

## AHEC Team Report Form

**Regional AHEC:** *SE AHEC*

**Dates of AHEC rotation:** *April-May 2005*

### Students/Residents Participating:

<b>Name</b>	<b>Discipline</b>	<b>School/Residency Program</b>
<i>Chris Howard, DO</i>	<i>Family Medicine Resident</i>	<i>WVSOM/GVMC</i>
<i>Chris Parrish</i>	<i>Medical Student III</i>	<i>WVSOM</i>
<i>Ryan Fitzwater</i>	<i>Medical Student III</i>	<i>WVSOM</i>
<i>Tara Mitchell</i>	<i>Medical Student IV</i>	<i>WVSOM</i>
<i>Shirley Aycoth</i>	<i>NP Student</i>	<i>WVU</i>
<i>Erin Brackenrich</i>	<i>Nursing Student</i>	<i>Bluefield State College</i>
<i>Brandon White</i>	<i>Nursing Student</i>	<i>Bluefield State College</i>
<i>Jennifer Adkins</i>	<i>Medical Student III</i>	<i>WVSOM</i>
<i>Kelly Melvin</i>	<i>Medical Student IV</i>	<i>Marshall University</i>

### Preceptor(s) in charge of AHEC team:

*Wayne Brackenrich, DO*

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

*N/A*

### AHEC Team Member education:

*Increase public awareness and health education of hepatitis C throughout the community, primarily focusing on prevention and the risk factors associated with contracting the virus.*

### Counties assessed by students/residents:

*Mercer County*

### Healthy People Objective addressed:

*Healthy People 2010 Focus Area: Immunization and Infectious Disease*

*Objective 14.3: Reduce newly acquired hepatitis C cases to an incidence of no more than 1 per 100,000 people.*

*Objective 14.4: (Developmental) Increase the number of persons with chronic hepatitis C virus (HCV) infection who are identified by state and local health departments.*

**Assignments given students/residents:**

*Contact the Bluefield Daily Telegraph newspaper (Kathy Kish) to schedule an interview for an article on Hepatitis Awareness Month (May).*

*Contact WHIS 1440/WTZE 1470 (Craig Hammond) radio station to request and coordinate efforts to address increased incidence of hepatitis C within Mercer County via a radio spot.*

*Contact the WVVA TV station (Alicia Suka); "In Focus" to coordinate and plan for a spot on the program to discuss increasing incidence of hepatitis C within Mercer County, risk factors, prevention, and treatment of hepatitis C.*

*Contact the schools to request permission to present a hepatitis program to the students and make necessary arrangements for coordinating and implementing the event.*

*Contact hepatitis C patients for filming of testimonies and coordinate taping.*

*Plan the taping for the program, develop the script, and coordinate the date, time, and location of the taping with the facilities, staff, and patients.*

*Research and acquire health education literature on hepatitis C from the CDC website and state health department to be distributed to selected health care facilities.*

*Research CDC website and WV Department of Health and Human Resources, Bureau of Public Health, Division of Surveillance and Disease Control to develop facts, answers, and questions for all media programming for this project (radio, TV, newspaper, and taping of patients).*

*Design and develop a power point presentation on hepatitis C (to include awareness, prevention, detection, treatment, and resources) primarily, targeting the youth population.*

**Pew Competencies selected by students/residents:**

1. #1: *Embrace a personal ethic and social responsibility and service.*
2. #3: *Provide evidence-based, clinically competent care.*
3. #6: *Demonstrate critical thinking, reflection, and problem-solving skills.*
4. #7: *Understand the role of primary care.*
5. #8: *Rigorously practice preventive health care.*
6. #9: *Integrate population-based care and services into practice.*
7. #12: *Provide culturally sensitive care to a diverse society.*
8. #13: *Partner with communities in health care decisions.*
9. #14: *Use communication and information technology effectively and appropriately.*
10. #15: *Work in interdisciplinary teams.*
11. #17: *Practice leadership.*
12. #18: *Take responsibility for quality of care and health outcomes at all levels.*
13. #19: *Contributes to continuous improvements of the health care system.*
14. #21: *Continue to learn and help others learn.*

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

*Presented the program entitled, "Risky Business: Hepatitis C in WV- Are You At Risk," to 257, 7<sup>th</sup> & 8<sup>th</sup> grade students at the Princeton Middle School on May 25<sup>th</sup>, 2005; The presentation included personal testimonies from two local hepatitis patients.*

*Two team members, Chris Parrish & Ryan Fitzwater, were guests on a local radio talk show with Craig Hammond to discuss hepatitis C as a growing health concern among the community. This awareness and educational campaign primarily discussed the risk factors, prevention, detection, and treatment of this disease.*

*Chris Howard, DO and Lead Resident, was interviewed by Kathy Kish of the Bluefield Daily Telegraph for a news article about the SE AHEC Team project and hepatitis C within Mercer County.*

*Chris Howard, DO and Lead Resident, and Wayne Brackenrich, DO and SE AHEC Lead Preceptor, were guests on WVVA's "In Focus" on Sunday, May 22, 2005, discussing the incidence of hepatitis C within Mercer County and public health education information pertaining to the virus.*

*Team member, Chris Parrish, presented the "Risky Business," program to 50, 9<sup>th</sup>, 10<sup>th</sup>, & 11<sup>th</sup> grade students at the Pikeview High School on June 22, 2005 and provided health education information pertaining to hepatitis C.*

*Health education resources were acquired through the CDC for distribution to local health care providers and health treatment facilities (pamphlets, posters, flyers, etc.)*

**Sample of data collected:**

*Research scientific articles, CDC website, DHHR, BPH, Division of Surveillance and Disease Control for pertinent information on hepatitis C.*

*Gather hepatitis information facts, answers, and questions for the media campaign.*

*Gather contact information for the media campaign to coordinate efforts with radio, TV, newspaper, and schools.*

*Statistical information presented by the representatives of the CDC and the Division of Surveillance and Disease Control of the WV Bureau of Public Health to be used in various phases of the project. .*

**Summary of community interventions:**

*Media Campaign on Hepatitis C Awareness and Prevention:*

- **TV:** guests on WVVA-TV 6 "In Focus" aired on Sunday, May 22, 2005, discussed the incidence of hepatitis C within Mercer County and presented

*public health education information and prevention pertaining to the virus.*

- **Radio:** *guests on a local radio talk show to discuss hepatitis C as a growing health concern among the community. This awareness and educational campaign primarily discussed the risk factors, prevention, detection, and treatment of this disease.*
- **Newspaper:** *Interview given to the Bluefield Daily Telegraph for a news article about the SE AHEC Team project and hepatitis C within Mercer County to include awareness, education and prevention of hepatitis C.*

*“Risky Business: Hepatitis in WV - Are You at Risk?” program was presented to junior and high school students within Mercer County and provided health education information pertaining risk factors and prevention of hepatitis C. This power point presentation includes testimonies of two hepatitis C patients.*

*Health education resources were acquired through the CDC for distribution to local health care providers and health treatment facilities (pamphlets, posters, flyers, etc.)*

#### **Findings of the AHEC Team:**

*Throughout the community, there was a general lack of knowledge and awareness about hepatitis C and many misconceptions about risk factors, detection, and treatment of the virus.*

*The general public does not realize that there can be a cure of hepatitis C, depending upon the type of strain and early detection of the virus.*

*DHHR Website does not list overdose as a cause of death and finding statistics on intravenous drug use was difficult.*

#### **Recommendations of the AHEC team:**

*Billboard designed and displayed to increase awareness and prevention within Mercer County (possibly along route 460).*

*Mercer County HSTA may have a high school group that would be interested in continuing the efforts of the team to promote hepatitis C awareness and prevention within the schools.*

*Distribute the “Risky Business” hepatitis C program to health teachers within the school district for indefinite usage of the presentation.*