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**2016 Calendar of
Health Observances
& Recognition Days**
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SOCIETY FOR
Healthcare Strategy & Market DevelopmentSM
of the American Hospital Association



*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

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

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 Panel Draws - \$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)



HEART Health Fair *Augusta HEALTH*

Give Aways

Heart Health Education

Ambulance Tour

Wednesday, February 25
3 pm – 6 pm
at Lifetime Fitness

Free Health Screenings:
Carotid Artery, Stroke Assessment,
Sleep Assessment, BMI,
Glucose and Pulmonary Function Testing

Cholesterol Lipid Panel Blood Test: \$10



Augusta HEALTH
Heart & Vascular Center

Care within minutes,
not miles

Map labels: Emergency Entrance, Medical Office Building, Sport Medicine Dr., Lifetime Fitness Center, Lifetime Education (BRCC), Therapy @ The Lifetime Center, Community Care Building, Care Home Medical Store, Community Wellness, Home Health.

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



PO Box 1000, Fishersville, VA 22939
(Community Wellness) 540-932-4190 or 540-332-4190

Date: _____

Name (print): _____

Date of birth: ____/____/____ Age: ____ Circle one: Male Female

Tobacco User: No ____ Yes ____ (smoker ____ smokeless tobacco ____)

Consent and Release For Testing

I hereby voluntarily consent to participate in this screening and agree to allow the sponsors of this health screening to perform whatever blood collection/ procedures necessary to conduct the test of my choice. I hereby release Augusta Health and any other organization(s) associated with this screening, their affiliates, directors, officers, employees, successors and assigns from any and all liability arising from or in any way connected with the screen's blood collection and any other procedures, and/or from the compilation and computation of the resulting data.

I understand that:

- 1) The results of the screening test(s) are for my information purposes only and do not constitute the diagnosis of any disease, or any other illness or health condition, of which can only be determined by a qualified physician.
- 2) The responsibility for having an examination performed by my personal physician to confirm the results of the screening test(s) and to obtain advice and/or treatment are mine alone, and not that of any organization(s) associated with this screening program.
- 3) Augusta Health personnel encourage me to provide this information to my physician for additional guidance and any necessary follow up treatment.

Signature: _____ My Phone Number: _____

My Physician: _____

Screening Test	Result	Normal Ranges	Concerns/Comments	Initials
Blood Pressure		120/80 or below	See handout	
	mm/Hg			
Stroke Risk		High Medium Low	See handout	
Weight/Neck Circumference				
Glucose		Fasting 60-100 mg/dL Non-fasting <140 mg/dL	See handout	
	mg/dL			
BMI	Ht: _____ Wt: _____	Underweight= Below 18.5 Normal= 18.5 – 24.9 Overweight= 25 – 29.9 Obese= 30 or above		
Pulmonary Function Test REGISTER FOR APPOINTMENT				
Carotid Artery REGISTER FOR APPOINTMENT				
Cholesterol Lipid Panel Blood Test COST: \$10	Will receive in mail		Will receive in mail	

Medications: _____

Recommendations per protocol: _____

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



Give Your Heart a Break

Simple steps to lower your blood Pressure

The higher your blood pressure, the harder your heart is forced to work. The heart walls become thick and stiff. Fatty plaques form in the coronary arteries (heart blood vessels) and may result in a heart attack. High blood pressure can be lowered through making small changes in your lifestyle.

1. See your health care provider on a regular basis, especially if you are over 40, overweight, smoke or lead an inactive lifestyle.
2. Engage in regular aerobic physical activity such as brisk walking (at least 30 min per day, most days of the week). Obtain medical clearance prior to starting.
3. For overall cardiovascular risk reduction, stop smoking.
4. Consume a diet rich in fruits, vegetables, and low-fat dairy products with a reduced content of saturated and total fat.
5. Choose and prepare foods with little or no salt. To lower blood pressure, aim to eat no more than 2,400 milligrams of sodium per day. Reducing daily intake to 1,500 mg is desirable because it can lower blood pressure even further.
www.heart.org/HEARTORG/GettingHealthy/Diet-and-Lifestyle-Recommendations_UCM_305855_Article.jsp
6. Maintain normal body weight (body mass index 18.5–24.9 kg/m²).
7. Avoid or practice moderate consumption of alcohol: no more than 2 drinks (1 oz or 30 mL ethanol; e.g., 24 oz beer, 10 oz wine, or 3 oz 80-proof whiskey) per day in most men and to no more than 1 drink per day in women and lighter weight persons.

This screening follows the recommendations of the 7th Report of the Joint National Committee on Prevention, Detection, Evaluation and Treatment of High Blood Pressure 2003 (as reproduced below): <http://www.nhlbi.nih.gov/guidelines/hypertension/>
An Effective Approach to High Blood Pressure Control - Go A et al. Hypertension 2014;63:878-885

Blood Pressure Classification	Systolic (mmHG)	Diastolic (mmHG)
Normal	<120	AND <80
Pre-hypertension	120 – 139	OR 80 – 89
Stage 1 Hypertension	140 – 159	OR 90 – 99
Stage 2 Hypertension	>160	OR >100
Hypertensive Crisis	>180	OR > 110

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 Cariello Meet & Greet



 **Carrie Cariello**
EXPLORING THE COLORFUL WORLD OF AUTISM

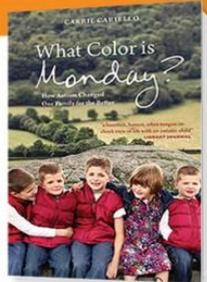
SAVE THE DATE

Meet & Greet

CARRIE CARIELLO
Blogger and author of a memoir about parenthood and autism called "What Color is Monday?"

April 26, 2015
1:30 pm

Hospital for Special Care
Research & Education Center
370 Osgood Avenue
New Britain CT 06053



To register email mcharlam@hfsc.org

The first 100 people registered will receive a signed complimentary copy of Carrie's book.

Sponsored by Hospital for Special Care and Autism Speaks



We Rebuild Lives.

Sneak preview of *Playing on the Spectrum* will be provided for children ages 3-13 by Autism Families CONNECTicut. Registration required/space limited.



Call in number for event and children's activities : 860-827-4758

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 through positive, real-world accounts of the everyday hurdles and joys associated with Autism that will inspire others.



SPECTRUM of KINDNESS
Sponsored by Hospital for Special Care
Inspirational Stories of Living with Autism

+ Share Donate

Autism Spectrum Disorder is estimated to affect more than **2 million individuals in the U.S. and tens of millions worldwide.***

*U.S. Centers for Disease Control and Prevention (CDC)

Sponsored by Hospital for Special Care

The Autism Center at Hospital for Special Care (HSC) offers a variety of diagnostic, assessment and therapy services as well as comprehensive guidance for caregivers, educators and family members whose love and support are the true keys to a child's future. The Autism Center at HSC will launch the first patient-centered specialty practice in Connecticut for Autism Spectrum Disorder in the fall.

H3 Rebuild Lives

Learn about HSC's Autism Program | Contact HSC for More Info

Facebook Twitter

Tell Us Your Story and Inspire Others

Share with us your day to day trials, tribulations as well as joys of raising someone with autism through text, video or photography. We hope that others will be inspired and bring real world stories of autism to the public.

Share Your Story

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@sampsonrhc.org

About the Campaign

The Pink Brunch & Moonlight Mammo



THE PINK BRUNCH

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

During this flooring event, our lovely ladies will enjoy:

- A delicious brunch with healthy selections
- Private bra fittings + coupons, compliments of Belk of Clinton
- Hand spa treatment, compliments of Mary Kay Independent Beauty Consultant Barbara Jerring
- Chair Massages, compliments of Simple Touch Massage Therapy
- Free bone density screening
- Breast health education by Certified Mammography Technicians
- Self-care tips by Dr. LaShawna Stralheim, OB-GYN
- Breast cancer support information by SRMC's Breast Cancer Support Group
- Information about mastectomy prostheses by Matthews Health, More and Family Medical Supply
- Giveaways and door prizes

**Wednesday, October 1st
11:00 am – 1:00 pm, Floating
The Center for Health +
Wellness, Classroom**

This is a FREE event, but registration is required. For more information or to register, call 910-596-5407 or visit www.SampsonRMC.org/ThePinkBrunch

Event sponsored by Outpatient Diagnostics Center






233 Beaman Street • Clinton, NC 28328 • 910-592-2689 • www.SampsonRMC.org



MOONLIGHT MAMMO

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

If you're due for your annual screening mammogram, join us during one of our fun and relaxing evening events in October. Our mammogram guests will wrap up in a plush robe and receive state-of-the-art digital mammograms while also enjoying:

- A relaxed atmosphere and hand spa treatment, compliments of Mary Kay Independent Beauty Consultant Barbara Herring
- Bra fittings by a certified fit specialist, compliments of Belk of Clinton
- Lights of treatments
- Giveaways and Door prizes
- Free bone density screening
- Chair massages compliments of Simple Touch Massage Therapy

Moonlight Mammograms makes getting your annual mammogram more convenient, comfortable, and fun. Space is limited at this special after hours event, so make your reservation today by calling 910-592-2689, select option 1 for scheduling.

For annual screening mammograms only; self-referrals accepted, physician order not required. This is a billable service; self-pay options available and most major insurances accepted.






233 Beaman Street • Clinton, NC 28328 • 910-592-2689 • www.SampsonRMC.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

- 1st 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.

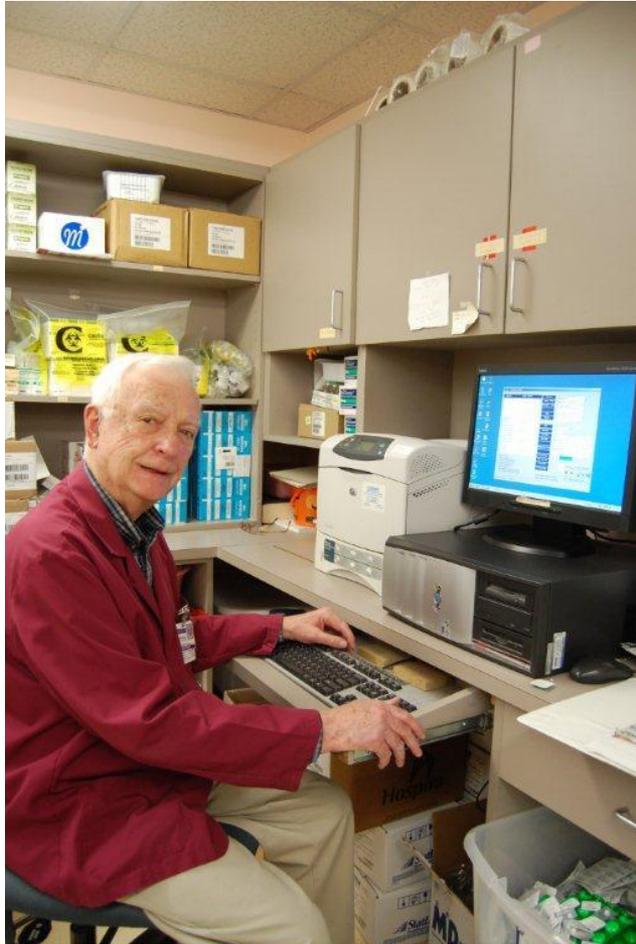
National Healthcare Volunteer Week, April 10-16, 2016

- *“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

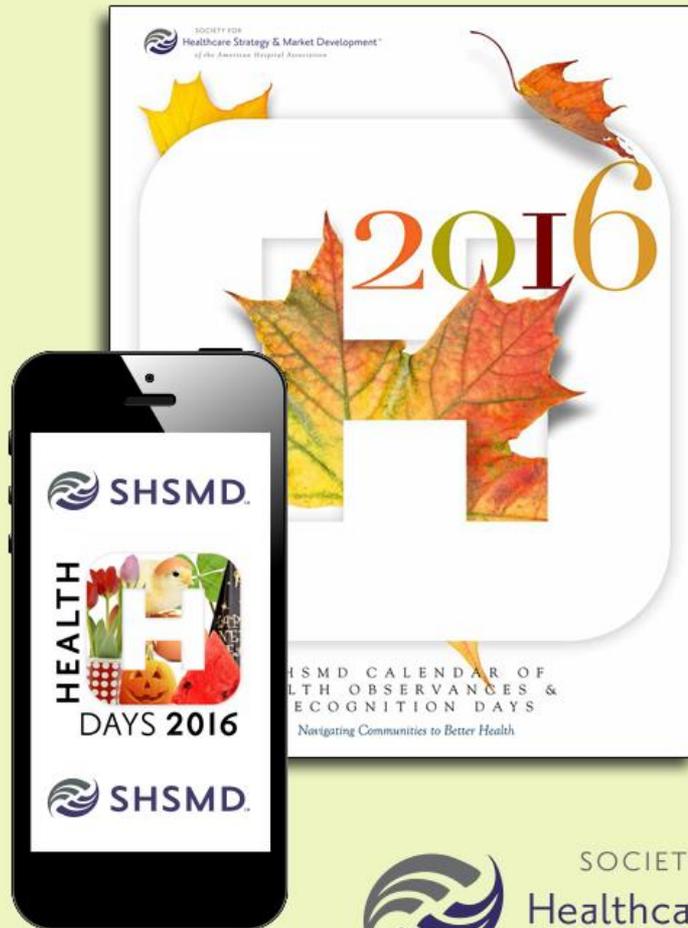


- AHVRP, ahvrp@aha.org, 312.422.3939

AHVRP

Association for Healthcare
Volunteer Resource Professionals

A personal membership group of the
American Hospital Association



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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, P: 540-932-4976

April Autism Awareness Month: Jason Jakubowski, VP, External Relations, Hospital for Special Care, jjakubowski@hfsc.org

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

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