

# **Potentially Preventable Hospitalizations (PPH) Program**

**For Adult Residents of Hunt  
County**

**January 1, 2012 – August 31,  
2013**

# **PPH Program Coalition Members**

- Hunt County Health Department**
- Hunt Regional Medical Center**
- Greenville Community Health Center**
- Health Services of North Texas**
- Hunt County AgriLife (Extension Service)**
- Senior Center Resource and Public Transit (SCRPT)**
- Hunt County Shared Ministries - FISH**

# PPH Program in Hunt County

## PROGRAM GOALS:

- For adult residents of Hunt County, reduce the number and/or cost of hospitalizations by 15% for bacterial pneumonia and 15% for chronic obstructive pulmonary disease (COPD).

## REASONS:

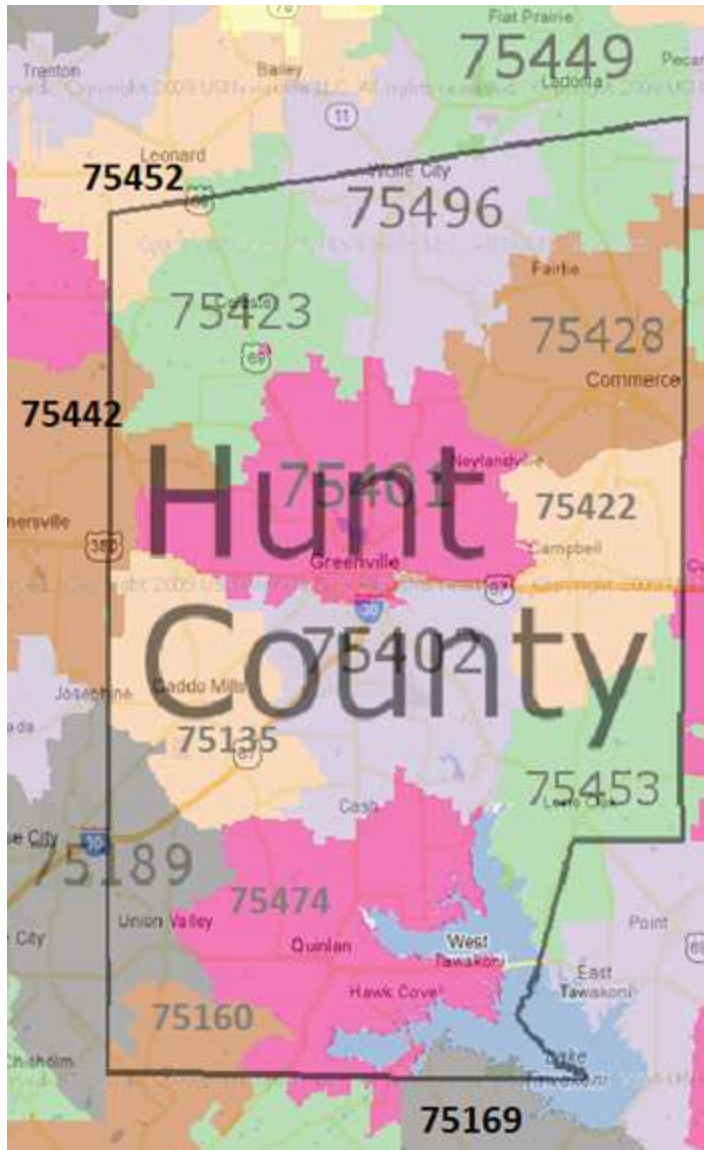
- In Hunt County, these two diseases cause an average of 559 adult in-patient hospital admissions/year at an annual cost of \$10.7 million.
- Most of this is preventable.

# PPH Program in Hunt County

**Hospitalizations in Hunt County for Bacterial Pneumonia & COPD share similarities:**

- **Average age of patient – 66 years**
- **More females than males – approx. 3/2 ratio**
- **Average length of stay in hospital – 5 days**
- **Average cost per hospitalization:**
  - **Bacterial pneumonia - \$19,871**
  - **COPD - \$18,052**

# Hunt County ZIP Code Demograph



Zip Code (Municipality)	Population†	Pop %	Pop. Rank	Bac Pneu Morbidity‡	Bac Pneu Rank	COPD Morbidity‡	COP D Rank
75401 (Greenville)	17,691	25.25%	1	25.90%	1	22.30%	2
75402 (Greenville)	14,171	20.23%	2	20.30%	3	15.30%	3
75474 (Quinlan)	13,353	19.06%	3	22.70%	2	33.30%	1
75428 (Commerce)	9,353	13.35%	4	11.40%	4	9.40%	4
75135 (Caddo Mills)	4,481	6.40%	5	4.60%	5	4.20%	7
75453 (Lone Oak)	3,070	4.38%	6	3.30%	8	5.80%	6
75496 (Wolfe City)	2,816	4.02%	7	4.30%	6	3.40%	8
Other (incl Campbell)	2,736	3.91%	8	4.30%	7	6.30%	5
75423 (Celeste)	2,388	3.41%	9	3.20%	9	*	9
	70,059			100.00%		100.00%	

†2010 U.S. Census

‡DSHS Hospitalization Data

\*Values < 3% not reported

# PPH Interventions – Vaccination

- **Vaccinate at least 250 high-risk adult residents of Hunt County for Bacterial Pneumonia and Influenza.**
  - **250 doses inactivated influenza vaccine (IIV)**
  - **250 doses pneumococcal polysaccharide vaccine (PPSV)**
- **Vaccinate at least 200 adult residents of Hunt County diagnosed with COPD for Bacterial Pneumonia and Influenza.**
  - **200 doses IIV**
  - **200 doses PPSV**

# **PPH Interventions – Vaccination**

**Coalition members administering vaccines:**

- Hunt County Health Department (HCHD)**
- Hunt Regional Medical Center (HRMC)**
- Greenville Community Health Center (GCHC)**

# PPH Interventions – Vaccination

- **Hunt County Health Department (HCHD)**
  - **Modified vaccination screening forms to identify high-risk clients and those with COPD**
  - **Procured 100 doses IIV & 75 doses PPSV with PPH funds for uninsured adult clients**
  - **Promoted vaccination to the public**
    - **Public service announcements (newspapers, radio, television)**
    - **Distributed posters, pamphlets, information cards**
    - **Group information sessions**
    - **Paid advertisement at local movie theater**
  - **Administered PPH vaccines and regular private pay IIV**
    - **At health department clinic during normal business hours**
    - **At numerous off-site locations (food pantries, assisted living facility, businesses, county courthouse, county jail)**



# PPH Interventions – Vaccination

- **Hunt Regional Medical Center (HRMC)**
  - **Every patient screened upon admission for need of influenza and/or pneumococcal vaccination**
  - **If screening indicates need, order automatically generated to pharmacy and placed on pt's MAR for 1400 next day**
  - **Every patient re-screened prior to discharge**
  - **Pneumococcal screening done year round**
  - **Influenza screening inactive Apr 1 – Sep 30**

# PPH Interventions – Vaccination

- **Greenville Community Health Center (GCHC)**
  - **Standing orders to administer PPSV to high-risk patients who pass screening**
  - **Standing order to administer influenza vaccine to any patient wanting it and who passes screening**
    - **Influenza vaccine supply usually exhausted by early February**

# Vaccination Promotion Resources

THE FLU CAN LEAD TO **PNEUMONIA** OR OTHER SERIOUS ILLNESSES, ESPECIALLY IF YOU HAVE ANY OF THESE RISK FACTORS:

CIGARETTE SMOKING

KIDNEY DISEASE

ORGAN TRANSPLANT

CANCER

ASTHMA

COPD



HEART DISEASE

AGE 65 OR OLDER

DIABETES

SICKLE CELL DISEASE

HIV/AIDS

**PROTECT YOURSELF – GET A FLU SHOT!**

CALL THE HUNT COUNTY HEALTH DEPT. AT (903) 455-4433 TO SCHEDULE AN APPOINTMENT. YOU CAN GET **FREE** FLU AND PNEUMONIA VACCINATIONS IF YOU ARE UNINSURED AND HAVE ONE OR MORE RISK FACTORS.

Printed and distributed as 8.5" x 11" posters and 5.5" x 4.25" cards

# Vaccination Promotion Resources



## Screenvision ad at local movie theater

- 15-second spot
- 6-week run at 12-screen theater (Sep 7 – Oct 18)
- Ad shown at least once prior to each feature on each screen (1000 – 1500 showings)

# **PPH Interventions – Smoking Cessation**

- Provide Smoking Cessation Services to at least 250 high-risk adult residents of Hunt County.**
- Provide Smoking Cessation Services to at least 200 adult residents of Hunt County diagnosed with COPD.**

# **PPH Interventions – Smoking Cessation**

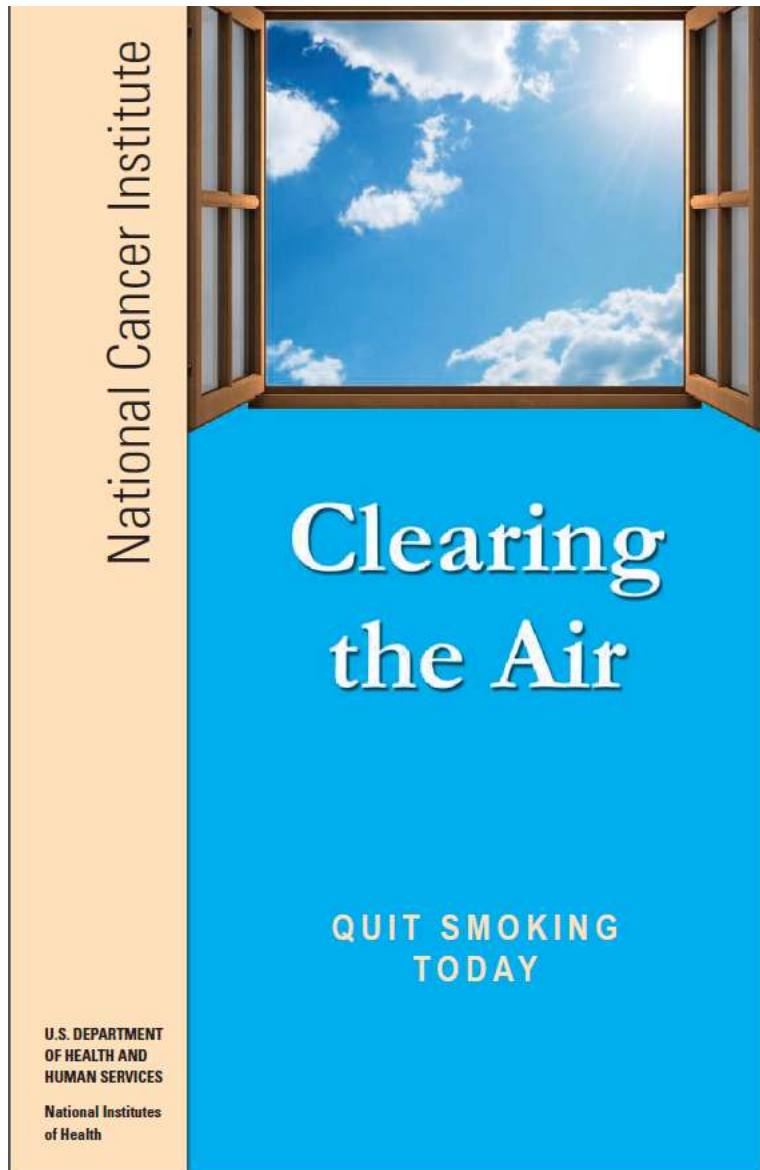
**The following coalition members provide services directly:**

- The Hunt County Health Department offers free “Quit Smoking” seminars, counseling, educational materials, and Quitline referrals.**
- Hunt Regional Medical Center and the Greenville Community Health Center provide “Quit Smoking” counseling and education to their patients.**
- Hunt County AgriLife (Extension) provides free educational materials and offers periodic seminars on the dangers of smoking and how to quit.**

# **HCHD “Quit Smoking” Activities**

- **Promote free services using newspapers, local radio broadcasts, information flyers, and contacts with community leaders**
- **Weekly presence in food pantries to meet smokers one-on-one, educate, promote Quitline**
- **Organize group presentations**
- **Team with other entities who promote smoking cessation**
- **Modify immunization screening forms to ask about tobacco use and exposure to tobacco smoke (affords opportunity to counsel clients on smoking cessation)**
- **Distribute “quit smoking” resources to interested businesses and organizations**

# “Quit Smoking” Resources



## Clearing the Air

38-page booklet

Free except for shipping

Order from:

<https://pubs.cancer.gov/ncipl/detail.aspx?prodid=P133>

Can be ordered in quantities of up to 50/month

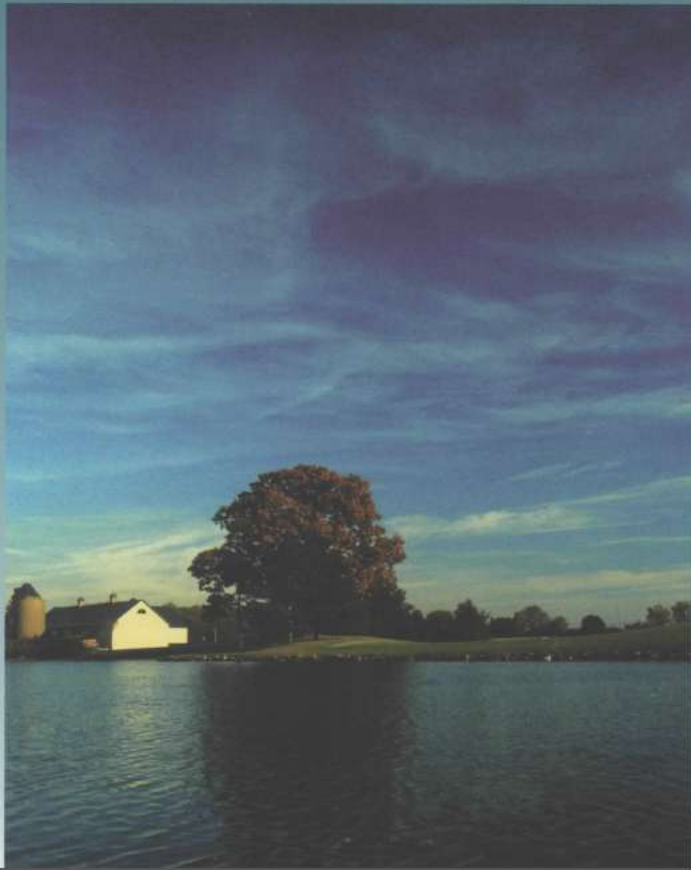
UPS or FedEx account number required

FedEx gnd shipping for 50 copies: \$13 - \$14 (North Texas destination)



# “Quit Smoking”

## Resources



### Clear Horizons

49-page booklet

Earlier publication than Clearing the Air

Intended for smokers age 50+

Lacks information about varenicline  
(Chantix®)

Free except for shipping

Order from:

<https://pubs.cancer.gov/ncipl/detail.aspx?prodid=P003>

Can be ordered in quantities of up to  
1000

UPS or FedEx account number required

FedEx gnd shipping for 40 copies: \$18 -  
\$19 (North Texas destination)

# “Quit Smoking” Resources



12-page pdf document

Downloaded from:

<http://www.ahrq.gov/consumer/tobacco/helpsmokers.pdf>

Printed in office on color laser printer, cut to size,

# Quit Smoking Resources

**within**  
**20 minutes of quitting...**

Within 20 minutes *after you smoke that last cigarette*, your body begins a series of changes that continue for years.

**20 Minutes After Quitting**  
Your heart rate drops.

**12 Hours After Quitting**  
Carbon monoxide level in your blood drops to normal.

**2 Weeks to 3 Months After Quitting**  
Your heart attack risk begins to drop.  
Your lung function begins to improve.


**1 to 9 Months After Quitting**  
Your coughing and shortness of breath decrease.

**1 Year After Quitting**  
Your added risk of coronary heart disease is half that of a smoker's.

**5 Years After Quitting**  
Your stroke risk is reduced to that of a nonsmoker's 5-15 years after quitting.

**10 Years After Quitting**  
Your lung cancer death rate is about half that of a smoker's.  
Your risk of cancers of the mouth, throat, esophagus, bladder, kidney, and pancreas decreases.

**15 Years After Quitting**  
Your risk of coronary heart disease is back to that of a nonsmoker's.



**Los beneficios**  
de dejar de fumar

Ud. comparado con los fumadores,



- El peligro de una apoplejía es igual que el de una persona que nunca fumó, después de 5 a 15 años de haber dejado de fumar.
- El peligro de cáncer de boca, de garganta, y de esófago es reducido a la mitad después de 5 años de haber dejado de fumar.
- El peligro de cáncer de la laringe es reducido después de dejar de fumar.
- El peligro de enfermedad coronaria del corazón es reducido a la mitad después de dejar de fumar por 1 año, y es casi igual al de una persona que nunca fumó después de 15 años de haber dejado de fumar.
- El peligro de muerte de la enfermedad pulmonar crónica obstructiva es reducida, al dejar de fumar.
- El peligro de cáncer del pulmón baja tanto como a la mitad después de 10 años de dejar de fumar.
- El peligro de vasos ilíacos baja después de dejar de fumar.
- El peligro del cáncer de la vejiga baja más de la mitad pocos años después de haber dejado de fumar.
- El peligro de la enfermedad arterial periférica baja después de dejar de fumar.
- El peligro del cáncer del cuello uterino es reducido pocos años después de dejar de fumar.
- El peligro de peso de nacimiento bajo en los bebés vuelve al índice normal si deja de fumar antes del embarazo o durante los primeros 3 meses.

“Benefits of Quitting” posters  
Available free from CDC website

[http://apps.nccd.cdc.gov/osh\\_pub\\_catalog/PublicationList.aspx](http://apps.nccd.cdc.gov/osh_pub_catalog/PublicationList.aspx)

# Quit Smoking Resources

Learn the truth ...  
Quit for good!

## WOMEN AND TOBACCO:

**WOMEN AND TOBACCO:  
SEVEN DEADLY MYTHS**

*"If you or someone you love smokes, listen up! You CAN quit and when you do, you will know how good it feels to take control of your health...I know because I'm one of the women who have kicked the habit. It's one of the best things I ever did."*  
Christy Turlington  
Cover model and smoking cessation advocate

Smoking takes a deadly toll on women and the people they love. Lung cancer already claims the lives of nearly twice women each year than breast cancer, and deaths from lung cancer are on the rise. Women between the ages of 18 and 34 are prime targets for the tobacco industry, which spends billions of dollars every year on advertising that makes smoking cigarettes look fun, sexy, and inviting. This 17-minute video explores the myths about smoking and empowers women to become or stay smoke-free.

CDC would like to thank its media partner, consumer health site ThriveOnline. The content on ThriveOnline emphasizes the importance of a tobacco-free lifestyle to millions of women through Oxygen's cable TV and online network. For further information, please visit their Web site at [www.thriveonline.com](http://www.thriveonline.com).

Funded by the Centers for Disease Control and Prevention in New York. It was produced with the Assistance for Educational Development. Made possible and produced by JAG in New York, LLC/MSK/Novak, Inc.

**SEVEN**

**DEADLY**

**MYTHS**

*"Smoking isn't that dangerous"*

*"If I quit, I'll get fat"*

*"I Can't Quit"*

*"It's not hurting anyone but me"*

*"I won't get hooked"*

*"Light cigarettes are safe"*

*"Smoking is safer than doing illicit drugs..."*

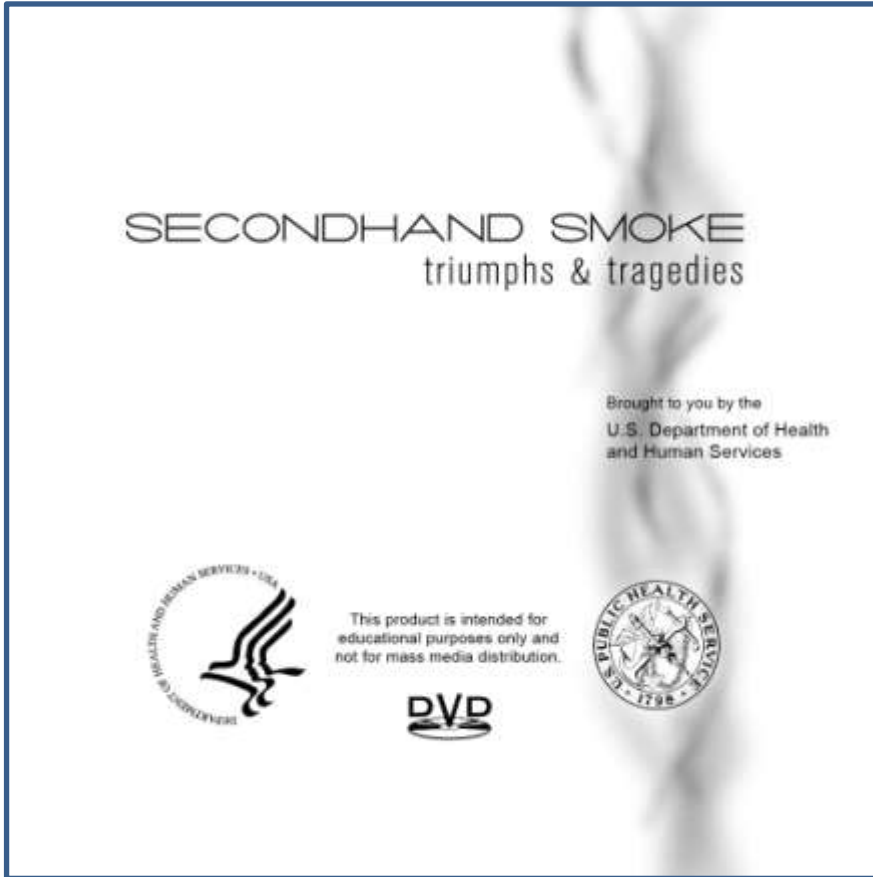
U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES  
Centers for Disease Control and Prevention

CDC

An Educational Video Featuring  
Christy Turlington

Women and Tobacco: Seven Deadly Myths  
DVD featuring Christy Turlington  
Available free from CDC website  
[http://apps.nccd.cdc.gov/osh\\_public\\_catalog/PublicationList.aspx](http://apps.nccd.cdc.gov/osh_public_catalog/PublicationList.aspx)  
Run time ~17 minutes

# Quit Smoking Resources



## Secondhand Smoke – Triumphs & Tragedies

DVD available free from CDC website:  
[http://apps.nccd.cdc.gov/osh\\_pub\\_catalog/PublicationList.aspx](http://apps.nccd.cdc.gov/osh_pub_catalog/PublicationList.aspx)

Run time ~12 minutes

# Quit Smoking Resources



**Free 9-minute video on the dangers of 2<sup>nd</sup> hand smoke**

**Available for download from:**

<http://www.kiiss.org/home/tools/toolkit.html#allvideos>



# **Observations & Lessons Learned**

- **Our coalition is great – all members make significant contributions to the program!**
- **Attendance at coalition meetings is sporadic.**
  - **Conference calls generate better participation than face-to-face meetings.**
- **Of all the methods we have employed to promote vaccination and smoking cessation, newspaper articles seem to generate the greatest response.**
- **Nothing generated interest in vaccination as much as television publicity of the flu epidemic and of people dying from the flu.**

# **Observations & Lessons Learned**

- If you want a decent turnout at a group presentation, someone had better provide food.**
- Time is usually better spent seeking “one-on-one” encounters with smokers than trying to organize group events to promote smoking cessation.**
- A food pantry is an excellent venue for one-on-one “quit smoking” encounters.**
- The “quick fix” mentality is prevalent among smokers and non-smokers regarding quitting.**
- Trying to help people quit smoking is, for the most part, very discouraging and frustrating work but with an occasional bright spot that makes you think it may all be worth it.**