



Cleveland Clinic

South Pointe Hospital

2018 Community Outreach Review

14 Events

Over 2400 people reached

Over 1300 people educated

Over 600 screenings/assessments completed

Program Impact 2018

In 2018, South Pointe Hospital named Margaret McKenzie, MD, President. Dr. McKenzie has been very engaged with the community and has attended and spoken at many outreach events. She has also selected two other physicians, Eberechi Agwa, MD and Ashley Simpson, DO, who share the same desire and passion for community outreach. They have both participated in several education sessions throughout the community. Below is a recap of the outreach events for 2018.

Pink and Beyond Breast Cancer Program

357 women educated in 2018

This program has a new name but the mission remains the same. Previously known as Victory in Pink, *Pink and Beyond* continues to concentrate our efforts on women in underserved populations with an emphasis to educate and screen for breast health. We are happy to say the program has now went beyond breast health. Our goal is to take advantage of the opportunity to educated women on all chronic diseases when given the chance. Our goal moving forward is to partner with more congregations and groups within the City of Warrensville Heights to continue building the program and expanding the footprint of women who have been screened.

For Men Only

Over 180 men attended events in 2018

For Men Only has experienced continued success offering free prostate cancer education and screenings focused on minority men in Warrensville Heights and

surrounding areas. The men who participated were eager to learn more about prostate cancer screening risks and benefits. We are looking forward to continuing to build on this very impactful event.

Program Highlights & Achievements:

- 130 men were screened for prostate cancer.
- 18 men identified as having an elevated PSA test which could be an early sign of prostate cancer. All 18 men have been connected with a urologist for follow-up care.

Colorectal Cancer Education Series

Over 700 residents attended and educated

The *Colorectal Cancer Education Series* was established through a partnership with Robert L. Johnson, also known as the Line Dance King. Through this partnership we were able to engage and educate over 700 Warrensville residents on cancer risk factors and symptoms, screening guidelines and the importance of early detection, while combining it with some fun line dancing. Over the course of the series, we distributed 40 colorectal cancer screening kits, called FIT tests, with 60% of those completing the screening (well above the national average). Over 30 other attendees were referred to a patient navigator to be connected with other screening services such as mammograms, tobacco cessation, colonoscopies and prostate exams.

The Healthy Community Initiative 8 Week Health Challenge

The Healthy Community Initiative (HCI) is a customized approach to wellness that targets four core areas: physical activity, nutrition, and tobacco cessation and lifestyle management. By utilizing resources and partners within a specific community, an HCI will positively impact each community through education, awareness and strategic programming based upon the current Community Health Needs Assessment (CHNA), and the Healthy People 2020 report.

For several years now, the CHNA for the Tri-City/Lee-Harvard area has revealed a community that is plagued with chronic disease such as diabetes, hypertension, cancer and respiratory disease, and where many people are still smoking.

The 8 week Health Challenge is a part of the Healthy Community Initiative. It is a collaborative effort between Cleveland Clinic South Pointe Hospital and community partners to promote optimal health and wellness. The program is designed to motivate participants from the community to address their health in a fun and competitive way.

The inaugural Tri-City 8 Week Health Challenge ran from Thursday, July 12 through Thursday, August 30, 2018. The communities involved were the Tri-City area (city of

Warrensville Hts, Village of Highland Hills and Village of North Randall) and the Lee-Harvard area (Ward I Cleveland), which competed against each other.

134 participants signed up for the initial Tri City 8 Week Challenge. Participants were from 24 different zip codes and 3 different counties (Cuyahoga, Lake and Portage).

87 participants completed all requirements for a 65% completion rate.

Key Impact

10 participants (7%) were identified as not having a medical home.

6 participants (4%) identified as not having insurance.

37 participants (28%) were Stage II Hypertensive at prescreening (>140/90)

19 participants (21%) were Stage II Hypertensive at post screening (<140/90)

Impact results post Challenge

50% of the original participants with Stage II Hypertension lowered their blood pressure by the post screening.

Total combined weight loss was 178 pounds.

12 women completed mammogram appointments (6 abnormal results found).

47/50 FIT tests were returned (several abnormal results found and referrals made).

1 participant completed a primary care visit with a new PCP.

80 participants signed up for the Bridge (programs and activities between challenges to allow participants to stay engaged and also receive points for attending).