

AHEC Team Report Form

Regional AHEC: Northern WVRHEC

Dates of AHEC rotation: 7/9/08 to 7/30/08

Students/Residents Participating:

Name	Discipline	School/Residency Program
Stephen Bertsch	BSN	WVU
Cara Bryan	Med	WVU
Mark Gibson	PT	WVU
David Hefner	DO Resident	WVSOM
Deborah Lamoreux	BSN	WVU
Michael Meador	BSN	WVU
Cherri Minnig	BSN	WVU
Dianne R. Petrocelli	PharmD	WVU
Kevin Walsh	Med	WVU
Nereah W. Wakala	PharmD	WVU
Christine Workman	BSN	WVU

Preceptor(s) in charge of AHEC team:

James Malone, DO

Continuing education of faculty development events (please include number of people attending, broken down by faculty, students/residents, and community members):

N/A

AHEC Team Member education:

Team held weekly meetings at Tygart Valley Rehab & Wellness. At the first meeting, Lew Holloway, Sonnie Strader, Eric Shaw (PT, Tygart Valley Rehab and Wellness) & Dr. Malone discussed the projects developed by previous IDTs that focused on Taylor County NEW You. There was an interest to have the IDT focus on developing an initiative that would increase the number of 5th graders who get a CARDIAC screening in order to increase the number of potential 5th graders eligible for NEW You. Tricia Kingery of Kingery & Company, LLC spoke to the IDT about marketing and public relations as a way to focus the IDT on how they could move forward to develop a more creative approach to marketing CARDIAC and NEW You. Ms. Kingery and the IDT developed "10 Key Questions" relative to the marketing aspect of the project. Dr. Malone passed out a 7/14/08, "Exponent-Telegram" newspaper article titled "Study Recommends Childhood Treatment for High Cholesterol" which addressed recently published guidelines established by the American Academy of Pediatrics at the 7/16/08 IDT meeting. After considerable discussion the IDT decided at the second meeting to 1.) respond to the E-T article in order to inform parents in the community that there are alternatives to drug therapy for children with, or at-risk for high cholesterol and, 2.) develop an intervention geared toward 5th graders and their families that had already qualified for NEW You but had previously declined participation. The IDTs objectives were to 1.) increase awareness of NEW You in Taylor County, and 2.) increase response/participation from targeted fifth graders.

Counties assessed by students/residents:

Taylor County

Healthy People Objective(s) addressed:

Number 19: Nutrition and Overweight: 19.10 Reduce the proportion of children and adolescents who are overweight or obese by 5% from baseline. Overweight or obese is defined as equal to or above the gender and age-specific 95th percentile of BMI from NCHS/CDC growth charts.

Number 22 Physical Activity and Fitness: 22.4 Increase to 30% the proportion of adolescents who engaged in Moderate physical activity for at least 30 minutes on five or more of the previous seven days.

Assignments given students/residents:

The IDT split into four work groups (Media, Incentives, Promotion & Open House/Pool Party). Each focused on a specific activity. These included:

1. Contact author of 7/14/08, "Exponent-Telegram" newspaper & discuss what IDT was planning at Taylor County NEW You.
2. Write press release, email to "Exponent-Telegram" in response to its article regarding children and cholesterol.
3. Contacted & email press release to "Mountain Statesman" newspaper.
4. Identify and secure incentives for "pool party" participants.
5. Design invitations, get them printed and assist with distribution.
6. Design banner for "pool party."
7. Photo poster designed to be displayed at "pool party."
8. Schedule "pool party" for 8/22/08 @ 6:30-8:30 pm @ the Grafton City Municipal Pool

Pew Competencies selected by students/residents: *(number in parentheses is number of students who selected that competency):*

1. Embrace a personal ethic of social responsibility and service. (5)**
2. Exhibit ethical behavior in all professional activities. (5)**
3. Provide evidence-based, clinically competent care. (7)**
4. Incorporate the multiple determinants of health in clinical care. (7)**
5. Apply knowledge of the new sciences. (6)**
6. Demonstrate critical thinking, reflection, and problem-solving skills. (8)**
7. Understand the role of primary care. (6)**
8. Rigorously practice preventive health care. (7)**
9. Integrate population-based care and services into practice. (7)**
10. Improve access to health care for those with unmet health needs. (5)**
11. Practice relationship-centered care with individuals and families. (6)**
12. Provide culturally sensitive care to a diverse society. (5)**
13. Partner with communities in health care decisions. (5)**
14. Use communication and information technology effectively and appropriately. (5)**
15. Work in interdisciplinary teams. (11)**
16. Ensure care that balances individual, professional, system and societal needs. (4)**
17. Practice leadership. (6)**
18. Take responsibility for quality of care and health outcomes at all levels. (4)**
19. Contribute to continuous improvement of the health care system. (6)**
20. Advocate for public policy that promotes and protects the health of the public. (6)**
21. Continue to learn and help others learn. (5)**

**Number of students selecting competency.

Interventions implemented by students/residents *(include brief description of intervention, including number of community members impacted):*

Described under **AHEC Team Member education** above.

Sample of data collected:

N/A

Summary of community interventions:

NEW You Taylor County. Media campaign to refute article in the "Exponent-Telegram" and planning the Open House/Pool Party.

Findings of the AHEC Team:

1. Seeing kids improve their health is very rewarding.
2. Participating in this IDT was very self gratifying.
3. The NEW You project is small but could become a national program.
4. IDT project did not facilitate individually incorporating each discipline into the plan. ie Pharmacy, Medicine, etc.
5. Having the article published was important to offer an alternative approach to childhood obesity.
6. Results of the IDTs efforts will be determined by how many individuals come to the party and then follow through with a commitment to participation in the NEW You program (IDT was not able to attend the pool party as it was scheduled after July and team members had completed their individual rotations).

General Finds:

1. Having a marketing consultant, Tricia Kingery, jumpstart our IDT month. This was very helpful.
2. Using small groups to tackle the various tasks.
 - a. Every individual in the IDT participated.
3. Having the article published in the Mtn Statesman.
4. Being able to narrow focus to two main goals/objectives.
5. Designing a method to help parents buy into NEW You.
6. Incorporating the CARDIAC screening program and NEW You.
7. Design a way to help increase participation in the CARDIAC program and thus the NEW You program also.
8. Having to narrow our goals down to two main objectives from many different initial ideas.
9. Time limitations – only 1 month to work.

Recommendations of the AHEC team:

1. Design a NEW You information packet to be distributed along with the CARDIAC results.
 - a. more flashy, colorful, include a mailing to the child not only the family.
 - b. include photos of kids who have participated.
2. Market the CARDIAC screening to teachers prior to screening.
3. Contact/call parents of children who qualify and ask them what they liked, what they didn't like, why they didn't join.
 - a. Gather data on their lack of or support of the program.
4. Develop letterhead and template unique to "NEW You Taylor County" to be used when attempting to secure donations.
5. More time for IDTs – up to six weeks would be adequate.
6. Design an analysis of the previous NEW You sessions:
 - a. those who qualified and why they did not participate.
 - b. List these reasons and develop direct methods to counteract reasons to not participate.

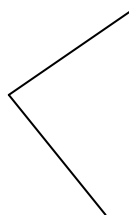
10 Key Questions

1. Target audience:

- * high risk 5th graders
- * parents
- * 5th graders (all)

2. Positive Response:

repeat
messages
with
different
methods



- * 5th graders – visuals, incentives (outside/appealing) game tickets, packet, CD, cool, TV commercial in classrooms
- * parents – emphasize – good for your kids; what parents would get out of it; results; scare tactics/sobering messages; education; plain/simple language; learning channel “Are you killing your kids?”

3. Big picture message:

- * Develop PT ethos
- * Fun, Friends, Family Fitness
- * Overall health for the long term
- * More physically fit, healthy family
- * Your kids health matters and we have an answer for you

4. Benefits:

- * Improvement – health and child/parent relationship
- * Self-esteem – feel better; look better
- * High activity
- * Try out for sports
- * Social outlet
- * Acceptance

5. Action:

- * 5th graders – have them want to do it and talk their parents into it. Talk about it with friends.
- * Parents – participate themselves (role modeling)

6. One word:

Fitness, healthy, improvement, life, fun, restart, beginning, energized, opportunity, necessity, preventative, activity

7. Requirements Images/Language:

- * Disclaimer for funding
- * Cardiac Project-linkage
- * NEW You logo

8. Timeline:

- * Fall implementation

9. Success:

- * 75% eligible participate
- * 90% complete the program
- * 100% parent attendance – continuing education
- * 50-60% parents become involved by becoming more physically active. (parent's activity log)
- * Making sure kids have fun – post evaluation kids and parents
- * New You builds a positive reputation
- * Overall down in risk factors

10. Take Action: ?

- * Follow-up (one year)

FOR IMMEDIATE RELEASE:

July 16, 2008

Contact: Eric Shaw
304-265-2191
eshaw52@comcast.net

“West Virginia CARDIAC and Taylor County NEW You Programs Offer Alternative to Drug Therapy for Childhood Treatment of High Cholesterol”

Grafton, W.Va. – In response to the recent American Academy of Pediatrics new guidelines and the *Exponent-Telegram's* July 14, 2006 article, “Study Recommends Childhood Treatment for High Cholesterol,” the West Virginia Coronary Artery Risk Detection In Appalachian Communities (CARDIAC) and the Taylor County NEW You programs are eager to inform parents in the community that there are alternatives to drug therapy for children with, or at-risk for, high cholesterol.

In the *Exponent-Telegram's* article, their source, Dr. Kelly Nelson, in accordance with the American Academy of Pediatrics, states that there is insufficient cholesterol screening for children. In a state such as West Virginia where childhood obesity is on the rise this could be a grave problem... if it were in fact true. Indeed, there *are* such screening programs already in place in West Virginia, such as CARDIAC.

Funded in part by grants and the West Virginia State Legislature, the goal of the CARDIAC program is to address the issues of early heart disease, childhood obesity and diabetes among West Virginia youth. CARDIAC offers free, in-school screenings at designated times throughout the year to all 5th grade children enrolled in the 55 counties throughout West Virginia. These screenings require parental permission and measure blood pressure, cholesterol, Body Mass Index and other risk factors for heart disease and diabetes.

After the screening is complete, results are mailed to the parents of the students within four to six weeks. If results are abnormal or elevated CARDIAC, of course, recommends addressing these issues with a pediatrician or family doctor.

Then what? Your child will be given a medication for high cholesterol like Lipitor?

One pilot program in Taylor County says this is not the only solution. NEW You, which stands for Nutrition, Exercise and Weight Management with the “You,” of course,

representing the participant and their family, focuses on better food choices, increased physical activity and education to the parent and child to combat high cholesterol.

Diet and exercise: the same old boring speech, right? Wrong. At NEW You of Taylor County these tried and true methods are brought into the new millennium, offering participants a “space-age fitness arcade” combining high-tech with high scores and high impact. Equipment like GameBike, Dance Dance Revolution, Nintendo Wii, a Sportwall, Concept II Video Rowers and Xerstations intrinsically motivate kids to exercise unlike boring old fitness routines that few maintain.

Located at the Tygart Valley Rehabilitation and Fitness Center, this twelve-week early intervention and treatment program meets three times per week for about 60-90 minutes after school and is absolutely free to those participants who were identified by CARDIAC to be at risk for early heart disease and diabetes. The best part though: results from the first three cohorts of participants show that the program works with cholesterol levels significantly decreasing 7.18% in just twelve weeks.

This state of the art facility also utilizes the local healthcare community as resources including dieticians, physical therapists, doctors, nurses and West Virginia University Health Sciences students (in conjunction with the Northern West Virginia Rural Health Education Center) to bring their knowledge and expertise to the participants and their families.

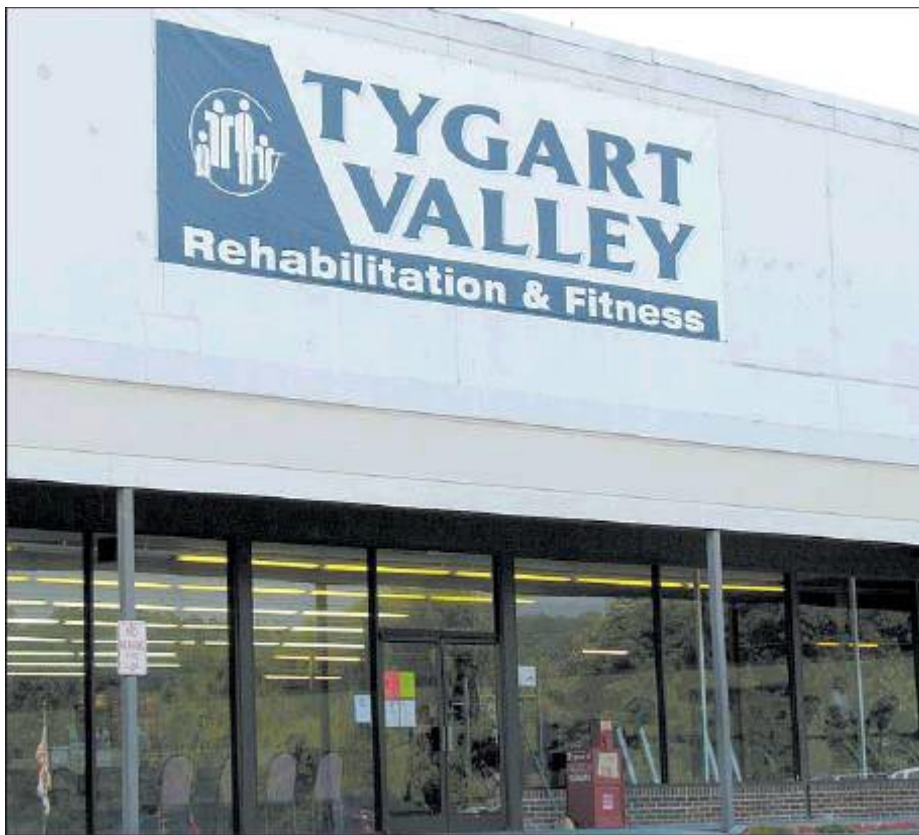
Currently an interdisciplinary team of WVU medical, nursing, pharmacy, and physical therapy students are meeting each Wednesday at noon at the Tygart Valley Rehabilitation and Fitness Center to discuss strategies to increase awareness and enrollment of CARDIAC and NEW You and to let their local community know that medication for children with high cholesterol is not the only option.

For more information, suggestions, comments, or questions about CARDIAC and NEW You of Taylor County, please contact Eric Shaw at 304-265-2191 or eshaw52@comcast.net.

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