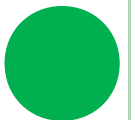
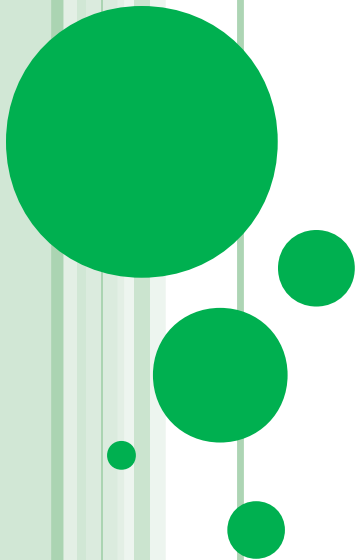


Reducing Adult Potentially  
Preventable Hospitalization  
Project

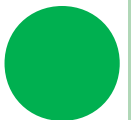
Brooks County  
Population.. 7,161

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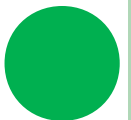
# Brook county Population

- Roughly about 90% of the population is Hispanic
- More than 50% of Brooks County Residents speak Spanish as their primary language
- Only 10% of the population have at least a Bachelors degree



# Brook county Population

- There is an influx of illegal immigrants in which Brooks county has the responsibility for the burial services of these individuals who succumb to the South Texas heat as well as untreated illness.



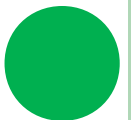
## Goal

- Reduce hospital admissions and/or hospital charges by 15% among Brooks county residents due to bacterial Pneumonia and Dehydration.



# Partnership with Community Action Corporation of South Texas

- Brooks County has contracted with Community Action Corporation of South Texas to implement the Plan of Action to reach our goal.



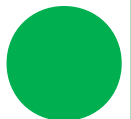
# Coalition Members

- ❖ County Officials
- ❖ Brooks County Health Advisory Board Members
- ❖ CACOST Health Center employees
- ❖ Texas A&M Irma Lerma Pharmacy School  
Students/Staff
- ❖ Community Members
- ❖ DSHS staff
- ❖ Daybreak Falfurrias Nursing and Rehab
- ❖ Local Home Health Agencies

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# Bacterial Pneumonia Immunizations target interventions

- Implement media campaign and set up monthly immunization clinics
- Identify underserved high risk Brooks County residents in hard to reach populations and offer vouchers for free immunizations.
- Immunize 125 high risk Brooks county residents for Bacterial Pneumonia and Influenza by 08/31/13
- Implement second round of media campaign and set up monthly immunization clinics
- Immunize 150 high risk Brooks county residents by 08/31/15



# Bacterial Pneumonia

## Smoking Cessation

### Target interventions

- ❖ Implement media campaign reaching out to residents who smoke
- ❖ Set up monthly smoking cessation classes and advertise classes in local newspaper and radio
- ❖ Meet with local businesses to offer smoking cessation education to employees
- ❖ Have at least 75 Brooks county adult residents complete smoking cessation course
- ❖ Work with county officials to make Brooks to pass an ordinance to make all businesses smoke free



# Dehydration Education Target Intervention

- ❖ Implement media campaign “Keep calm and hydrate on !”
- ❖ Quarterly newspaper articles on ways to keep hydrated
- ❖ Meet with local businesses to create hydration stations for employees
- ❖ Collaborate with local home health agencies, nursing homes, and adult day care centers on ensuring proper hydration of patients

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# Dehydration

## Smoking Cessation

### Target Intervention

- ❖ Implement media campaign reaching out to residents who smoke
- ❖ Set up monthly smoking cessation classes and advertise classes in local newspaper and radio
- ❖ Meet with local businesses to offer smoking cessation education to employees
- ❖ Have at least 75 Brooks county adult residents complete smoking cessation course
- ❖ Work with county officials to make Brooks to pass an ordinance to make all businesses smoke free

# Successes/Challenges

- We have implemented a voucher program for Brooks county residents who are at high risk of developing bacterial pneumonia or dehydration.
- The vouchers are used at the CACOST Health Center in Brooks County and cover the cost of the office visit and other services which directly prevent hospitalizations due to bacteria pneumonia. (ex. Urine tests, lab work, immunizations, and smoking cessation referrals.)
- The voucher program has been a huge success.



# Successes/Challenges

- We currently publish a weekly column in the local newspaper which targets healthy behaviors. Each week we discuss a new topic and readers give feedback. The columns are written by coalition members.



# Conclusion

Brooks County residents have shown an interest in the project. We have reached our target interventions and are continuing the effort to reduce potentially preventable hospitalizations in Brooks county.

