



Living an AHA! Moment:

Click, Click, Boom into a Stronger Reality

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PRESENTATION OBJECTIVES

1. Participants will evaluate their level of knowledge related to community participation and how it is utilized in their jurisdictions
2. Participants will gain knowledge on how to engage community partners to improve uptake of community based interventions

CONFERENCE OUTCOMES

1. Describe evidence based approaches to engage communities in strategic health planning
2. Advocate with private and public partners for services and policies necessary to achieve improved population health.
3. Lead local implementation of inter-professional strategic approaches to achieve population health goals.



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St. Clair County, MI

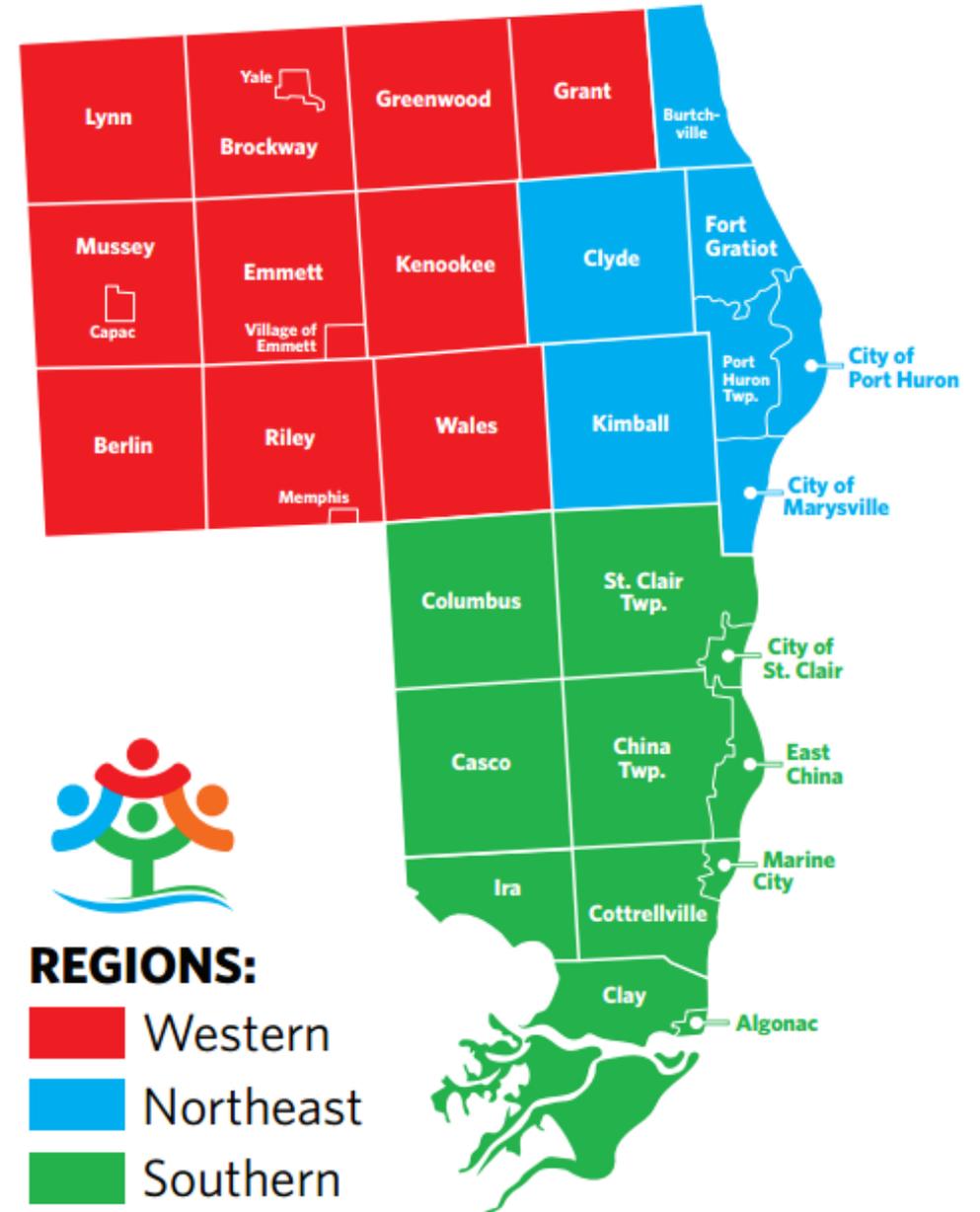
Population Size: 159,350

High School: 89.5%

Bachelor's: 18.9%

Median Age: 42.9

Median Income: \$50,930



HEPATITIS A OUTBREAK RESPONSE

- Entered July 2017
- Dedicated staff & resources
 - Daily investigations into cases
 - Large PEP events
- High risk populations
- Community clinics
- Targeted closed clinics



THIS IS THE FACE OF A HEROIN ADDICT



Tysin Gibson, 25, of Kimball Township, struggled with years of opiate addiction and was jailed nine times.

JEFFREY M. SMITH



On the front lines

TH 3/25/18

Come learn how you can help opioid crisis



Your Turn
Thomas J. Seppo
Guest columnist

The opioid epidemic is widespread and has not spared St. Clair County. Not

Church task force tackles drug epidemic

Study looks at barriers to drug abuse treatment

Group focusing on pregnant women, mothers

Bob Gross
Port Huron Times Herald
USA TODAY NETWORK - MICHIGAN

TH 7/27

OUR VIEW

Give a 2nd chance; be a lifesaver

There are the things that good citizens do: Check the organ donor box on their driver license.



A baby with neonatal abstinence syndrome, NAS, gets the last drops from a bottle. KELLY WILKINSON/THE STAR

TH - 1-28-18

Children swept up in wake of addiction

Substance abuse by parent leaves its mark on the family. Social workers try to help.

Jeremy Ervin | Port Huron Times Herald
USA TODAY NETWORK - MICHIGAN

Don't talk, don't trust, don't feel: These are the unwritten rules that guide many households where addiction is present, Yale Public Schools social worker Julie Jovett-Lee said.

This refers to the breakdown of dialogue acknowledging the addiction, the loss of faith among the family members, and finally, the stifling of a child's ability to express their emotions.

The effects of addiction on the individuals who use the drugs are well known and well documented. But public health institutions say addiction's spillover effects on children are manifesting themselves in social services across the country and within Michigan.

In the past, Jovett-Lee had seen a trend of students using prescription drugs, over-the-counter drugs and marijuana. But now she detects more opioid and heroin use among adults — along with methamphetamine production. This can affect the children, who often don't volunteer this information themselves.

"We usually reach out to any students who may have substance

See ADDICTION, Page 7A

Yale considers naloxone training

KEEPING THE DOORS OPEN

"When I moved in I was no longer physically addicted to drugs. But I still had an emotional and mental obsession to use. Without Vision Quest, I would not have gotten through that."

NATHAN MULLINS



TH 9/4

Port Huron proposes rules for recovery homes

JACKIE SMITH AND NICOLE HAYDEN
TIMES HERALD

STRUGGLING...

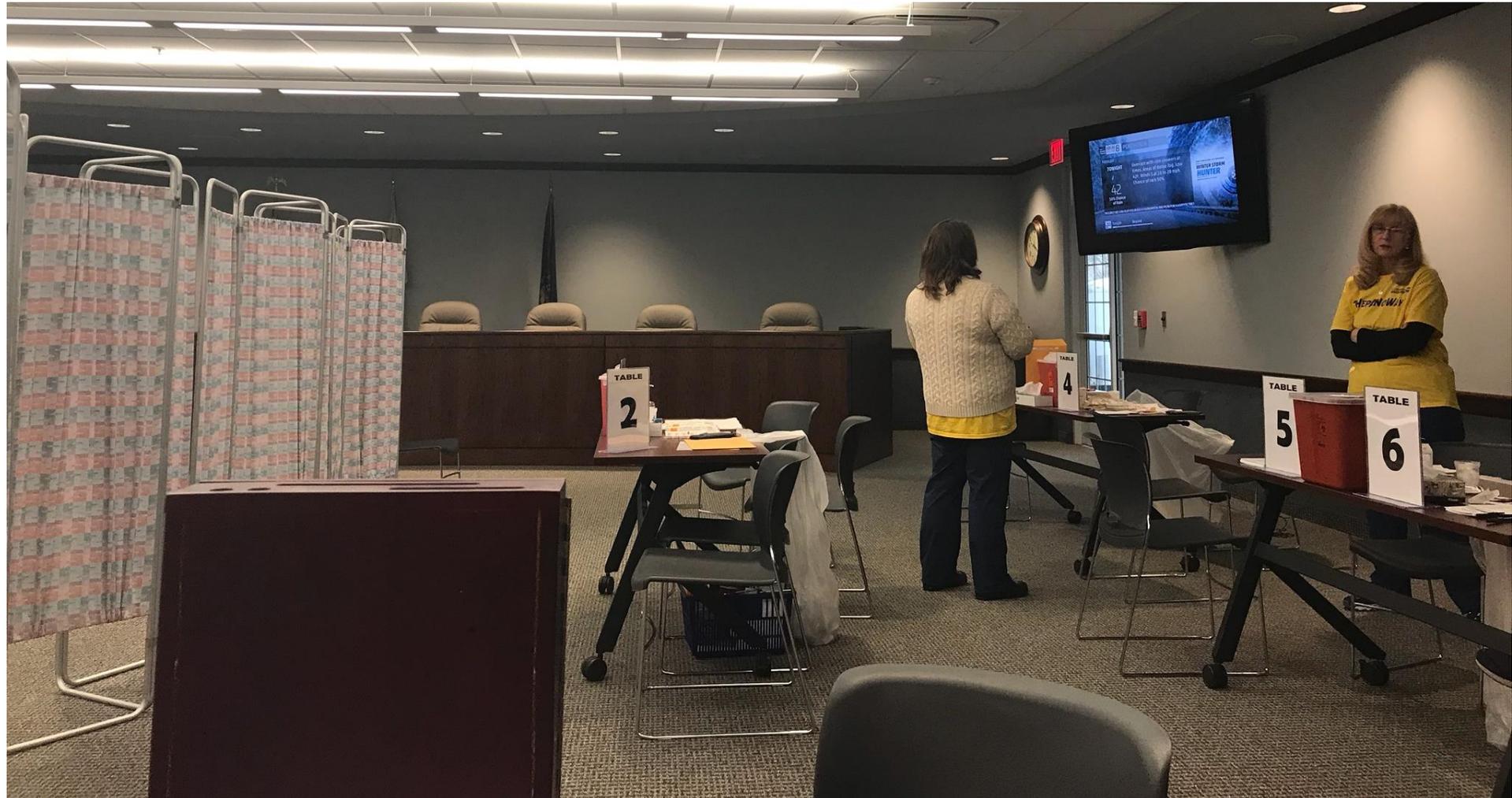
Staff Burnout

Low Vaccine
Uptake

Not Reaching
High Risk
Populations

Wasted
Resources

FIGHTING HEP A



COMMUNITY BASED ENGAGEMENT MODELS

- Community as the setting
- Community as the target
- Community as a resource
- Community as the agent





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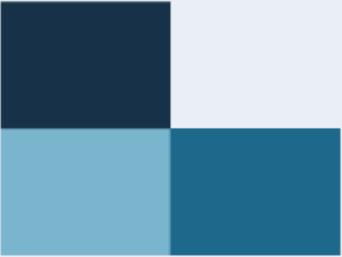
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LIGHTBULB MOMENT



AMBASSADORS

Let's partner with the community.

Identified local recovery organization to facilitate the Ambassador program.

Requirements to be an Ambassador:

- 1) Receive hepatitis A vaccine
- 2) Get trained
- 3) Be in some phase of recovery



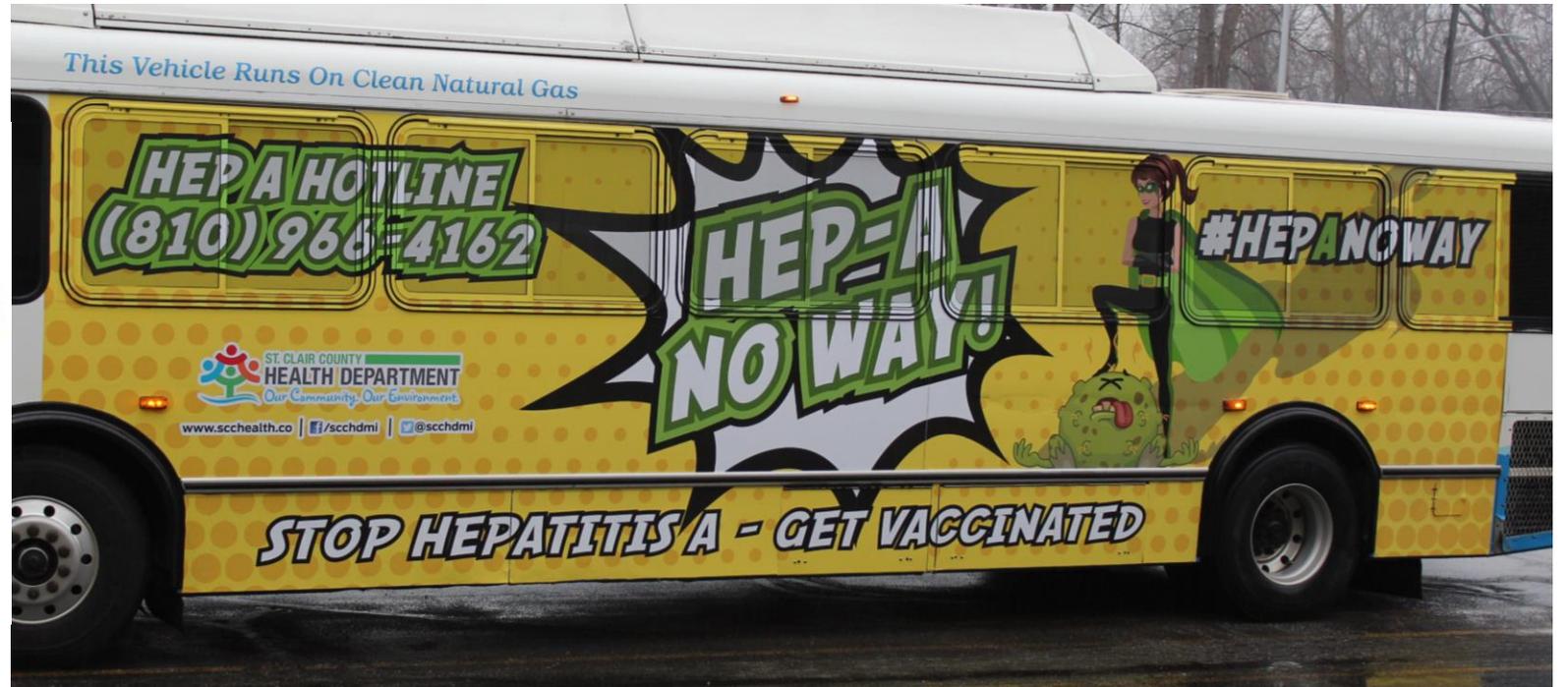
THE ROLE OF AN AMBASSADOR

- Help educate on outbreak
 - At clinics, events, and to peers
- Encourage vaccination
- Help identify locations to target
- Wear your shirt!
- Provide insight related to drug culture to SCCHD staff
- Evaluate our messaging and public campaign materials

#HepANoWay



Daisy Yellow Shirts
Navy Ink



HEPATITIS A

ARE YOU OR SOMEONE YOU KNOW...

- Using drugs (plus marijuana/weed)?
- Homeless?
- In or been in jail/prison?



**You need the hepatitis A vaccine! We can help!
No questions asked!**

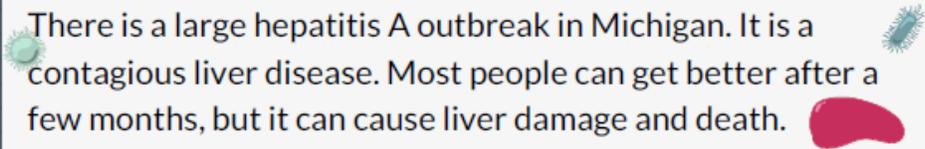
SIGNS AND SYMPTOMS

- Not hungry
- Yellow eyes and skin
- Dark urine/pee
- Pale-colored stools/poop
- Throwing up/vomiting
- Stomach pain
- Feel tired
- Fever



HEPATITIS A OUTBREAK IN MICHIGAN

There is a large hepatitis A outbreak in Michigan. It is a contagious liver disease. Most people can get better after a few months, but it can cause liver damage and death.



PROTECT YOURSELF!

Get your hepatitis A vaccine
St. Clair County Health Department
Call **(810) 987-5300** for walk-in and
appointment availability.

#HepANoWay
Hep A Hotline (810) 966-4162



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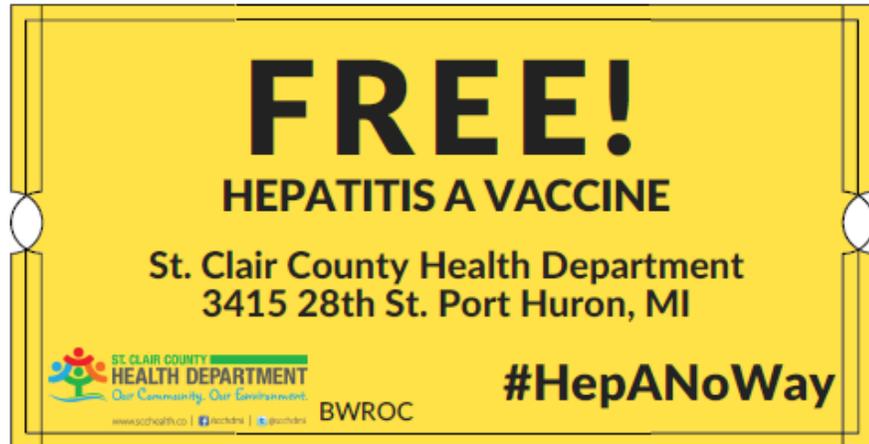
PROTECT YOURSELF!

Get Your Hepatitis A Vaccine
St. Clair County Health Department
Walk-In Mondays 10am - 6pm

#HepANoWay
Hep A Hotline (810) 966-4162



HEP A COUPONS



- Distributed to Ambassadors, bus transit, Goodwill, etc.
- Most effective when Ambassadors gave out during a clinic
- 72% of those vaccinated at clinics used a coupon

OFFSITE LOCATION OPENED APRIL 3, 2018



HARBOR IMPACT DAY



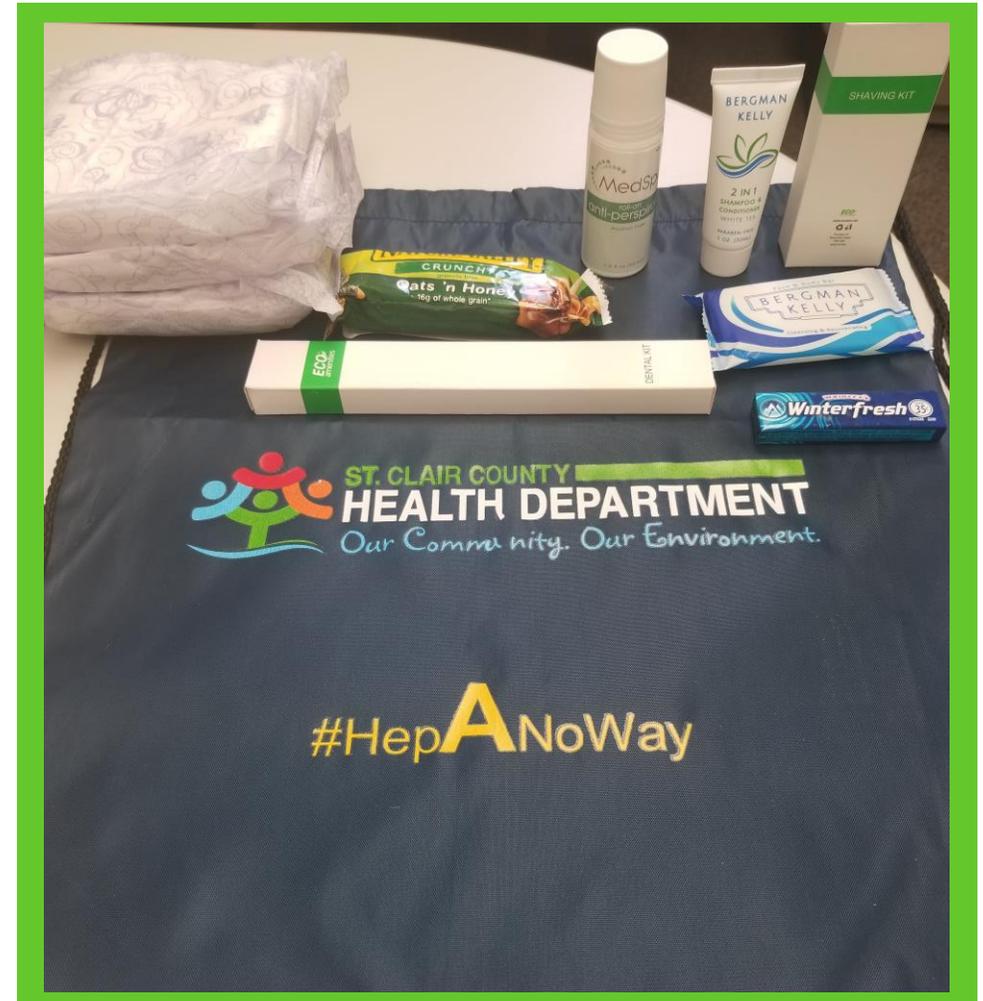
Photo credit: Harbor Impact Ministries, Facebook page



Rotary Day Parade – July 11, 2018

HYGIENE BAGS

- Promote proper hygiene
- Included:
 - Shampoo & conditioner
 - Body soap
 - Gum & granola bar
 - Toothbrush & toothpaste
 - Razor & shaving cream



HEP A VIDEOS

- Comcast Spotlight
- Utilized recovery community to produce videos

AMBASSADOR SUCCESS

Without Ambassadors

Walk-In Clinics

March – May

22 high risk clients



With Ambassadors

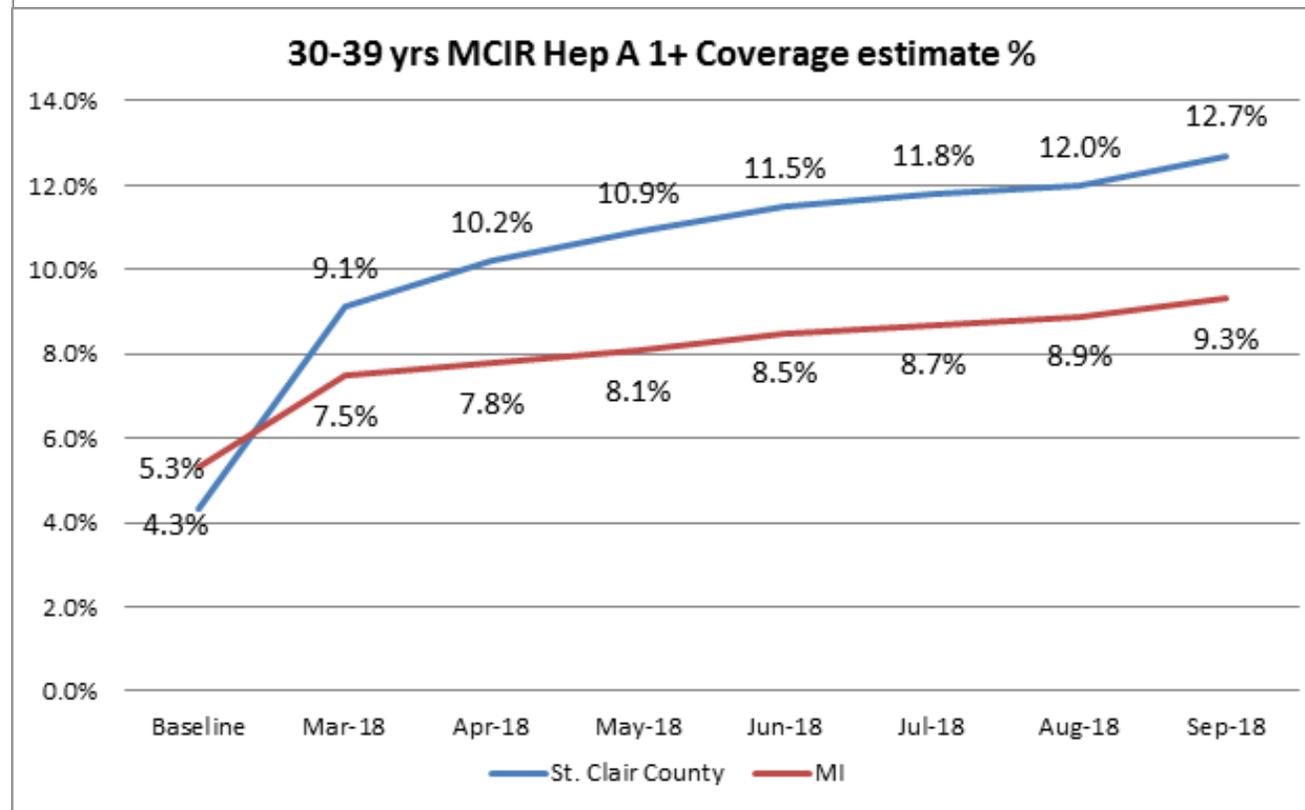
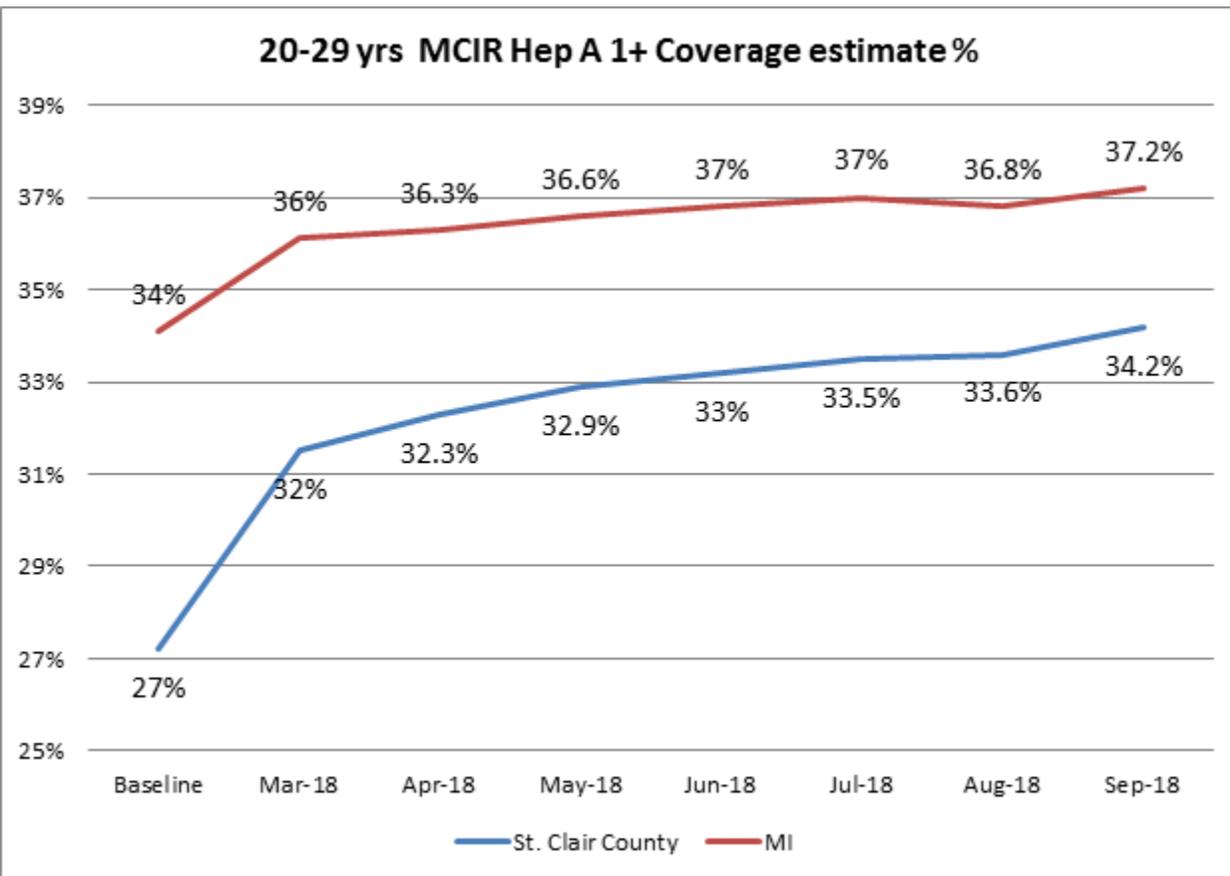
Community Clinics

March – May

158 high risk clients

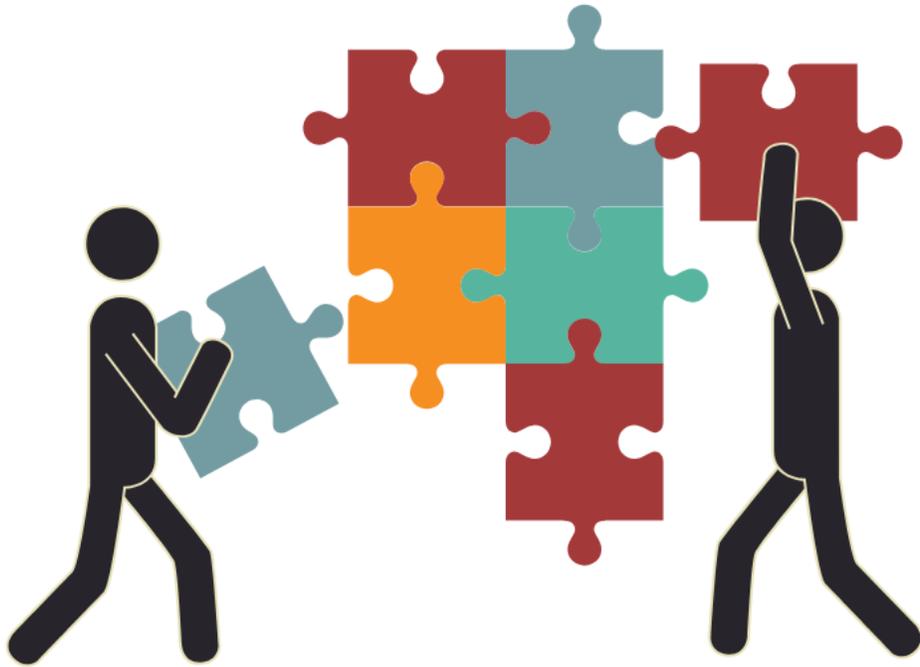
AMBASSADOR IMPACT

- More than **400** high risk individuals were vaccinated
- Almost **300** coupons returned when meeting with an Ambassador at the community clinics
- Only **91** returned to the SCCHD



St. Clair County
IMPROVED VACCINE RATES

CHALLENGES



- Frequent change in leadership
- Volunteer-based
- Ambassador burnout
- Communication
- Relationships take work



LESSONS LEARNED

- Flexibility
- Go to where the people are
- Elevator pitch
- Don't be afraid to change
- Look outside the box
- Those in recovery have many talents to offer

POSITIVE OUTCOMES

For SCCHD

- Offsite location downtown
- New community partnership
- Partnering with businesses in recovery community
- Increased volunteers for other events/projects
- Increased vaccine uptake

For Recovery Community

- Receives public support from SCCHD
- Documented volunteerism
- Fits the steps of recovery
- SCCHD sits on BWROC's Board



Photo credit: BWROC

PROCLAMATION OF RECOGNITION

June 7, 2018 - St. Clair County Board of Commissioners recognized Blue Water Recovery & Outreach Center (BWROC) for their efforts in helping to get the community vaccinated against hepatitis A.



Thank you BWROC!



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QUESTIONS?

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