

2019-2020 COMMUNITY HEALTH CONTRACT
354 Diabetes Footcare Education

Quarter 2 (October-December) Reporting Form

Goal 2	
To increase community awareness and knowledge of diabetes foot care.	
S.M.A.R.T. Objective 2a	
By December 31, 2019, at least 200 community members will receive information about diabetes foot care through community events conducted by outreach workers.	
Projected Cost:	Contract Dollars Expended to Date:
Not provided in original application	
S.M.A.R.T. Objective 2b	
By December 31, 2019, increase community-level awareness of the importance of diabetes foot care through targeted mailings to at least 1500 low-income households.	
Projected Cost:	Contract Dollars Expended to Date:
Not provided in original application	
Progress/Accomplishment of Goals & Objectives	



Senior Diabetic Podiatry Education
Project Update

better together

42

Diabetic/Podiatry
Senior Patients Served since July 2019



Grant Updates

Original Grant Proposal Costs

\$2500	1,000 pair diabetic socks
\$2500	1,000 diabetic giveaways/merchandise
\$400	2 diabetes display
\$350	2 diabetic foot models
\$750	Printed educational materials
\$4000	2 targeted mailings
\$400	4 folding tables
\$80	8 folding chairs
\$1000	4 trade show type table covers with name and logo
\$300	4 pop up canopies
\$600	2 stand up banner
\$600	4 convertible hand carts

Updated Grant Costs

\$2500	1,000 pair diabetic socks
\$2500	1,000 diabetic giveaways/merchandise
\$350	2 diabetes display
\$250	2 diabetic foot models
\$750	Printed educational materials
\$4000	Marketing Campaign
\$200	2 folding tables
\$80	3 folding chairs
\$350	2 trade show type table covers with name and logo
\$700	1 pop up canopy
\$0	2 stand up banner
\$100	1 convertible hand carts
<hr/>	
\$1700	Variance

Variance allocation

\$1000	High Traffic Signage
\$700	Additional funds for digital campaigns

Diabetic Socks



Dr. Comfort Diabetic Crew Socks

Give-Away Promo Items



Diabetic Foot Models



HEALTH EDCO W43107S Biolike Diabetic Foot Model Set



HEALTH EDCO W43107 Biolike Diabetic Foot Model

Education Foot Models



Podiatry Model is a Set of 3 Human Feet



3B Scientific A31/1 Foot Skeleton-flexibly w/portions of Tibia- Fibula

Building a Healthier, Happier Community



Diabetes Statistics

Healthy feet are essential for overall good health. For people with diabetes, taking care of their feet is especially vital. **More than 60 percent** of all non-traumatic lowerlimb amputations worldwide are related to complications from the disease, according to the American Diabetes Association. These amputations are preventable with careful monitoring and regular foot screenings performed by a podiatrist.

While open sores on the foot—called ulcers—are the most common diabetes-related foot problem, serious conditions such as neuropathy, skin changes, calluses, poor circulation, and infection are also prevalent. The nerve damage that diabetes causes may mean a person with an ulcer or injury may be unaware of it until it becomes infected. Infection can lead to partial or full amputation of the foot or lower leg.

nhcare.org

Diabetes Foot Care Recommendations

Inspect feet daily.

Check your feet and toes every day for cuts, bruises, sores, or changes to the toenails, such as thickening or discoloration.

Wear thick, soft socks.

Avoid socks with seams, which could rub and cause blisters or other skin injuries.

Exercise.

Walking can help control blood sugar, keep weight down, and improve circulation. Be sure to wear appropriate athletic shoes when exercising.

Have new shoes properly measured and fitted.

Foot size and shape may change over time. Shoes that fit properly are important to those with diabetes.

Don't go barefoot.

Don't go without shoes, even in your own home. The risk of cuts and infection is too great for those with diabetes.

See a podiatrist.

Make at least two appointments a year with an APMA member podiatrist, the foot and ankle expert, to have your feet examined. This is a critical step in avoiding diabetic foot complications and amputation.

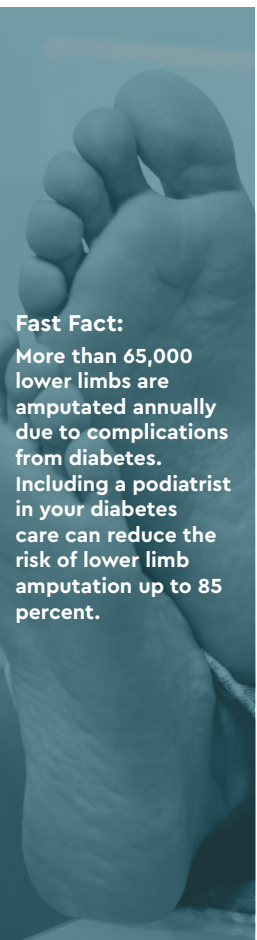
neighborhood
HEALTHCARE

In partnership with
Fallbrook Regional
HEALTH DISTRICT

1309 S Mission Rd, Fallbrook, CA 92028

Call today: 760-690-5900

nhcare.org



Fast Fact:

More than 65,000 lower limbs are amputated annually due to complications from diabetes. Including a podiatrist in your diabetes care can reduce the risk of lower limb amputation up to 85 percent.

better together

Marketing Campaign

Postcard Mailing Campaign (Mock-Up)

Building a Healthier, Happier Community

Healthy feet are essential for overall good health. For people with diabetes, taking care of their feet is especially vital. Here are some warning signs of diabetes:

- Skin color changes
- Swelling of the foot or ankle
- Numbness or tingling in the feet or toes
- Open sores on the feet that are slow to heal
- Ingrown and fungal toenails
- Bleeding corns and calluses
- Dry cracks in the skin/heel

In partnership with
Fallbrook Regional
 HEALTH DISTRICT

www.nhcare.org

Fast Fact:
 More than 65,000 lower limbs are amputated annually due to complications from diabetes. Including a podiatrist in your diabetes care can reduce the risk of lower limb amputation up to 85 percent.

neighborhood
HEALTHCARE

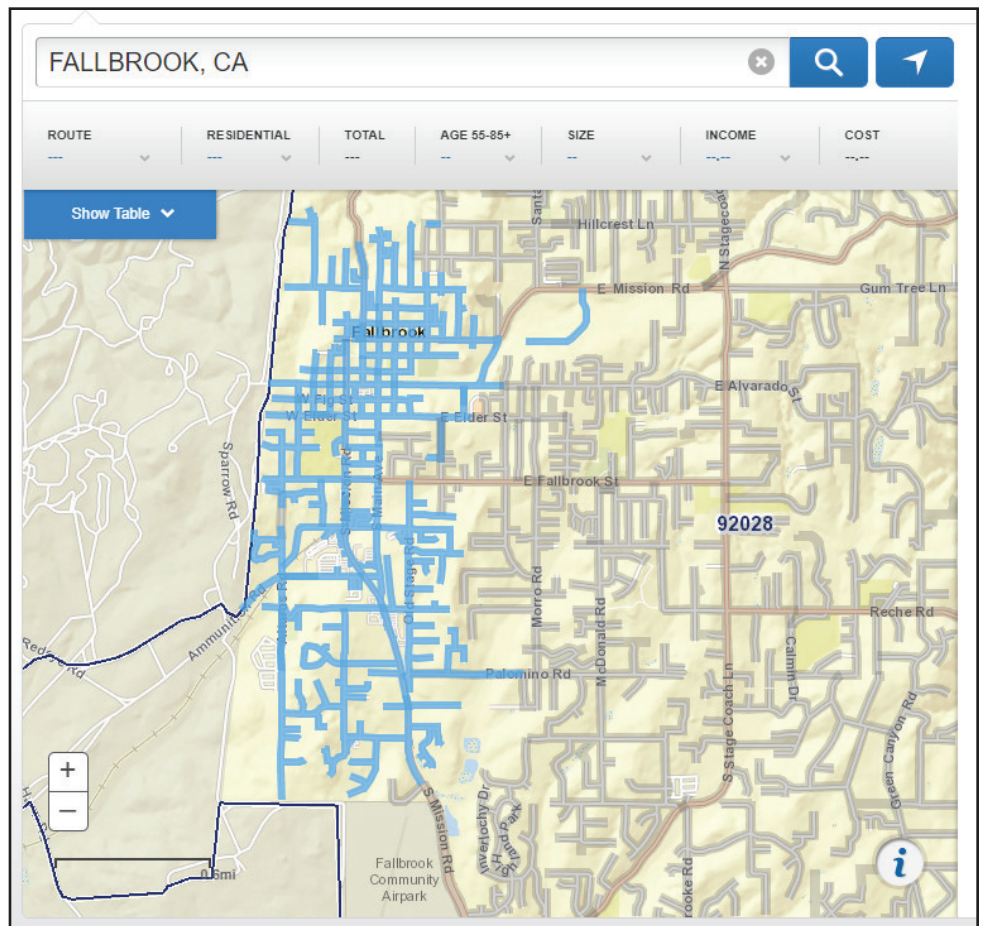
Postcard Mailing Campaign

Route 92028-C007
 Route 92028-C001
 Route 92028-C008
 Route 92028-C014
 Route 92028-C017

Age 55-85+

Household Income >\$38G

Total Addresses 3897



Marketing Campaign

Stats Digital: Diabetic Footcare Fallbrook

22

Marketing Solutions	Monthly Investment	Expand Your Reach	Neighborhood Healthcare Targeted Audiences
Search Engine Marketing	\$750	Promote Affordable Diabetic Footcare Services	✓ Diabetic Footcare Target Audience
Programmatic Display	\$350	35k	✓ Diabetic Footcare Target Audience
Website Retargeting	\$150	15K Impressions	✓ Website Retargeting
Stats Digital Recommendation	\$1,250	This recommendation can be implemented as needed.	Note: It can take up to 2-3 months to optimize top performing keywords and ad groups on Google.

Digital media campaign



Digital Campaign - Media Elements

Outreach Equipment



High Traffic Signage

Building a Healthier, Happier Community

Providing Fallbrook with chiropractic, acupuncture, and podiatry services. Medi-Cal proudly accepted. Call Us today at 1-833-867-4642 to schedule your appointment!

nhcare.org

In partnership with
Fallbrook Regional
HEALTH DISTRICT

neighborhood
HEALTHCARE



Creando Comunidades Más Sanas y Felices

Estamos brindando a Fallbrook servicios de quiropráctica, acupuntura y podología. Aceptamos Medi-Cal. ¡Llámenos hoy al 1-833-867-4642 para programar su cita!

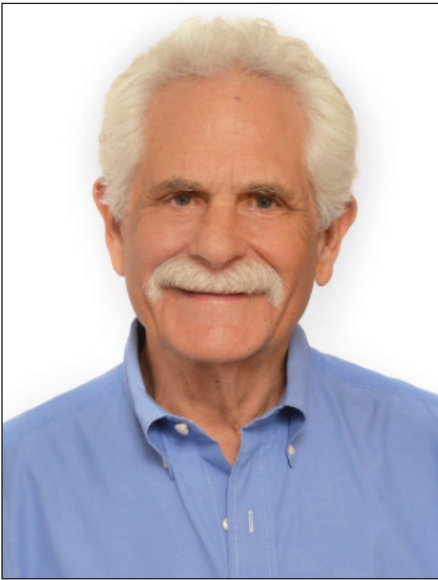
nhcare.org

In partnership with
Fallbrook Regional
HEALTH DISTRICT

neighborhood
HEALTHCARE



Education Outreach Program



Dr. Kenneth Rehm is a Podiatric Physician and Surgeon and Medical Director of Podiatry at Neighborhood Healthcare Medical Centers. He is a Diplomate of the American Board of Medical Specialties in Podiatry and Board Certified in the Treatment of the Diabetic Foot as well as Limb Preservation and Salvage. He lectures across the country as he is passionate about prevention of disease. He is a prolific writer and author of Dr. Rehm's Foot Pain Manual and also serves as contributing editor of Podiatric Management Magazine.

Education

- Medical School: California College Of Podiatric Medicine Class of 1976
- Fellowship Trained in The Neuropathic, Diabetic and High Risk Foot at The U.S. Public Health Service Gillis Long Hospital Carville Louisiana

Educational Events

Date	Location	Time
January 15	Community Collaborative	10:30 - 12:00 pm*
January 29	Fallbrook Food Pantry	8 am - 10:30 am
February 12	Fallbrook Community Center	10:30 - 12:00 pm

NHC is working on a FREE screening event with potential partners at a site to be determined in January. The event will be offsite and run in conjunction with outreach and marketing. More info to come.

Building a Healthier, Happier Community

neighborhood
HEALTHCARE



Diabetes Statistics

Healthy feet are essential for overall good health. For people with diabetes, taking care of their feet is especially vital. **More than 60 percent** of all non-traumatic lowerlimb amputations worldwide are related to complications from the disease, according to the American Diabetes Association. These amputations are preventable with careful monitoring and regular foot screenings performed by a podiatrist.

While open sores on the foot—called ulcers—are the most common diabetes-related foot problem, serious conditions such as neuropathy, skin changes, calluses, poor circulation, and infection are also prevalent. The nerve damage that diabetes causes may mean a person with an ulcer or injury may be unaware of it until it becomes infected. Infection can lead to partial or full amputation of the foot or lower leg.

Diabetes Warning Signs:

- Skin color changes
- Swelling of the foot or ankle
- Numbness or tingling in the feet or toes
- Open sores on the feet that are slow to heal
- Ingrown and fungal toenails
- Bleeding corns and calluses
- Dry cracks in the skin/heel

Diabetes Foot Care Recommendations

Inspect feet daily.

Check your feet and toes every day for cuts, bruises, sores, or changes to the toenails, such as thickening or discoloration.

Wear thick, soft socks.

Avoid socks with seams, which could rub and cause blisters or other skin injuries.

Exercise.

Walking can help control blood sugar, keep weight down, and improve circulation. Be sure to wear appropriate athletic shoes when exercising.

Have new shoes properly measured and fitted.

Foot size and shape may change over time. Shoes that fit properly are important to those with diabetes.

Don't go barefoot.

Don't go without shoes, even in your own home. The risk of cuts and infection is too great for those with diabetes.

See a podiatrist.

Make at least two appointments a year with an APMA member podiatrist, the foot and ankle expert, to have your feet examined. This is a critical step in avoiding diabetic foot complications and amputation.

neighborhood
HEALTHCARE

In partnership with
Fallbrook Regional
HEALTH DISTRICT

1309 S Mission Rd, Fallbrook, CA 92028

Call today: 760-690-5900

Fast Fact:

More than 65,000 lower limbs are amputated annually due to complications from diabetes. Including a podiatrist in your diabetes care can reduce the risk of lower limb amputation up to 85 percent.