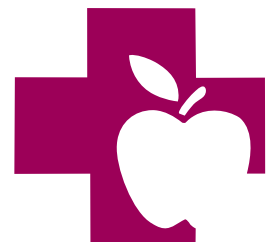




CENTRAL LOUISIANA
AREA HEALTH EDUCATION CENTER
2009 - 2010 ANNUAL REPORT



Message from the CEO

Welcome to the Central Louisiana Area Health Education Center's Annual Report for 2009-2010. The report is divided into two main sections: Healthcare Workforce, which includes highlights of healthcare students in training, professional development, recruitment services and health careers programs for youth; and Community Outreach aimed at providing citizens with health information to make informed decisions about their health and lifestyle.

The overarching goals of the agency are to improve access to quality care by making sure there is an adequate, well-trained healthcare workforce for rural and underserved communities; and improve the health status of the residents of our service area.

We hope this report illustrates our accomplishments in these areas and the impact on our communities.

Sharon Womack, CEO

Advisory Board Members

Nancie Corley
Educator, Jena, LA

Nina Delaune, Treasurer
Pharmaceutical Account Manager, Retired
Greenwell Springs, LA

Mary D. Fallis, M. Ed.
Educator, Retired
Winnfield, LA

Sandra Franklin, 1st Vice President
Radiologic Technologist, Alexandria, LA

Terri Gremillion, Secretary
Director, Bunkie General Hospital
Heart and Health Center
Bunkie, LA

Michael Madden, M.D.
Physician, LSUHSC Alexandria Family
Medicine Residency
Alexandria, LA

Linda Matessino, RN, MPH, CHE
Director, Innis Community Health Center
Innis, LA

Staci Polozola
Career & Technical Education Coordinator
Livingston, LA

Paul Rachal, MD, 2nd Vice President
Physician, New Roads, LA

Jessica Ravare, RNC, BSN
Director of Education, Avoyelles Hospital
Marksville, LA

Vernon Stevens, Jr., Past President
Hospital Administrator, Retired
Vidalia, LA

Roger Trivasos, President
Medical Technologist, Baton Rouge, LA

Jeffrey Trivasos
Educator, Retired
Brusly, LA

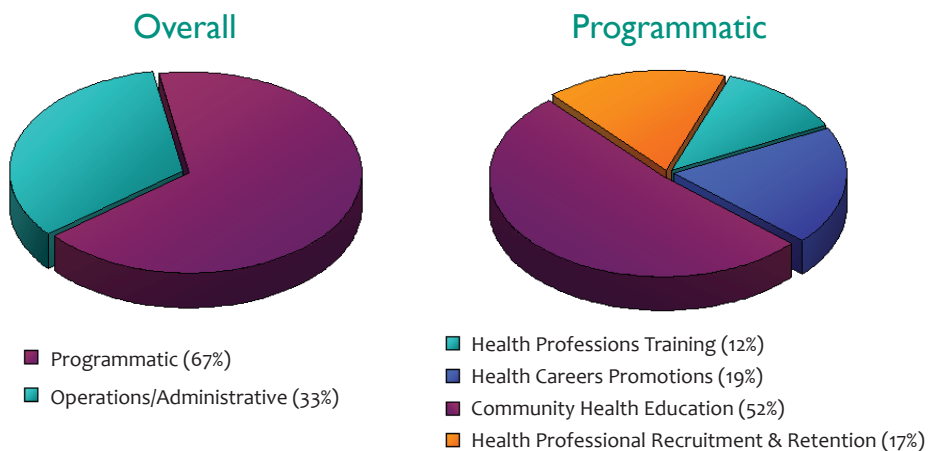
Valerie Washington, DDS
Dentist, Pineville, LA

Mimi Wold
Educator, Retired
Winnfield, LA

CLAHEC Funding



Funding Allocation



Central LA AHEC Staff

Sharon Womack, Chief Executive Officer
 Nan Ewing, Director of Health Careers Programs
 Kelly Edminson, Director of Health Education Services
 Gabrielle Juneau, Health Careers Coordinator
 Bonnie Jones, Office Manager
 Cathi Saybe, Technical Coordinator
 Janet Villemarette, Bookkeeper
 Terry Thibodeaux, Tobacco Outreach Coordinator
 Mari Novosad, Teen Pregnancy Prevention Coordinator
 Elizabeth Sylvest, Health Education Outreach Coordinator

2009-2010 Program Partners

Collaboration with our many valued partners enables Central LA AHEC to offer programs free of charge or at a significantly reduced rate to students, healthcare professionals and community residents. We would like to recognize and thank all of our partners for their continued support and friendship.

Cash and In-Kind Support

AHECs for a Healthy Louisiana
Ascension Catholic High School
Ascension Parish School Board
Avoyelles Parish School Board
Catholic High of Pointe Coupee
CHRISTUS St. Frances Cabrini Hospital
Cindy Seaton Dance Academy
City of Baker School System
False River Academy
Grant Parish School Board
Lane Regional Medical Center
LaSalle Parish School Board

Louisiana Children's Trust Fund
Louisiana Department of Health and Hospitals,
Bureau of Primary Care & Rural Health
Louisiana Governor's Office,
Safe & Drug Free Schools & Communities
Louisiana Public Health Institute
LSU-Alexandria
LSUHSC—New Orleans
LSUHSC-Shreveport School of Medicine
Ochsner Medical Center of Baton Rouge
Our Lady of the Lake Regional Medical Center
Pointe Coupee Parish School Board

Rapides Parish Police Jury - WIB
Rapides Parish School Board
Riverland Medical Center
Security Sporting Goods, Inc
Southwest Louisiana AHEC
St. Helena Parish School Board
The Rapides Foundation
Tunica Biloxi Gaming Authority
Vernon Parish School Board
West Feliciana Parish School Board
Winn Parish Medical Center
Zachary Community School System

In-Kind Support

Community and State Agencies

Alexandria District Nurses Association
Alpha Kappa Alpha Sorority
Alpha Phi Alpha Fraternity
Alzheimer's Association of Louisiana
American Cancer Society
Central Louisiana Behavioral/Health Resource
Center on Developmental Disabilities
Central Louisiana Dental Association
Central Louisiana Occupational Health Nurses
Delta Region AIDS Education & Training Center
Dr. Rene' Desselle, D.D.S. and Staff
LA Dept. of Health & Hospitals,
Office of Public Health
HRSA-Bureau of Health Professions
Louisiana Academy of Family Physicians
Louisiana Breast and Cervical Cancer Program
– E.A. Conway Medical Center
– Huey P. Long Medical Center
Louisiana Campaign for Tobacco-Free Living
Louisiana Cancer Control Partnership
Louisiana Cancer & Lung Trust Fund Board
Louisiana Developmental Disabilities
Nurses Association
Louisiana Rural Health Association
LSUHSC - School of Public Health
LSU-S Family Practice Residency Alexandria
LTC Region 9 College and Career Transitions
MOVE, Inc.
New Voice Club

NuTau Chapter, Sigma Theta Tau International
OPH Region VI Fetal and Infant Mortality Review
Rapides Business & Career Solutions Center
Region VI Office of Behavioral Health
Region VI Office of Public Health
Region VI Tobacco Prevention &
Cancer Control Coalition
Volunteers of America

Health Care Facilities

Avoyelles Hospital
Bunkie General Hospital
Byrd Regional Hospital
Cabrini Cancer Center
Concordia Community Health Center
Hardtner Medical Center
Hilltop Nursing & Rehabilitation Center
Huey P. Long Medical Center
Huey P. Long Medical Center
– England Airpark Dental Clinic
LaSalle General Hospital
Pointe Coupee General Hospital
Rapides Primary Health Care Center
Rapides Regional Medical Center
St. Elizabeth Hospital
Southeast Community Health Systems
St. Helena Parish Hospital
VA Medical Center
West Feliciana Parish Hospital
Winn Community Health Center
Woman's Hospital

Louisiana Universities

Louisiana College, Division of Nursing
LSU-Alexandria,
Department of Allied Health
Our Lady of the Lake College
LSU Health Sciences Center–Shreveport,
Department of Family Medicine
LSU Health Sciences Center–New Orleans,
School of Dentistry
Tulane School of Medicine

Schools and School Boards

Avoyelles Public Charter School
Catahoula Parish School Board
Concordia Parish School Board
East Baton Rouge Parish School Board
East Feliciana Parish School Board
Holy Savior Menard Central High School
Iberville Parish School Board
Huntington School
Livingston Parish School Board
St. Joseph High School
West Baton Rouge Parish School Board
Winn Parish School Board

2009 – 2010 Physician Preceptors

Healthcare Workforce



190 health care students in training and professionals provided care to over **100,000** community residents



Professional Training, Development & Recruitment Services

3,500 hours (+) of training were provided for first and fourth year medical students through the **Rural Primary Care Preceptorship Program** sponsored by LSUHSC-Shreveport and Central LA AHEC. Twenty-two (**22**) students worked with **14** primary care physicians in rural and underserved communities to observe the professional, business, and social aspects of their practices, as well as assisted in providing care to approximately **10,000** patients. The experience is designed to encourage medical students to choose a primary care specialty and practice in a rural or underserved community.

Recruitment assistance was provided to the **Alexandria Family Medicine Residency Program** in the form of relocation stipends and support to offset travel expenses to LSUHSC-Shreveport for orientation training for **6** new interns entering the residency training program. The residency provided medical care to approximately **17,000** patients in 2009.

Dental and dental hygiene students received **960** hours of training at the Huey P. Long Dental Clinic at the LSU England Airpark facility in Alexandria. Central LA AHEC provided travel reimbursement for **40** students. The clinic provides dental care to **4,000** uninsured patients annually.

Med Job Louisiana Recruitment and Retention Program recruiters placed **22** primary care providers and **41** nursing and allied health professionals throughout the state resulting in an increase in access to care for over **66,000** citizens. The program is a collaboration of the Louisiana AHECs and DHH Bureau of Primary Care and Rural Health designed to assist healthcare facilities in rural and underserved communities recruit qualified healthcare professionals.

SEARCH (Student/Resident Experiences & Rotations in Community Health) students were placed in **44** community sites, including federally qualified health centers, to expose students to professional opportunities in these underserved clinics. Fifty-nine (**59**) medical, dental, physician assistant and nurse practitioner students spent **236** weeks serving patients and conducting community service learning projects through a HRSA grant with the Louisiana AHECs.

Each year practicing healthcare professionals are required to take continuing education courses in order to stay current in their field and maintain their licenses. Central LA AHEC partners with healthcare professional organizations, academic centers and hospitals to offer courses at reasonable costs to the professional. This year, **680** professionals received **2,846.5** contact hours of training in dentistry, substance abuse, professional development, nursing, research, cardiology, tobacco, obesity, cancer, heart failure, stroke, and mental health.

Health Careers for Youth

Central LA AHEC provided information on the benefits of pursuing a career in healthcare to **8,184** high school students, **594** teachers, counselors and administrators, and **2,455** parents. Students from rural or underserved areas are more likely to live and work in these communities than students from more urban communities.

The 15 day **AHEC of a Summer Health Career Exploration Program** provided job shadowing experience, classroom education, CPR certification and career options in health care for **165** high school students at **16** hospitals, federally qualified health centers, and rural health clinics. Students volunteered over **17,300** hours during the program.

Our Lady of the Lake College and LSU at Alexandria in partnership with Central LA AHEC provided opportunity at **CI:Healthcare** for **92** high school students to perform activities that professionals in nursing, respiratory therapy, laboratory science, physical therapy, phlebotomy, radiology technology, pharmacy, EKG technology, and surgery technology perform in their jobs.

Nurse Camp, a partnership between Louisiana College and Central LA AHEC provided **22** high school students the opportunity to explore nursing as a career and learn basic nursing skills such as IV therapy, taking vital signs, and giving injections. The two day camp allowed students to interact with practicing nurses, nurse instructors and nursing students.

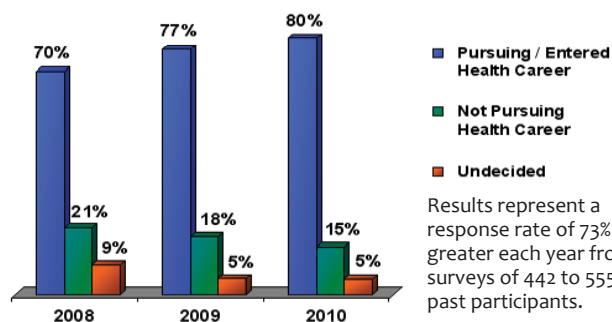
A Day with the Doctors program provided **102** high school students the chance to travel to one of two medical schools to tour LSUHSC, interact with medical students, physicians and faculty and learn about the requirements to apply to medical school. Students also learned to take blood pressure, pulse, listen to heart and breath sounds, and to suture.

Rapides Workforce Investment Board, Rapides Business & Career Solutions Center, and Central LA AHEC created **H.O.P.E. (Health Occupation Possibilities Explored)** to give out-of-school youth in Rapides parish a look into careers in healthcare. The program provided **17** young adults with 5 weeks of on-site work experience, CPR certification, first aid certification and workshops that informed them about local training programs in healthcare.

Six (**6**) pre-med college students from rural communities were provided insight and assistance with the medical school application process, clinical skills building, and mentoring opportunities in the **Rural Scholars** program.

High School Graduates Career Choice

Tracking Survey Responses 2008 - 2010



8,588 youth participated in programs to encourage them to pursue health careers



Community Outreach



11,279 citizens received information on the effects of tobacco use and cessation and benefits of cancer screening



Cancer Control and Prevention

A CDC funded initiative, **Louisiana Cancer Control Partnership (LCCP)**, is sponsored by the LSU Health Sciences Center in New Orleans and comprised of many organizations and individuals all committed to reducing the cancer burden in the State of Louisiana. Central Louisiana AHEC is home to the Region VI Cancer Control Officer. Through the efforts of the Region VI Cancer Control Officer, CLAHEC Community Outreach Coordinator and the Region VI Tobacco Prevention and Cancer Control Coalition, many strides have been made throughout the Region to promote cancer screenings and awareness.

During participation in community events and health fairs, information on cancer prevention and screening including skin, breast, colon and prostate was provided to **4,354** people. The annual Men's Free Prostate Screening Event provided **102** men with full prostate screenings and information on informed decision making to prepare them to have discussions with their physicians.

Physician Detailing on breast, colon, and prostate screening was provided to **59** physicians in Region VI. Three video conferences were provided to doctors, nurses and social workers providing continuing education credits.

In January 2010, Central Louisiana AHEC was awarded a grant by the Department of Health and Hospitals Bureau of Primary Care and Rural Health for the **Every Woman Matters-Winn Parish Program**. CLAHEC partnered with Winn Community Health Center and Winn Parish Medical Center. The project provided free cervical and breast cancer screenings for **99** uninsured women 35-54 years of age, as well as an educational component to increase community awareness of the importance of screening for cancer, and physician detailing on current screening recommendations.

Health Education

Oral health education is essential for our children to learn healthy oral habits and prevent disease. CLAHEC partnered with local dentists, dental hygienists, school nurses and volunteers who dress as **Carey the Tooth Fairy**, to educate children on the need to brush, floss and eat the right foods. Presentations were made to **550** students in several Central Louisiana parishes.

Through a grant from the Louisiana Children's Trust Fund (CTF), CLAHEC provided educational brochures on **Shaken Baby Syndrome** to **600** people in Rapides and Winn Parish at community health fairs. Twenty-four community and school presentations on Shaken Baby Syndrome were made to **59** child care providers and **802** students and parents. CLAHEC partnered with NSU Child and Family Network to provide 6 presentations to **189** child care professionals. Through the CTF grant the Nurse Family Partnership was trained and provided with 'The Period of PURPLE' DVDs and materials for the nurses to educate **100** new mothers (ages 15 – 19) on baby's natural crying habits and how to deal with the crying.

Olweus Bullying Prevention Program was presented to staff, faculty and students at two schools in Rapides Parish. The purpose of this partnership was to reduce bullying, prevent future bullying and improve relationships at every level. **625** students and **625** parents were taught what bullying is and how to Step Up, Speak Out, Stop Bullying! Ninety-five (**95**) staff, bus drivers and faculty were trained on how to counteract bullying in the classroom, playground, bathroom and lunchroom.

Tobacco Prevention & Control Initiative

In a collaborative community partnership between Central Louisiana AHEC and The Rapides Foundation to reduce the impact of tobacco in our region, CLAHEC focused on **Storefront Operations** to profile the Tobacco Industry's advertising near schools; conducted **Workplace Outreach** in a seven (7) parish region for the purpose of engaging area businesses to become a tobacco-free workplace; conducted high-impact events for Kick Butts Day; and encouraged the community to give up tobacco for The Great American Smokeout and The Great American Spitout.

Storefront Operations included profiling **121** stores in the 7 parish area. The retail sites observed posted an average of seven tobacco product advertisements per site and 10% of the sites posted tobacco advertising within sight of the parish schools.

Workplace Outreach contacted **182** businesses to establish a relationship to encourage their business to consider implementing a tobacco-free workplace policy. Businesses contacted included government agencies, health care facilities, retail stores, manufacturers, banks, construction companies, broadcast/newspapers, car dealerships, insurance companies, restaurants, hotels, casinos, and miscellaneous businesses.

Kick Butts Day events included Pitkin High School from Vernon Parish and Jena Junior High from LaSalle Parish. Pitkin High School's Student Council conducted a day of activities to educate **550** students on the effects of tobacco use and to encourage them to remain tobacco free. Jena Junior High's Student Council held activities with **200** students throughout the day to make a commitment to be tobacco free. Both schools worked hard to get a clear message to the students to kick tobacco out of their lives.

The Great American Smokeout (GASO) and **The Great American Spitout (GASPo)** included participation in 27 successful events from the seven parishes where **2,338** Quit Smoking Kits (GASO) and **3,400** Quit Spit Kits (GASPo) were distributed.

Tar Wars is an award winning tobacco-free education program geared towards 4th and 5th grade students that was developed by the American Academy of Family Physicians. Presentations were made to **3,223** students in 40 schools in 8 parishes. Presenters included one family physician, one school nurse, one CLAHEC staffer; and through a community partnership grant from The Rapides Foundation, one-hundred and fifty-seven (**157**) peer educators working with 62 District and School Coordinators were trained and presented to their local schools.

Women and Tobacco: How Smoking Changes Your Life! provided a forum targeted to women of child-bearing ages (18 – 44) and professionals who work with these women. Seventy-two (**72**) participants from Avoyelles, Grant and Rapides parish attended on February 18, 2010. Speakers included Dr. Sharifa Baker Bevels and Dr. Jaime Middleton. Participants learned of the health effects of smoking on their bodies as well as during pregnancy and the impact on their developing child. They also learned how to make their homes smoke-free to protect the health of their children. This forum was presented in collaboration with the Region VI Tobacco Prevention & Cancer Control Coalition through a grant from The Louisiana Campaign for Tobacco-Free Living Community Advocacy Grant.



6,107 students participated in tobacco prevention, oral health, bullying prevention, and Shaken Baby Syndrome education





2225 North Bolton Avenue
Alexandria, LA 71303

Central Louisiana AHEC

Serving these Parishes for over 19 years:

Ascension • Avoyelles
Catahoula • Concordia
East Baton Rouge
East Feliciana • Grant
Iberville • LaSalle
Livingston • Pointe Coupee
Rapides • St. Helena
Vernon • West Baton Rouge
West Feliciana • Winn



www.CLAHEC.org