

## **Building a Better Community through Disease Prevention and Health Promotion Red Cedar Medical Center-Mayo Health System 2003 Acclaim Award Honoree**

Another Acclaim Award Honoree in 2003 is Red Cedar Medical Center-Mayo Health System for its Building a Better Community through Disease Prevention and Health Promotion program. The initiative increased preventive care service rates by implementing community-wide initiatives promoting better fitness and health.

Red Cedar Medical Center, part of the Mayo Health System, is a multispecialty clinic and hospital located in Menomonie, Wisconsin, with clinics in Glenwood City and Elmwood. The clinic has 29 physicians, with 78,000 patient encounters per year. The hospital has 55 beds, with 1,665 inpatients and 8,375 emergency room visits a year. In 1998, Red Cedar Medical Center adopted a Disease Management Strategies program, in collaboration with other Mayo Health System sites. Initially focusing on a broad range of preventive services, the team placed an emphasis on the area they felt would have the greatest impact-tobacco use-and developed a comprehensive Tackle Tobacco program, available to the community at large. These efforts at disease prevention were coupled with a health promotion initiative in the form of a broader community fitness program centered on a well-publicized walking program. The health promotion efforts have helped the medical center be more visible and have delivered a message to community members that their care does not end at the office door.

### **Goal**

To integrate evidence-based guidelines into health promotion and disease prevention efforts, targeting the community at large

### **Intervention**

- Flow sheet to track preventive services
- Tackle Tobacco smoking cessation program
- Community fitness walking program

### **Highlights**

- Quality Improvement Core Committee meets monthly, is led by the medical director, and includes the CEO, physicians, nursing leadership, marketing, education, and community representation.
- CEO leads quarterly forums discussing quality improvement initiatives with all staff.
- Preventive care flow sheets are customized by gender and prompt for age-specific services.
- Tackle Tobacco guidelines prompt clinicians to ask, advise, assess, assist, and arrange. Free smoking cessation counseling services are available to the community. Start-up nicotine patches are provided at no charge.
- Community-wide walking program focuses on changing lifestyle. The primary goal is for people to walk 10,000 steps or more each day. To achieve this, pedometers are provided at low cost, a Web site was developed to register miles; and prizes are awarded.

### **Results**

- Percent of preventive services increased from 67% in 1999 to 89% by 2002.
- Over 90% of smokers are advised to quit; 32% of Tackle Tobacco participants are non-smokers at 6 months.
- 1,825 members are registered with the walking program and have collectively logged in 89,324 miles, with 268 reaching milestones of 100 miles (200,000 steps) or greater.