Living an AHA! Moment:
Click, Click, Boom into a Stronger Reality

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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**

Children swept up in wake of addiction

**Church task force tackles drug epidemic**

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

**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
COMMUNITY BASED ENGAGEMENT MODELS

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

Merzel and D’Afflitti, American Journal of Public Health April 2003, Vol 93 No4
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LIGHTBULB MOMENT

A H A !
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
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

PROTECT YOURSELF FROM HEPATITIS A!

ARE YOU OR SOMEONE YOU KNOW...

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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

FREE!
HEPATITIS A VACCINE
St. Clair County Health Department
3415 28th St. Port Huron, MI
#HepANoWay

WALK-IN MONDAYS 10 AM - 6 PM
NO APPOINTMENT NEEDED
Tuesdays - Fridays, call for an appointment
(810) 987-5300
#HepANoWay
Expires: March 31, 2018

- 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
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
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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