population. Make sure the info is in a format that resonates with the target population. Some sort of professional we can use to figure out where we go from here—how do we drive demand?
    - 2. Hard to scale down some of these big national programs, but that doesn't have to stand in the way of moving ahead and deploying the resources that we have most effectively.
      - a. Is there an opportunity for the committee to apply for some grants? And try to streamline things? We can do things to a certain level. In order to move forward, we need to have some resources.
3. Other NCC announcements
- a. Currently working on writing up the NCC mini-grants case studies.
4. Next committee call: Tuesday, November 8, 2011 at 12:00pm ET