Download SHSMD’s 2016 Calendar of Health Observances & Recognition Days at shsmd.org/calendar.

2016 Health Days App now available for iPhone and Android! Just search SHSMD Health Days.
Health Observance and Recognition Days: Successful Case Examples
Heart Health Awareness, Autism Awareness and Breast Cancer Awareness Months
National Volunteer Recognition Week
FEBRUARY:
Heart Health Awareness Month
Augusta Health Heart Health Fair

Krystal Moyers, Health Educator
Lisa Schwenk, Director of Public Relations and Community Outreach
Augusta Health
KMoyers@AugustaHealth.com
540-932-4976
Heart Health Fair

• Held Each February in Observance of Heart Month
• 2010: Inaugural Year
• 2013: Also Served as New H &V Center Grand Opening
• Location:
  • 2010-2012 – Main Hospital Atrium
  • 2013 – Heart and Vascular Center
  • 2014-Present – Open Café Atrium in Lifetime Fitness Center
• Time: 3-6 pm
  *Early-birds
### Timeline

#### Heart Health Fair Task List

<table>
<thead>
<tr>
<th>Activity</th>
<th>Person Responsible</th>
<th>Due Date</th>
<th>Done</th>
</tr>
</thead>
<tbody>
<tr>
<td>Email to Participating Departments</td>
<td>Krystal Diehl</td>
<td>1/8/15</td>
<td>✓</td>
</tr>
<tr>
<td>Arrange for Photographer</td>
<td>Lisa Schwenk</td>
<td>1/12/15</td>
<td>✓</td>
</tr>
<tr>
<td>Confirm Participating Departments</td>
<td>Krystal Diehl</td>
<td>1/21/15</td>
<td>✓</td>
</tr>
<tr>
<td>Create Flyers (Becky M)</td>
<td>Krystal Diehl</td>
<td>1/22/15</td>
<td>✓</td>
</tr>
<tr>
<td>Order Tables and Chair</td>
<td>Rhonda Clifton</td>
<td>1/23/15</td>
<td>✓</td>
</tr>
<tr>
<td>Order Food – Heart Healthy Fruits and Veggies</td>
<td>Rhonda Clifton</td>
<td>1/23/15</td>
<td>✓</td>
</tr>
<tr>
<td>Email Reminder to Departments – Community Benefit, not Marketing</td>
<td>Krystal Diehl</td>
<td>2/2/15</td>
<td>✓</td>
</tr>
<tr>
<td>Notify Staff and Board</td>
<td>Lisa Schwenk</td>
<td>2/4/15</td>
<td>✓</td>
</tr>
<tr>
<td>Design Reservation System for Carotids &amp; PFT</td>
<td>Krystal D/Lisa S</td>
<td>2/4/15</td>
<td>✓</td>
</tr>
<tr>
<td>Order Give Sways</td>
<td>Krystal Diehl</td>
<td>2/4/15</td>
<td>✓</td>
</tr>
<tr>
<td>Meet with Mark and Gary</td>
<td>Krystal Diehl</td>
<td>2/5/15</td>
<td>✓</td>
</tr>
<tr>
<td>Organize Table Layout</td>
<td>Krystal Diehl</td>
<td>2/6/15</td>
<td>✓</td>
</tr>
<tr>
<td>Create Screening Authorization Form</td>
<td>Krystal Diehl</td>
<td>2/10/15</td>
<td>✓</td>
</tr>
<tr>
<td>Organize Screenings and Displays</td>
<td>Each Area is responsible for their own</td>
<td>2/9/15</td>
<td></td>
</tr>
<tr>
<td>Order Tote Recycle Bags from Eric</td>
<td>Rhonda Clifton</td>
<td>2/9/15</td>
<td>✓</td>
</tr>
<tr>
<td>Distribute Flyers</td>
<td>All!</td>
<td>Jan-Feb</td>
<td>✓</td>
</tr>
<tr>
<td>Final Meeting</td>
<td>Lisa Schwenk</td>
<td>2/9/15</td>
<td>✓</td>
</tr>
<tr>
<td>Walk-through with Scott Masincup?</td>
<td>Krystal Diehl</td>
<td>2/11/15</td>
<td>✓</td>
</tr>
<tr>
<td>Send Out Reminder Email to Participating Departments</td>
<td>Krystal Diehl</td>
<td>2/18/15</td>
<td>✓</td>
</tr>
<tr>
<td>Event</td>
<td>All!</td>
<td>2/25/15</td>
<td>✓</td>
</tr>
</tbody>
</table>
Planning

• Numerous Hospital Departments Participate
  • Cardiac Rehab
  • Cardiovascular Services – Carotid Artery Screenings
  • Chest Pain Unit – Ambulance
  • Diabetes – Glucose Screenings
  • Dietitian – Nutritional Education and Heart Healthy Food Demos
  • Lab – Cholesterol/Lipid PanelDraws - $10 Charge
  • Lifetime Fitness – Body Mass Index
  • Respiratory – Pulmonary Function Tests
  • Sleep Center – Sleep Assessments
  • Stroke Team – Blood Pressure Screenings and Stroke Assessments
Budget

- **Publicity**
  - Advertising in Newspaper’s Calendar of Events
  - Flyers
- **Sample Augusta Health Give Aways**
  - Hand Sanitizer
  - Heart-shaped Notepads
  - Heart-shaped Stress Balls
  - Pedometers
  - Red Band-Aid Holders
  - Reusable Tote Bags
  - First Aid Kits

Budget Ranges from $5,000 - $20,000 (excluding Staff)
Goals

• Improve Community Health
  • Chronic Disease Management – Heart Disease/Diabetes
    • Identified as a Health Priority in CHNA

• Community Health Education
  • Authorization Form
  • Education Forms
Goals con’t.

Heart Health Fair Authorization Form

Utilized for all the screenings offered at the Heart Health Fair

Participant receives carbon copy

Protocol for follow-up for blood pressures screened in Stage 1 and 2 Hypertension and Hypertensive Crisis ranges
Goals con’t.

Blood Pressure Education Form
Staff performing the screening must complete online education module

Education reviewed with participant by staff person performing blood pressure screening

Quantitative data reporting to measure impact
Outcomes

Attendance:
• Average Turnout: 200-300 Participants Annually
• 2013: 800 Participants

Follow-up Required:
• Blood Pressure – 2 out of 47 screened
• Stroke Risk – 11 out of 35 screened
• Glucose – 1 out of 34 screened
• Cholesterol – 24 out of 47 screened

Success Stories!
1. RN conducting blood pressure screening called nurse
2. Sent participant directly to ED due to blocked artery and high blood pressure
APRIL: Autism Awareness Month

Jason Jakubowski
Vice President, External Relations
Hospital for Special Care
jjakubowski@hfsc.org
Physical Plant

• “Light It Up Blue” throughout the month of April
Programmatic

• Event for parents/caregivers
  – 2015: Carrie Carillo Meet & Greet
Advocacy

World Autism Day at the U.N.

April 02, 2015
Spectrum of Kindness

Spectrumofkindness.org

HSC has created an online community to help promote a better understanding of caring for children with Autism though positive, real-world accounts of the everyday hurdles and joys associated with Autism that will inspire others.
Spectrum of Kindness

- Through Spectrum of Kindness, individuals can share their stories by uploading a story, video or photos

- SOK pins
Timeline for Planning

• May 1st – initial thoughts on April’s efforts
• Planning continues in the background
• January 1st – start preparing for this April
• March 1st – specific strategies
• March 15th – executable plan in place; set amount of funds allocated
Who is Involved

• CEO

• External Relations Team
  – Marketing/PR
  – Government Relations
  – Foundation
  – Marketing Firm

• Autism Unit Staff
Goals

1) Increase Autism awareness
2) Promote better public policy
3) Bring families together
4) Brand HSC as a premier provider of Autism services
Outcomes/Results

1) Increased awareness
2) Strong legislative relationships
3) SOK has over 40 entries from 9 states
4) Earned media
5) Awarded $500,000 state grant to open 1st inpatient unit in CT, 10th in country
OCTOBER:
Breast Cancer Awareness Month

Amber Cava, VP of Marketing & Community Relations and Foundation, Sampson Regional Medical Center, acava@sampsonrmc.org
About the Campaign

The Pink Brunch & Moonlight Mammo

**THE PINK BRUNCH**

**TAKING A BREAK IN YOUR DAY AND JOIN US FOR THE PINK BRUNCH IN CELEBRATION OF BREAST CANCER AWARENESS MONTH!**

**Wednesday, October 1st**

**1:00 PM - 2:00 PM, Floating**

**The Center for Health + Wellness, Classroom**

- **Outpatient Diagnostics Center**
- **Simple Touch Massage Therapy**
- **Mary Kay**

- **233 Beaumaris Street • Clinton, NC 28328 • 910.392.2689 • www.SampsonRML.org**

**OUTPATIENT DIAGNOSTICS CENTER**

**SIMPLE TOUCH MASSAGE THERAPY**

**MARY KAY**

- **233 Beaumaris Street • Clinton, NC 28328 • 910.392.2689 • www.SampsonRML.org**

**EVERY TUESDAY & THURSDAY OCTOBER 7TH – 30TH, 6:00 PM-9:00 PM**

- **Every two hours for your annual screening mammogram, you can enjoy a delicious takeout dinner and receive a free gift!**

- **Outpatient Diagnostics Center**
- **Simple Touch Massage Therapy**
- **Mary Kay Factory**

- **233 Beaumaris Street • Clinton, NC 28328 • 910.392.2689 • www.SampsonRML.org**

- **Contact us for more information.**

- **www.SampsonRML.org**
Campaign Goals

• Generate exposure for hospital & mammography services by capitalizing on Breast Cancer Awareness Month

• Provide education about breast cancer detection and support the cause for Breast Cancer Awareness through special activities

• Increase mammography volumes
The Pink Brunch

– 1st week day in October
– Advanced registration
– Free to public
– Fun & educational
– Floating event; 11:00 am-1:00 pm
– Healthy brunch
– Private bra fittings + coupons, compliments of local department store
The Pink Brunch

– Hand spa treatment, compliments of Mary Kay, local independent beauty consultant
– Chair massages, local massage therapist
– Bone density screenings
– Breast health education by Certified Mammography Technicians
– Self-exam tips by female OB-GYNs
– Breast Cancer Support Group information
The Pink Brunch

– Information and product display of mastectomy supplies by local DME
– Giveaways and door prizes
– Central Scheduling staff onsite to schedule self-referral, annual screening mammograms
Moonlight Mammo

– Offered extended hours every Tuesday & Thursday in October
  • 6:00 pm-9:00 pm in 2014
  • 5:00 pm-8:00 pm in 2015

– Pampered patients during appointment
  • Plush pink robes
  • Hand spa treatment
  • Private bra fittings
  • Light refreshments
  • Giveaways and door prizes
  • Bone density screening
  • Chair massages
Campaign Planning Timeline

• 1\textsuperscript{st} Annual Campaign – 2014
  – July -- Began conversations with Director of Radiology
  – August -- Began coordinating logistical details
  – Late August -- Began creative development and finalized other details
  – September – Placed orders for promos, door prizes, catering; scheduled ads and local media coverage
Key Players & Considerations

• Support from Radiology & Registration departments
  – Ability to staff during extended hours
  – Registration staff promoting Moonlight Mammo when scheduling October appointments

• Linen company to provide pink gowns or robes
Key Players & Considerations

• Development of partnerships with other local businesses that emphasize Breast Cancer Awareness Month
• Doctors and/or Nurse Educators
• Promoting it as a billable service
Promotional Methods

• Newspaper articles
• Print ads and web ads
• Social media posting and paid advertising
• Elevator posters, café table tents, flyers
• Local radio talk segment
• In-house promotional screens, network computer screen savers
Promotional Methods

• Cross promotion with campaign partners
• Flyer distribution: DMEs, pharmacies, physician offices, health department, women’s groups, civic clubs, schools, Chamber of Commerce
• Employee newsletter, community e-Newsletter
Campaign Expenses

• Marketing Department
  – Paid advertising
  – Catering
  – Table linens
  – Door prizes and promos
  – Printing (posters, flyers)
  – Creative development
Campaign Expenses

• Radiology & Registration
  – Staffing – if you do not ordinarily staff for extended hours
  – Patient gowns
Outcomes

• Scheduled an additional 80-100 mammograms during month of October
  – Operating one digital mammography machine; patients scheduled every 15-20 minutes
  – Potential greater if operating more than one machine
Outcomes

• 75-100 attendees at The Pink Brunch
• Demonstrated need for extended hours diagnostic services; 4 months later our Outpatient Diagnostic Center expanded hours two days per week
Take-Away Thoughts

• Providing Moonlight Mammograms throughout the year without diminishing the hype of Breast Cancer Awareness Month

• Expanding partnerships to ensure coverage of promoted activities for duration of campaign
APRIL: 
Healthcare Volunteer Week 

Sandy Marshall, CAVS 
Director of Public Relations, Philanthropy and Volunteer Services 
Immediate Past President, AHVRP 
LRGHealthcare, Laconia, New Hampshire
National Healthcare Volunteer Week, April 10-16, 2016

• Our goal is to celebrate and recognize healthcare volunteers.
• Volunteers add value to the patient care delivery model and contribute to high patient satisfaction scores.
• Healthcare volunteers contribute an average of 100 hours per year with organizations having an average of 500 volunteers per location, all adding up to approximately 50,000 volunteer hours.
National Healthcare Volunteer Week, April 10-16, 2016

• “Volunteers are the heart and soul of both Lakes Region General Hospital and Franklin Regional Hospital. These individuals are the unsung heroes who provide heart-warming care and comfort to patients, families and staff,” Sandy Marshall, CAVS.

• Volunteers share time in patient transport, retail gift shops, traveling libraries, pet therapy and reiki and massage programs.

• Volunteers can be found in the ER, hospice, palliative care, oncology, pediatrics, cardiac care, rehab, maternity, admissions, discharge and out patient departments just to make a few.

• Mega celebration events take place during National Healthcare Volunteer Week.
Healthcare Volunteers in Action
Healthcare Volunteers in Action
Healthcare Volunteers in Action
Healthcare Volunteers in Action
2016 National Healthcare Volunteer Week Theme

• AHVRP, ahvrp@aha.org, 312.422.3939
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Questions

**February Heart Health Month:** Krystal Moyers, Health Educator & Lisa Schwenk, Director of Public Relations and Community Outreach, Augusta Health, [KMoyers@AugustaHealth.com](mailto:KMoyers@AugustaHealth.com), P: 540-932-4976

**April Autism Awareness Month:** Jason Jakubowski, VP, External Relations, Hospital for Special Care, [jjakubowski@hfsc.org](mailto:jjakubowski@hfsc.org)

**October Breast Cancer Awareness Month:** Amber Cava, VP of Marketing & Community Relations and Foundation, Sampson Regional Medical Center, [acava@sampsonrmc.org](mailto:acava@sampsonrmc.org)

**April National Volunteer Week:** Sandy Marshall, Director of Public Relations, Philanthropy and Volunteer Services