Building an Appetite for Health: Nursing Community Partnership at Local Farmers Market
Session # C609

2013 ANCC National Magnet Conference
Thursday, October 3, 2013  8:00am

Judith Dillon, MSN, MA, RN
Kathy Morrison, MSN, RN, CNRN
Our Mission

Education
Clinical Care
Community
Research

Milton Hershey
1857-1945
The spirit of community that Milton Hershey fostered remains the foundation of the Medical Center
Magnet Community Involvement Task Force

**Purpose:**
Develop a nursing community engagement plan that improves the health care of the community

**Membership:**
- Department of Nursing
- Pediatric Trauma Program
- Cancer Institute
- Breast Center
- Stroke Program
- Colorectal Surgery
- School of Nursing Faculty
- Clinical Research Center
- Nursing Education
- Financial Liaison
First Steps

- Tally of community outreach efforts
  - Nursing Department
  - Entire organization
- Identify outreach opportunities
  - Within community
  - Engage our nurses
- Community needs assessment
  - Healthy People 2010
  - Pennsylvania Department of Health
<table>
<thead>
<tr>
<th>Healthy People 2010 Focus Areas</th>
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<tbody>
<tr>
<td><strong>Access to Quality Health Services</strong></td>
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<tr>
<td><strong>Arthritis, Osteoporosis, and Chronic Back Conditions</strong></td>
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<tr>
<td><strong>Cancer</strong></td>
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<td><strong>Chronic Kidney Disease</strong></td>
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<td><strong>Diabetes</strong></td>
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<td><strong>Disability and Secondary Conditions</strong></td>
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<td><strong>Educational and Community-Based Programs</strong></td>
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<td><strong>Environmental Health</strong></td>
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<td><strong>Family Planning</strong></td>
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<td><strong>Food Safety</strong></td>
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<td><strong>Health Communication</strong></td>
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<td><strong>Heart Disease and Stroke</strong></td>
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<td><strong>HIV</strong></td>
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<td><strong>Immunization and Infectious Diseases</strong></td>
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<td><strong>Injury and Violence Prevention</strong></td>
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<td><strong>Maternal, Infant, and Child Health</strong></td>
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<td><strong>Medical Product Safety</strong></td>
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<td><strong>Mental Health and Mental Disorders</strong></td>
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<td><strong>Nutrition and Overweight</strong></td>
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<td><strong>Occupational Safety and Health</strong></td>
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<td><strong>Oral Health</strong></td>
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<td><strong>Physical Activity and Fitness</strong></td>
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<td><strong>Public Health Infrastructure</strong></td>
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<td><strong>Respiratory Diseases</strong></td>
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<td><strong>Sexually Transmitted Diseases</strong></td>
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<td><strong>Substance Abuse</strong></td>
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<td><strong>Tobacco Use</strong></td>
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<td><strong>Vision and Hearing</strong></td>
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National Growth of Markets in the US

Number of Farmers Markets 1946–2013

Source: USDA-AMS-Marketing Services Division
Trend Towards Farmers Markets at Medical Centers and Hospitals

# Demographic Data

<table>
<thead>
<tr>
<th>Customer Characteristics</th>
<th>Duke University (n=165)</th>
<th>Cleveland Clinic (n=214)</th>
<th>Penn State Hershey (n=206)</th>
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<tbody>
<tr>
<td>Female (%)</td>
<td>75.6</td>
<td>84.6</td>
<td>75.1</td>
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<td>Mean age, years (SD)</td>
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<td>47.3 (13.7)</td>
<td>40.8 (14.1)</td>
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<tr>
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<td>6.4</td>
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<tr>
<td>- Masters+</td>
<td>32.5</td>
<td>19.8</td>
<td>25.9</td>
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</table>
A Great Idea Takes Shape

- Magnet Team to provide weekly health screens and wellness topics
  - Team members serve as team leaders
  - Guidelines and talking points established
  - Schedule: April through October
  - Signs created
- Proposal to Farmers Market Team
A Great Idea Grows

- Plan Presented to Nursing Clinical Services Management Council
  - Healthy People 2010 framework for topics
  - Each nursing unit responsible for a week
  - Electronic sign-up
  - Weekly reminder and guidelines sheet emailed to unit contact
  - Community Team member assists with set-up and ensures clean-up
Collaboration Opportunity

- Volunteers for Know Your Numbers Screenings:
  - Nurses
  - Student nurses
  - Medical students

- Additional Volunteers for Focus Topics:
  - Nutritionists
  - Physicians
  - Pharmacists
  - Librarians
  - Fitness Instructors
A Great Idea Becomes a Reality

Know Your Numbers: Free Health Screenings

Health Focus Topics
Schedule:
- July 1: Osteoporosis
- July 8: Fitness Tips & Demonstration
- July 15: Breast Center
- July 22: Stroke Prevention
- July 29: Health Information Library Resources
- Aug 5: Family Healthy Eating & Activities
- Aug 12: Clinical Research
- Aug 19: Children's Brain Health
- Aug 26: Surgical Weight Management
- Sept 9: SAFE KIDS
- Sept 16: Brain Health
- Sept 23: Diabetes
- Sept 30: Fit Rx: Cardiac Rehab

Free health screenings are available every week July through October.
First Year Results: July – Oct 2010

- 53 Volunteers
- 245 Volunteer hours
- 17 Topics presented
- 9 Referrals made

Volunteers

- 40% Nurses
- 43% Nursing Students
- 17% Medical Students
First Year Results: July – Oct 2010

Participants

- Know Your Numbers Screening: 258
- Literature/Brief Interaction: 217
- Focus Topic Group Interaction: 392
- Osteoporosis screenings: 120
Lessons Learned

- Location within market would increase interactions
- Use “bait” – Quiz wheel & prizes
- Include child-friendly activities
- Brief message
- Log of volunteers / official thank you memos
- Nurses & students are naturals at community interaction
- Need for a Community Outreach Coordinator
Affordable Care Act

- Charitable Organizations
- Tax Exemption
- Community Needs Assessment – every 3 years
- Must include community input
- Implement plan to address identified needs
- Plan must be made public
- Failure results in an excise tax of $50,000
Community Health Needs Assessment

- Collaboration Workgroup
  - Penn State Hershey Medical Center
  - PinnacleHealth System
  - Holy Spirit Health System
- Consulting Firm
  - Tripp Umbach
- Five county region
Three Priorities

1) **Healthy Lifestyles**
   - Diet and nutrition
   - Physical activity

2) **Health Education**
   - School-aged children
   - Culturally appropriate to high-need populations

3) **Access to Affordable Healthcare**
   - Primary care
   - Specialty care
   - Dental care
   - Mental health
Childhood Obesity

Not just an adult concern anymore.
Implementation

- **Strategies:**
  - Farmers Market
  - Community Garden

- **Goals:**
  - Expand education from Farmers Market to underserved populations
  - Increase fresh local produce to food banks and homeless shelters
  - Establish a Community Garden
Teaming Up For Success

- Nursing
- University Fitness Center
- Clinical Nutrition
- PRO Wellness
Passport to Health

- Children of all ages
- Enroll
- Weekly stamp
- Prizes
- Incentives for milestones
- Book bag for all participants
- Raffles
- Healthy lifestyle behavior
Passport to Health Topics

June 6    Know Your Numbers/
            Be Heart Smart
June 13   Think Your Drink
June 20   Are You in Portion Control?
June 27   Gardening is Exercise
July 4    Independence Day
July 11   Know Your Numbers/
            Choose My Plate
July 18   Fill Your Plate
July 25   Walk! Don’t Sit!
Aug 1     Know Your Numbers/Brain Smart
Aug 8     Pack Your Lunch/Healthy Snack
Aug 15    Go, Slow, Whoa
Aug 22    Calories In/Calories Out
Know Your Numbers

- Blood Pressure
- Pulse
- Body Mass Index
- Exercise
- Smoking
- Cholesterol
- Glucose
- Nutrition

My Action Plan

JUST HOW HEALTHY ARE YOU?
Know your numbers!

BLOOD PRESSURE (mmHg): High blood pressure is dangerous because it makes the heart work too hard. This can increase the risk of a heart attack or stroke.
- My Blood Pressure is: ______
- My Blood Pressure value is: ______

PULSE: An irregular pulse is a sign of possible Atrial Fibrillation. You are checking for heart rhythms, not rate.
- My Pulse value is: ______
- My style is: ______
- Irregular

BODY MASS INDEX (BMI): Increased BMI is a risk for high blood pressure, high blood cholesterol, diabetes, heart disease, stroke and many other chronic conditions.
- My BMI value is: ______
- My BMI is: ______
- Normal: 18.5-24.9
- Overweight: 25-29.9
- Obese: 30 and above

EXERCISE: Physical activity can increase your risk of high blood pressure, high blood cholesterol, diabetes, heart disease and stroke.
- I exercise: ______
- 30 minutes or more of moderate physical activity on most days of the week
- Less than I should

SMOKING: If you smoke, stop. It is harmful to your health.
- I am a non-smoker
- I am a former smoker
- I am an active smoker

OTHER IMPORTANT NUMBERS

CHOLESTEROL (mg/dL): When the cholesterol in the blood is too high, the artery builds up on the walls of the arteries making blood flow to the heart and brain.
- My Total Cholesterol value is: ______
- My Total Cholesterol is: ______
- Normal: <200
- High: >200

GLUCOSE (mg/dL): Diabetes increases your risk for heart disease, stroke, kidney disease, blindness, amputation, and other serious diseases.
- I have no history of diabetes
- I have a history of diabetes
- My fasting glucose level is: ______

NUTRITION (mg/dL): Eating healthy foods in the right quantities will help you to feel your best and reduce your risk for certain diseases. My diet includes:
- Fruits and vegetables
- Whole grains
- Calcium-rich foods (calcium milk, yogurt, cheese)
- Lean meats
- Healthy fats (canola oil, olive oil, sesame oil)
- Few empty calories (empty calories are calories from solid fats and added sugars)

MY ACTION PLAN
- Continue a healthy lifestyle
- Continue medications as prescribed
- Contact my physician regarding ______

- Continue smoking
- Low fat diet
- Weight management diet
- Low salt diet
- Consistent carbohydrate meal plan
- Other: ______

For more information on healthy lifestyles, visit:
www.choosemyplate.gov
www.heart.org
www.diabetes.org

Be sure to consult your doctor if your results are outside the normal range.

QUESTIONS? Call 717-531-6955 or 860-243-1455
Penn State Hershey Medical Center Care Line
Pennstatehershey.org
Wellness Screening Manual Blood Pressure Guidelines

**The Patient**
- Have the patient sit calmly for five minutes with back supported and feet flat on the floor.
- Upper arm must be bare, avoiding compression of the artery with tight clothing.
- Arm at the level of the heart on a firm surface.
- Do not place the cuff over clothing.
- No talking while measuring blood pressure.

**The Skill**
- Use hand sanitizer before patient contact
- Cuff size is important! Choose the appropriate cuff size.
- Wrap the cuff snugly around the bare upper arm
- The cuff bladder should encircle at least 80% of the arm circumference
- Place the bell side of the stethoscope over the brachial artery
- Inflate the cuff to at least 30 mm Hg above the point at which the radial pulse disappears
- Use an automatic blood pressure machine in the presence of noisy backgrounds
Community Outreach Follow-up Form

Date __________________ Address __________________
Name __________________ City __________________ State ________
Date of Birth __________________ Zip ________
Contact Number __________________ Blood Pressure #1 __________
Email __________________ Blood Pressure #2 __________

My signature acknowledges that I agree to be contacted by the Penn State Hershey Medical Center Community Outreach Program.

Signature __________________

This section to be completed by the 10 Silver Clinic Staff

1st Call Date ______ Time ______
What have you done to manage your high blood pressure?

2nd Call Date ______ Time ______
Would you like to be seen by a provider in your community to manage your HTN? Yes/No

Patient referred to __________________
Office contact # __________________
Appointment to be made by:
1. Patient 2. Outreach staff
Patient informed of appointment:
1. Yes 2. No 3. N/A
Staff Signature and Title __________________

Did you follow-up with your PCP office, local clinic or visited the ED? Yes/No

What was the outcome?
1. Medication added
2. Medication changed
3. Diet changes
4. Exercise
5. Other __________________

Did you follow-up with your PCP office, local clinic or visited the ED? Yes/No

1st Call __________________
2nd Call __________________

Please send this completed form to: Patricia Williams-Forgente RN Suite 600
500 University Drive, Hershey PA 17033 Mailbox HF118
Adult Health Topics

- Cancer Prevention
- Flu Season
- Heart Healthy
- Injury Prevention
- Medications
- Outdoor Safety
- Stroke Smart
- Sun Prevention
Communication

- Clinical Management Council
- Hospital Newsletter
- Social Media
- Flyer distribution
  - Local schools
  - Nearby child care centers
- Local newspaper
Volunteers

- Medical Students
- Nursing Students
- Interns
- Other Students
  - College
  - High School
Fourth Year Results: May – Sept 12, 2013

- 132 Volunteers
- 396 Volunteer hours
- 18 Adult topics presented
- 11 Children topics presented
- 3 Community partners

Volunteers

- 38% Nursing
- 27% PRO Wellness
- 14% University Fitness Center
- 8% Clinical Nutrition
- 8% Students
- 5% Other
- 8% Other
- 132 Volunteers
- 396 Volunteer hours
- 18 Adult topics presented
- 11 Children topics presented
- 3 Community partners
Fourth Year Results: May – Sept, 2013

- 49 Incentives distributed (3 visits)
- 18 Children completed program (6 visits)

5,640 Farmers Market Visitors

Participants

<table>
<thead>
<tr>
<th>Activity</th>
<th>Participants</th>
</tr>
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<tbody>
<tr>
<td>Adult Literature/Brief Interaction</td>
<td>458</td>
</tr>
<tr>
<td>Know Your Numbers Screening</td>
<td>140</td>
</tr>
<tr>
<td>Children Literature/Brief Interaction</td>
<td>428</td>
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</tbody>
</table>
Penn State Hershey Farmers Market Questionnaire

Fall, 2013

Thank you for participating in our 2013 survey of Farmers Market Services! Please answer the following questions; your responses will only be used to help serve you better.

1. What is your gender? ☐ Female ☐ Male

2. What is your age? ____________

3. How would you classify yourself? ☐ Hispanic or Latino/Latina or of Mexican descent ☐ Asian ☐ White or Caucasian (non-Hispanic or non-Latino/Latina) ☐ Black or African American ☐ Native American or Native Alaskan Native ☐ Another ___________________________

4. What is your home zip code? ____________

5. highest level of education you have achieved: ☐ less than 7th grade ☐ graduated from specialized vocational training program ☐ partial high school education ☐ received bachelors degree ☐ graduated from high school ☐ received masters or doctoral degree

6. Are you a Hershey Medical Center/College of Medicine Employee? ☐ Yes ☐ No

7. Do you have Children under the age of 18? ☐ Yes ☐ No
   If yes, what are their ages?
   ☐ Infant ☐ Toddler ☐ Early Elementary (grades 1-5)
   ☐ Preschool ☐ Upper Elementary (grades 4-5) ☐ Kindergarten
   ☐ High School

8. Did you visit the Hershey Medical Center booth at the Farmers Market this year? ☐ Yes ☐ No
   If yes, complete the questions below:

   A. How many times did you visit this summer:
      ☐ once or twice ☐ less than one time per month
      ☐ greater than one time per month ☐ usually weekly

   B. Passport to Health Program: what do you remember most about the children's focused information shared?

   C. Has your or your family's diet changed as a result of information you received at the market?
      ☐ Yes ☐ No

D. What additional health information would you like provided at the Hershey Medical Center booth in upcoming years?

E. Do you have any additional suggestions?

9. What is your biggest challenge to eating healthy?
   ☐ knowledge about healthy eating ☐ cost of eating healthy
   ☐ lack of time ☐ lack of cooking skills or healthy recipes
   ☐ other __________________________

10. How often do you exercise?
    ☐ 30 minutes or more on most days
    ☐ less than I should ☐ NONE

Thank you for your participation, your opinions make a difference!
FAM - Food as Medicine

- Nursing and Medical Student Organization
- Distributes food to underserved areas
WOW - Wellness on Wheels

Free Local Fruits and Vegetables

Topics Include:

- Firework Safety
- Fun in the Sun
- Nutrition and Activity Promotion
- Safe Travels
- Back to School Safety
Community Garden

Grand Opening: October 5, 2013
Prescription as Produce

- Student volunteers
- Distribute produce grown on their plot to low-income populations
  - Family practice clinics
  - Homeless shelters
  - Halfway homes
  - Soup kitchens
  - Food banks
- Appropriate health education information
Thought for Food Lecture Series

- Cultivate a relationship through educational programming
- Educate on healthy eating, gardening, and good nutrition
- Promote Farmers Market and Community Garden
- Strengthen collaboration among wellness partners
- Promote food that is local, healthy, and sustainable

Scheduled for Spring, 2014
Funding

- Association of Faculty and Friends
- Dauphin County Medical Society Alliance
- Community That Cares
- Giving Tree of Hummelstown
- Kohl’s Cares
Awards

American Farmland Trust

One of Top 10 Farmers Market

Modern Health Care

Spirit of Excellence
Medical Center Farmers Markets: A Strategic Partner in the Patient-Centered Medical Home

Background
The number of medical center-based farmers markets has increased in the past decade, but little is known about how such organizations contribute to the promotion of health goals of the patient-centered medical home.

Methods
We obtained descriptive data on the farmers market from hospital and market records and tracking information on the market's Facebook and Twitter sites. We compiled summary measures to determine how the market has begun to meet the 6 standards of the National Committee for Quality Assurance's report on the medical home.

Outcome
During the case and site visits, we met medical, nursing, and farm center staff and learned about the patients who have benefited from the market. The market contributed to all 6 criteria.

Conclusion

cdc.gov

@PennStHershey med center uses #farmersmarkets to address health concerns like #childhoodobesity. More in #CDCpcd

go.usa.gov/jKBH

Expand

Reply Retweeted Favorited More
Summary

Free health screenings are available every week July through October.

Health Focus Topics
Schedule:
- July 1: Osteoporosis
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Contact Information

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