Health Screening at 9th Annual Fiesta Latina

DISC Project

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Class of 2015
Background Statement/Importance of Project

Hispanics are the nation’s fastest-growing minority group. A study by Pew Research Hispanic Center in 2008 showed that Latinos are more likely to be overweight than non-Hispanic whites. This higher propensity of obesity causes the population to be at greater risk for many health illnesses. The same study by Pew Research Hispanic Center showed that one out of four Hispanic adults lacks a normal health care provider. Less educated, less assimilated and foreign-born Hispanics are the least likely to have a usual healthcare provider. Of those who were polled, 70% reported obtaining health information from churches, community groups, family and friends within the past year (Livingston 2008).

Because the Latino population is at greater risk for illnesses associated with being overweight and one fourth of the community lacks a regular health care provider, I propose a health screening event at the 9th Annual Fiesta Latina hosted by the Latina American Services Organization (LASO). In previous years the Fiesta Latina has hosted >20 vendors, provided live music and attracted over 11,000 attendees. The majority of these attendees are Latino. Reaching out to this audience will not only show the Latino community that Mercer University School of Medicine (MUSM) is invested in their health, but also will allow us to learn more about this community so that with future events we can better serve their needs. Latinos in Georgia are an underserved population, so helping this population in whatever way our school can also follows MUSM’s mission.
Project Goals

The goals of the Fiesta Latina Health Screening Event are as follows:

- Provide free blood glucose checks, blood pressure checks and body mass index (BMI) checks for attendees and educate attendees on their health risk
- Survey participants prior to providing health screenings in order to obtain information about healthcare in the Latino community. This survey will ask about diet and lifestyle choices as well as assess whether the participant is currently under the care of a primary care physician. This survey will give us valuable information about the health needs of Savannah’s Latino community and allow us to focus on those needs at future events.
- Talk to participants about how their lifestyle choices affect their health state and disease outcomes
- Answer questions that attendees have about their health risks and ways that they can improve their health
- Educate people in Spanish or English about diabetes, hypertension and obesity
- Provide referral information about Curtis V. Cooper Health Center Primary Health Center to people who have elevated blood pressure, blood glucose or BMI but lack a healthcare provider (granted that Curtis V. Cooper allows us to do this)
Methods

- Event Details:
  
  **Title:** 9th Annual Fiesta Latina

  **Date:** Saturday, October 11, 2014

  **Time:** 12noon – 9pm

  **Location:** Rousakis Plaza (River Street)

- Preparation:
  
  o **Items needed for event:**

    ▪ Event tent

    ▪ 1 long table (for flyers and health information)

    ▪ 4 card tables (for individual health screenings)

    ▪ 10 folding chairs

    ▪ Mercer University banner

    ▪ Flyers of health information including but not limited to diabetes, hypertension, obesity, annual health checks, and healthy meal options in Spanish and English

    ▪ Surveys (at least 250)

    ▪ Cards (at least 250) to give to participants which state their blood pressure, blood glucose and BMI

    ▪ Referral sheets to Curtis V. Cooper Community Health Center (at least 200)

    ▪ Sharp boxes for used blood glucose needles

    ▪ Trash bins for used strips and/or bandages
- Designated box or crate for completed participant surveys
- Nametags for volunteers
- Sharpies
- Pens

  - Volunteers needed for event:
    - 10 medical students (5 per shift)
    - 10 Spanish translators (recruited from Hispanic Outreach and Leadership at Armstrong – “HOLA” or from Memorial Translation Services)
    - 1-2 physicians to ensure that emergent cases are taken care of appropriately

  - Medical Items Needed for Event:
    - 4 blood pressure cuffs
    - Hand-held BMI measuring device (2-4 based on availability)
    - Blood glucose meters (2-4 based on availability)
    - Blood glucose meter strips (as many as available)

- In preparation for the event:
  - I will recruit Mercer student volunteers and reach out to HOLA or Memorial Translation Services to try and recruit student translators.
  - I will ask many physicians if they would be willing and able to volunteer during the event in hopes that 2 will be willing to help out. This will include reaching out to Mercer faculty, and the Internal Medicine and Family Medicine teams at Memorial.
I will talk to Jennifer Boryk, Dr. Dent and Dr. Shelley about the means of borrowing blood pressure cuffs and using the blood glucose meters and strips used by events put together by the AOA Leadership Project. Realizing that blood glucose meter strips are fairly expensive and may be difficult to obtain for the event, I understand that the event may be limited to blood pressure and BMI checks.

I will reach out to Curtis V. Cooper Community Health Center to ask if we may refer participants to the clinic if they do not have a health provider.

- **Day of Event:**
  - Vendors for Fiesta Latina are required to set up their tents several hours in advance of the start of the event. The first group of volunteers (5 Mercer students) will show up early enough to set up the tent and get prepared for the event.
  - The physician volunteer and HOLA translator volunteers will show up at the start of the event (noon).
  - Students will volunteer in shifts
    - Shift 1: 12noon – 2:45
    - Shift 2: 2:30 – 5pm
  - Students volunteers will be instructed to ask a series of questions from a brief survey and then check the blood pressure, BMI and blood glucose of participant. The student will then advise the patient about their health and ways to improve their health, taking as much time with the participant as
necessary. Translators will be used for better understanding by the participant. Participants may opt out of any part of their health review.

- Students in the afternoon shift will be required to close down the tent and pack up Mercer belongings
- I will bring the blood pressure cuffs, blood glucose meters, extra strips and BMI devices so that they do not get lost. I will make sure these items get back to Mercer in a timely manner.

**Expected Outcomes**

The expected outcomes are that we will obtain surveys from and deliver valuable health information about diabetes, hypertension and healthy body weight to over 250 participants at Fiesta Latina. Considering that the projected attendance is 12,000 for this event based on previous attendances, we should be prepared to deliver health information in the form of education and flyers to at least 500 people. We will probably refer many people to Curtis V. Cooper Primary Health Center as well. Hopefully by reaching out this population during a well-established event, we will open the doors for MUSM to have future events focusing on the health care of Savannah’s Latino community.

**Reference**