

2019-2020 COMMUNITY HEALTH CONTRACT
354 Diabetes Footcare Education

Quarter 4 (April-June) Reporting Form

Goal 4	
To increase community awareness and knowledge of diabetes foot care.	
S.M.A.R.T. Objective 4a	
By June 30, 2020, 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	All Funds Were Expended
S.M.A.R.T. Objective 4b	
By June 30, 2020, 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	\$3,800 total cost

The COVID-19 pandemic had a direct impact on our efforts to get out into the community and share information and educate the community. Instead we shifted our efforts to digital efforts through targeted Google Ad campaigns and getting all of our materials ready for the moment we are allowed to do face-to-face outreach. Following is our narrative of the impact of our efforts as well as a reporting of the number of people that were engaged through the funding provided by the FRHD. Currently with the restrictions set by the county we have not been able to do any face-to-face outreach outside of our clinic within the community.

Impact Narrative: Our clinic continued to be challenged through the COVID-19 pandemic but we continued to focus on our mission to improve the health and happiness of the communities we serve by providing quality care to all, regardless of situation or circumstance. Allow me to share the story of J.R. (name abbreviated for patients' privacy) who is now a patient at our Neighborhood Healthcare specialty site in Fallbrook. He is in his early 60's and is retired. He arrived at our health center with severe pain and in severe condition in July of 2019. Part of the reason he was in such bad shape was because he was originally being referred to a podiatrist in San Marcos and he was having trouble getting to his appointments. He was referred to us by Fallbrook Family Health Center and when he arrived and was triaged by Dr. Negron and was sent to the emergency room because of the severity of his condition – Dr. Negron was concerned that J.R. had a bone infection and was in jeopardy of needing an amputation due to his chronic condition.

When J.R. arrived at the hospital, Dr. Negron's assessment was confirmed, and they diagnosed him with a bone infection, and it was necessary amputate several toes

(thankfully not his foot). He was referred back to us for his long-term care and Dr. Negron quickly began to work with him by encouraging him to use the correct compression socks and shoes to help in his recovery. Through the grant we were able to provide additional socks and care products. J.R. began to see Dr. Negron a minimum of 3 times a month to learn what he had to do for his long-term health. J.R. will still have issues because of his chronic diabetes but he can now have a better quality of life because of his care with Neighborhood Healthcare.

During to COVID-19, we were forced to shut down our site for 6 weeks, but during that time J.R. was being cared for via telehealth and phone appointments. As soon as we opened our doors, J.R. was one of the first patients to come through our doors to receive face-to-face care and continued education on what will help him have a better standard of life. It is stories like this that makes the work that we do so meaningful and we are thrilled to be a part of the Fallbrook community.

ZIP CODES

Patients Seen	Zip Code
13	92028
1	92058
1	92025
3	92027
68	92028
1	92029
1	92059
1	92078
1	92081
1	92082
3	92088
1	92563
1	92585
2	92586
1	92592
1	92596

Mailing	Zip Code
7,060	92028
218	92088
9	92003
3	92057

Clinical Visits

Senior Diabetic/Podiatry Patients Served from
July 2019 - June 30, 2020

These **100** patients had **346** appointments
at our health center

Clinical Visits: Previously we were using a metric that measured the patients more than once and we wanted to look at unique patients moving forward and the total visits these patients have at our site. Podiatry care is ongoing so it is good to look at the number of total visits for our patients. count to our site but the measurement was incomplete without looking at the patients total visits versus how many patients we were seeing since July 2019. To date, since the beginning of the grant period, we are happy that we have served 100 senior diabetic patients at our Fallbrook location! A narrative of one patient is attached to this report.



Digital Campaign

<https://www.nhcare.org/lp/fallbrookfootcare/>

Digital Campaign: Our digital campaign began in March. Our campaign consists of paid search ads which means when people in specific geo-locations (Fallbrook, Rainbow, DeLuz and Bonsall) search specific keywords that we choose, our ad shows up in their search results.

Following is the list of some of keywords we are targeting: podiatrist, doctor for feet problems, diabetes management, foot dr, foot doctor, diabetic foot doctor, diabetic foot doctor near me, diabetic foot specialist, diabetic podiatrist, and other related terms.

The results are:

Impressions: 11,068 (This means there were 11,068 searches using our keywords)
Clicks: **338** (people who actually clicked on the ad)
Click Thu Rate: 3.05% (Industry Benchmarks for Healthcare are 1.79%)

When they click on the ad, they are directed to our Fallbrook Podiatry landing page on our website. Once on the page community members are spending an average of 37 seconds on the page. Industry benchmarks are 40-50 seconds so we are just under standards but we are trending up.

neighborhood

ALREADY A PATIENT?

DIABETIC FOOT CARE

When you're diagnosed and living with diabetes, foot health is even more important than ever.

Prevent unnecessary health risks when it comes to your diabetes. Include regular visitations with one of our foot care physicians.

Temporarily closed due to COVID-19 Pandemic. Call **833-867-4642** to schedule a virtual visit. In partnership with:

Fallbrook Regional HEALTH DISTRICT

Neighborhood Healthcare | Diabetic Foot Health | Podiatry Services
www.nhcare.org/Services/Podiatry
Regular Podiatrist Visits Help Reduce Your Diabetes Risk. Healthy Feet Leads To A Happier You. Preventative Care Is Your Best Defense. Schedule Now.

Serving Fallbrook, Rainbow,

Postcard Mailing: June 2020

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
- Open sores on the feet that do not 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

Deseando una comunidad más saludable y feliz.

Los pies sanos son esenciales para la buena salud general. Para las personas con diabetes, cuidar sus pies es especialmente vital. Estas son algunas señales de advertencia de diabetes:

- Cambios en el color de la piel.
- Pie o tobillo hinchado.
- Entumecimiento u hormigueo en los pies o dedos de los pies.
- Llagas abiertas en los pies que tardan en sanar
- Uñas encarnadas y hongos
- Sangrado de callos y callosidades
- Grietas secas en la piel / talón.

 **Medi-Cal and Medicare Accepted**
Se aceptan Medi-Cal y Medicare

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Fallbrook Specialty Site
1309 S Mission Rd
Fallbrook, CA 92028



Call Today! ¡Llama Hoy!

1-833-867-4642

Postcard Campaign: We delayed the postcard campaign due to COVID-19, but moved forward with it now that our health center is open. Mailing began mid-June. A total of 7,290 postcards sent.

Address Zip Codes

92028 – 7,060
92088 – 218
92003 – 9
92057 – 3

Demographics

Age 55-85+
Household Income >\$50G
Total Addresses 3897

High Traffic Signage (Installation begins in June)

High Traffic Signage: We delayed the installation of the signage at Ingold Sports Park due to all events being cancelled. Installation began in June and we hope that as sports events begin to happen once again.



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HEALTHCARE

Building a Healthier, Happier Community

Providing Fallbrook with chiropractic,
acupuncture, and podiatry services.
Call us today at 1-833-867-4642 to
schedule your appointment!

nhcare.org

In partnership with
Fallbrook Regional
HEALTH DISTRICT

Medi-Cal
Proudly Accepted



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HEALTHCARE

Creando Comunidades Más Sanas y Felices

Ofrecemos servicios de quiropráctica,
acupuntura y podología en Fallbrook.
¡Llámenos hoy al 1-833-867-4642 para
programar su cita!

nhcare.org

En alianza con
Fallbrook Regional
HEALTH DISTRICT

Aceptamos
Medi-Cal



Bilingual Flyer (available as a handout)

Building a Healthier, Happier Community



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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

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Diabetes Foot Care Recommendations

Inspect feet daily.
Check your feet and toes every day for cuts, blisters, 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.
Regular exercise can help control blood sugar, keep weight in check, and improve circulation. Be sure to wear appropriate athletic shoes when exercising.

Buy 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.
Schedule at least two appointments a year with an American Podiatry Medical Association (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.

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.



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9 S Mission Rd, Fallbrook, CA 92028
Call today: 833-867-4642

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Creando Comunidades Más Sanas y Felices



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Estadísticas de diabetes
Los pies sanos son esenciales para la buena salud general. Para las personas con diabetes, cuidar sus pies es especialmente vital. Según la Asociación Americana de Diabetes, más del 60% de todas las amputaciones no traumáticas de las extremidades inferiores en todo el mundo están relacionadas con complicaciones de diabetes. Estas amputaciones se pueden prevenir con un control cuidadoso y exámenes regulares de los pies realizados por un podólogo.

Las llagas abiertas en el pie, llamadas úlceras, son el problema más común relacionado con la diabetes, también prevalecen afecciones graves como neuropatía, cambios en la piel, callosidades, mala circulación e infección. El daño a los nervios que causa la diabetes puede significar que una persona con una úlcera o lesión puede no darse cuenta hasta que se infecta. La infección puede conducir a la amputación parcial o total del pie o la parte inferior de la pierna.

Señales de advertencia de diabetes:

- Cambios en el color de la piel.
- Hinchazón del pie o tobillo.
- Entumecimiento u hormigueo en los pies o dedos de los pies
- Llagas abiertas en los pies que tardan en sanar
- Uñas encarnadas y hongos
- Sangrado de callos y callosidades
- Grietas secas en la piel o talón.

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Recomendaciones para el cuidado de los pies en personas con diabetes

Inspeccione los pies diariamente
Revisar sus pies y dedos todos los días para detectar llagas, ampollas, cortes, contusiones, llagas o cambios en las uñas de los pies, como engrosamiento o decoloración.

Use calcetines gruesos y suaves
Evite los calcetines con costuras que podrían rozar y causar ampollas u otras lesiones en la piel.

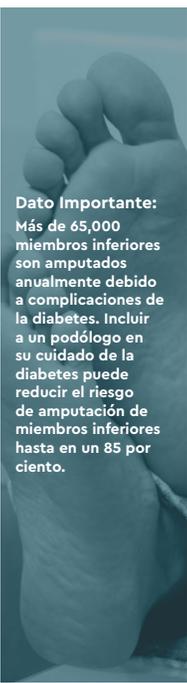
Ejercicio
El ejercicio regular puede ayudar a controlar el azúcar en la sangre, mantener el peso bajo y mejorar la circulación. Intente usar calzado deportivo apropiado cuando haga ejercicio.

Compre zapatos nuevos que estén medidos y ajustados adecuadamente
El tamaño y la forma del pie pueden cambiar con el tiempo. Los zapatos que se ajustan correctamente son importantes para las personas con diabetes.

Evite andar descalzo
No ande descalzo. No se quede sin zapatos, ni siquiera en tu propia casa. El riesgo de cortes e infección es demasiado alto para las personas con diabetes.

Visite a un podólogo
Visite al menos dos citas al año con un podólogo miembro de APMA, el experto en pies y tobillos, para que le examinen los pies. Este es un paso crítico para prevenir las complicaciones y la amputación del pie afectado.

Fast Fact:
Más de 65,000 miembros inferiores son amputados anualmente debido a complicaciones de la diabetes. Incluir a un podólogo en su cuidado de la diabetes puede reducir el riesgo de amputación de miembros inferiores hasta en un 85 por ciento.



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9 S Mission Rd, Fallbrook, CA 92028
Llámanos hoy: 833-867-4642

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