



**HSHS**  
**St. Mary's**  
**Hospital Medical Center**



**HSHS**  
**St. Vincent**  
**Hospital**



**Public Health**  
Prevent. Promote. Protect.

*Aurora BayCare Medical Center*

 **Aurora Health Care**  **BAYCARE CLINIC**

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# **BROWN COUNTY PREVENTION COALITION**

# Why the Coalition Started in 2013

- **Vision:** Partners creating a healthy community
- **Mission:** The Prevention Coalition will collaborate to develop priorities that improve health, use healthcare dollars effectively, and provide outreach to improve the quality of life in our community
- **Purpose:** To collaborate, cooperate, share and exchange data and analytics, encourage effort and best practices, adapt strategies to improve
- **Membership:** Leadership from public health, ADRC, hospital case management, data/analytics supported by MetaStar, and older adult volunteer

# How We Determined Initiatives

- Each hospital/health system discussed health care challenges
- Initiatives are data driven
- Select priority focus common among all health care systems

# Why Falls Prevention as an Initiative

- MetaStar summarized hospital data gathered to determine the top reasons for Brown County Emergency Room (ER) visits/patterns:
  - Abdominal pain
  - Cardiac
  - Falls
- Discussed: priority, what can we most influence, other barriers in the community in addressing each.
- Selected falls prevention focused on older adults based on highest proportion of ER *falls* charges.
- 23 patients are admitted to Green Bay Emergency Rooms each day as a result of a fall.

# 1<sup>st</sup> Falls Prevention Initiative

- Develop and distribute fall prevention awareness brochure

## Freedom from Falls

Simple ways you can prevent falls to stay safe and comfortable in your home.



# 2<sup>nd</sup> Falls Prevention Initiative

## **Emergency Medical Services (EMS)**

- EMS reporting too many 9-1-1 calls due to a fall and growing
- Developed an electronic application and process for bedside referral of patient by EMS to community service organizations to help patient prevent a repeat fall

# 3rd Falls Prevention Initiative

## **Emergency Room**

- Developed common fax form for Green Bay Emergency Room staff to refer a patient (faller) discharged from ER without other services

# 4th Falls Prevention Initiative

## **EMS**

- Developed education (training video, PowerPoint, and customer handout) for use by EMS on how to refer a faller to community services



# Other Falls Prevention Input Gathered



Northeast Wisconsin Regional Trauma  
Advisory Council



Green Bay Metro Fire Department



Community pharmacy



UW Madison School of Pharmacy and  
Pharmacy Society of Wisconsin

# 2016- Added Advanced Directive Goal

## **1<sup>st</sup> – Establish Baseline and goal**

- Establish goal to add 2,500 Advance Directives to Green Bay health system electronic medical record.

## **2<sup>nd</sup> – Awareness Events**

- Each Coalition member organization offer events in the community to create awareness of advance directives

## **3<sup>rd</sup> – Student Curriculum**

- Invitation to university and college faculty to discuss and incorporate Advance Directives curriculum into coursework

# 2018 Initiative: Create Subcommittees

- Purpose: add expertise from other community professionals
- Created Falls Prevention Subcommittee
- Created Advance Care Planning Subcommittee

# Successes of Coalition

- Synergistic – working together creates an environment for greater output
- Focused on upstream prevention
- Share best practices to save each other time
- Opportunity to be more connected and deeper learning about each organization

# For Additional Information

**View additional information or links to resources at**

**[www.adrcofbrowncounty.org](http://www.adrcofbrowncounty.org),**

**Select *Stay Healthy Stay Active*,**

**Select *Brown County Prevention Coalition***

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