



Connecting with Patients through Women’s Health Day

*Redwood Community Health Coalition
Promising Practice*

PROMISING PRACTICE OVERVIEW

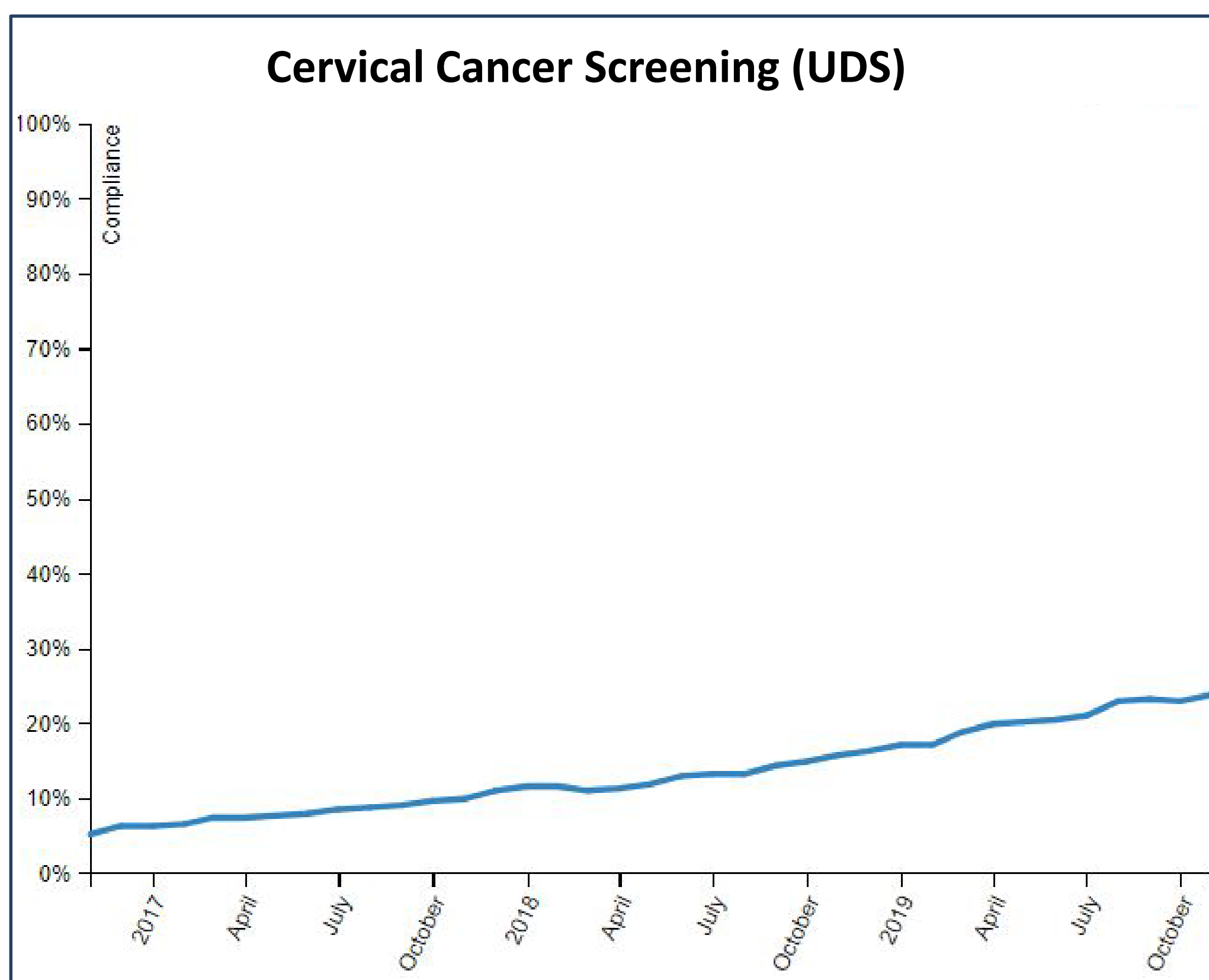
Several years ago Ritter Center (RC) hosted a Women’s Day event aimed at engaging women in their healthcare. RC decided to bring the event back in July of 2019. This event was held on a Saturday from 10am-2pm, and focused on cervical cancer screenings and fun activities to draw in participants. RC had over 80 people attend to participate in activities such as a Zumba class, bike-powered smoothies, and more. Medical providers were in clinic to provide free cervical cancer screenings and behavioral health services.

RC’s Quality Improvement and Outreach departments planned the event and solicited donations from local businesses (RC spent under \$500 on the event). The event was promoted as an event for the community, not just RC patients. While they didn’t have as many cervical cancer screenings as hoped, they did have significant engagement in other areas and received positive feedback from both participants and volunteers.

MEASURES

Cervical Cancer Screening UDS Measure: Percentage of women 21-64 years of age who were screened for cervical cancer using either of the following criteria: Women age 21-64 who had cervical cytology performed every 3 years; Women age 30-64 who had cervical cytology/human papillomavirus (HPV) co-testing performed every 5 years.

Specification Guidance: The measure only evaluates whether tests were performed after a woman turns 21 years of age. The youngest age in the initial population is 23



RESULTS TO DATE

Overall the event was very successful engaging the community. The activities were well attended, and the case management department was booked the entire day. Case managers connected participants to needed community resources. The medical staff unfortunately did not see as many patients as expected. The next Women’s Day event will occur in March 2020 focusing on breast cancer screenings. Even with a challenging patient population, RC has been making steady improvements on their cervical cancer screening rate over the past few years as shown in the above graph.

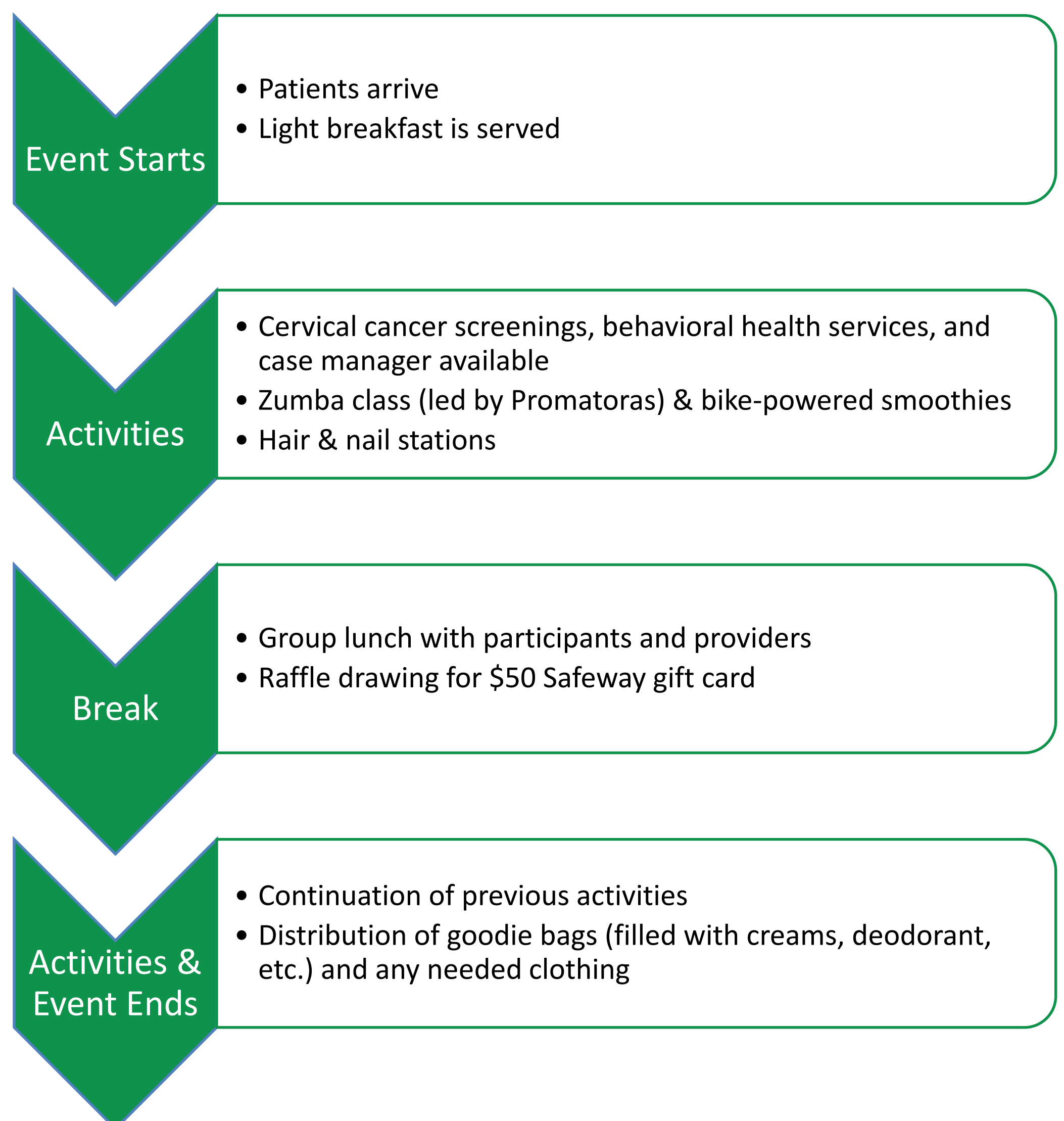
ACTIONS TAKEN

- Recruited a volunteer from each RC department (10 total) and from the community (10 total)
- Created templates and sent asks to potential donors
- Received donations from: Marin County (water bottles, tables, tents), Safeway (\$50 gift card), Three Twins Ice Cream (ice cream), EO Products (beauty products), Community (clothes and jewelry)
- Purchased remaining food items at Costco (organic when possible) for volunteers to make lunchtime sandwiches
- Created bingo “passport” cards for participants to have stamped for entry into a raffle for a Safeway gift card
- Gathered Marin County partners to provide nutrition and dental services at event

AIM

To increase the cervical cancer screening rate and number of patients connected to needed social and medical resources

WORKFLOW



LESSONS LEARNED

RC learned several key lessons that they will use when planning their next. For example they will outreach to potential donors earlier, as some need five months notice. Patients enjoyed the outdoor activities so much that most did not go into the clinic for services. Next time they will bring medical providers outside to engage patients, prompt them to go into the clinic for care, and make follow-up appointments. Providers will talk to patients about the importance of cancer screenings. RC is also considering a booth for behavioral health group sessions to empower women and reduce the stigma.

Welcome to Ritter Women's Day
Bienvenidos al Dia de la Mujer—Ritter Center

AGENDA

Open Doors— Abre Puertas: 10am.

Breakfast— Desayuno: 10am— 10:30am.

Lunch— Almuerzo: 12pm— 12:30pm

Zumba: 10:30am and /y 11:30am

All Services and Activities - Todos los Servicios y Actividades

10am-12pm and/y 12:30pm 2pm

Nutrition, Nails, Facial, Hair & Make-up, Manicure and Clothing Boutique

Nutricion, Manicura, Facial, Peinados & Maquillaje y Tienda de Ropa

Health Center



Behavioral Health



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Zumba



Nutrition Station



Case Mangers



Beauty Stations

