



Senior Diabetes Footcare Education  
Q1 Report

**better together**

The COVID-19 pandemic has continued to impact our efforts to get out into the community and share information and educate the community. Our goal is to use as many of the resources that we purchased in the last years grant and get these to the patients that continue to come to our site and continue the efforts to build awareness through digital campaigns.

**Impact Narrative:** While COVID has impacted patients, we continue to see the positive impact of our podiatric services in Fallbrook. In our last report we shared the story of a patient who came into our site with severe issues related to their feet. It is a bit scary to say that the previous story is almost identical for so many of the patients who come in to see Dr. Negrón. For example, Jose (last name omitted for privacy) a unemployed Fallbrook resident who has been coming to our site since July, came to our site with severe issues with his feet. Jose has unfortunately had several toes amputated and has ongoing diabetes issues. At first Jose took his appointments with a previous provider as “when I can I will go” but through continued education and follow up, Jose has become a model patient by coming to all of his appointments and is aware of how much his diabetes is affecting his overall health and specifically feet.

What we are seeing is that alot of the senior diabetic patients come in only after feeling issues with their feet. Dr. Negrón sees alot of patients that come in with neuropathy, which is weakness, numbness, and pain from nerve damage in the feet caused by diabetes. Due to the fact that many of these patients wait until they cannot feel pain this exasperates their issues because they will walk in with open wounds and cuts that then are infected - it is a viscous cycle that can only be overcome with education and the passionate care of providers. Dr Negrón will create a treatment plan that includes continued follow up (some patients are every 2 weeks, some are every 4 weeks). He prefers to clip and file patients toe nails to prevent issues with ingrown nails and unintended cuts.

I share this to underscore the importance our continued efforts of education seniors and community members (those that indirectly can educate family). Our site in Fallbrook will continue to see patients throughout the pandemic as we have created a safe environment for patients in Fallbrook. Our outreach staff is waiting for the moment when we are allowed to go out into the community to share our information. We would like to get flyers out to locations such as nail salons, but we have been advised to wait until we are securely out of the purple and red tiers of our state COVID restrictions.

**ZIP CODES**

<b>Patients Seen</b>	<b>Zip Code</b>
1	92003
35	92028
1	92058
2	92088
1	92585
1	92586
1	92592

## Clinical Visits

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Senior Diabetic/Podiatry Patients Served from  
July 2020 - To Date

These **42** patients had **66** appointments  
at our health center

**Clinical Visits:** Our site is continuing to see patients on site. For the most at-risk patients we continue to use telehealth options for them.



# Digital Campaign

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

**Digital Campaign:** Our digital campaign continued in the new grant period. The bulk of our grant dollars are used to pay for these campaigns and we will ramp up these dollars as we come out of COVID. 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 (July 2020 - September 2020):

Impressions: 6,964 (This means there were 6,964 searches using our keywords)

Clicks: **271** (people who actually clicked on the ad)

Click Thu Rate: 3.89% (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.

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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](http://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,

# High Traffic Signage (Already installed)

**High Traffic Signage:** We delayed the installation of the signage at Ingold Sports Park due to all events being cancelled. Signs are installed and we hope that as sports events begin to happen once again there will be opportunities for community members to view these.

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**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!

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In partnership with  
**Fallbrook Regional  
HEALTH DISTRICT**

Med-Cal  
Proudly Accepted

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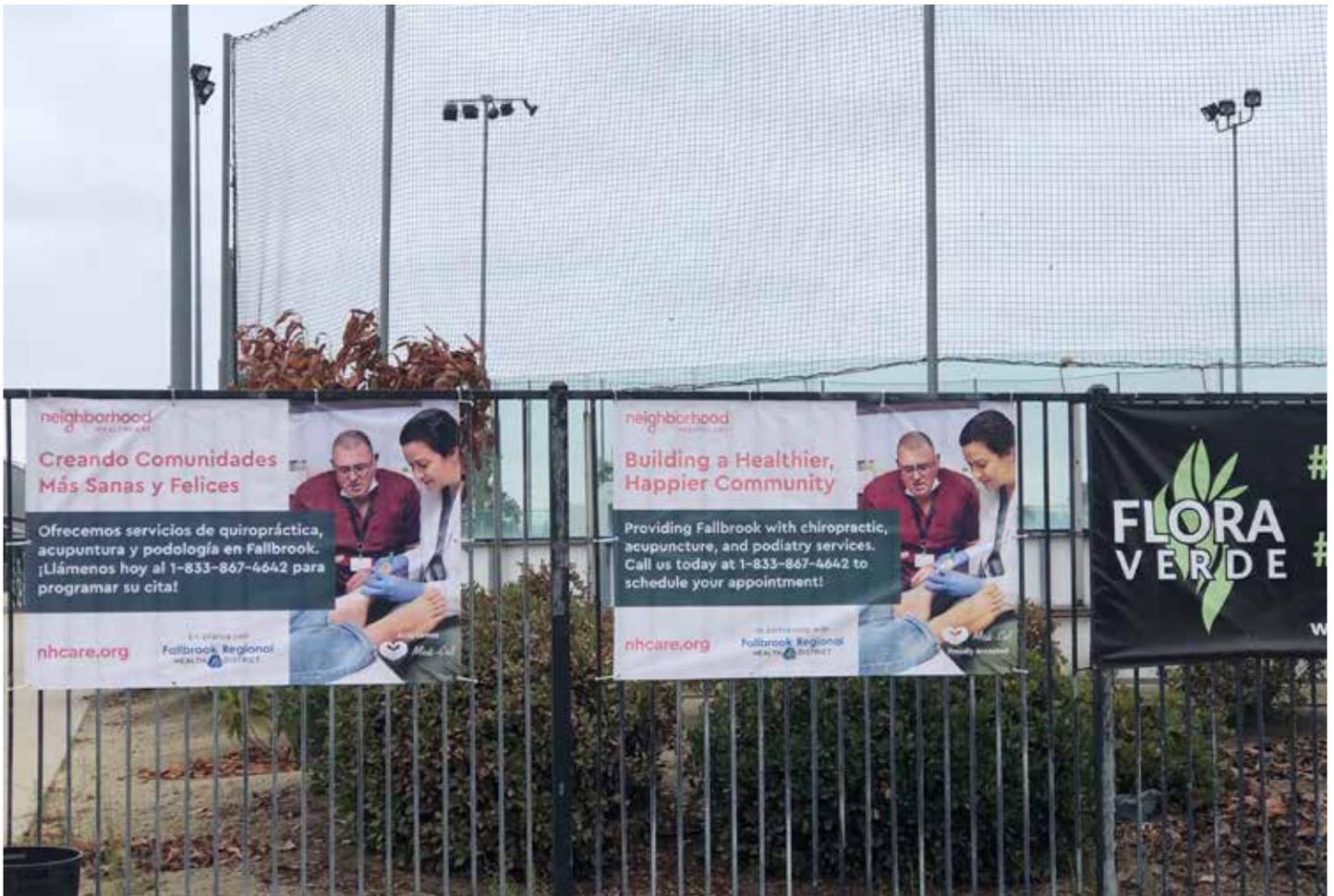
**Creando Comunidades  
Más Sanas y Felices**

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

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En alianza con  
**Fallbrook Regional  
HEALTH DISTRICT**

Aceptamos  
Med-Cal



# Bilingual Flyer (available as a handout)

**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

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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 proper footwear.**  
Wear **comfortable, well-fitting shoes and 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.

**Get new shoes regularly.**  
Get **new shoes properly measured and fitted.** Foot size and shape may change over time. Shoes that don't 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.**  
Visit a podiatrist at least two appointments a year with an American Podiatry 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 cortes, ampollas, 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. Asegúrese de usar calzado deportivo apropiado cuando haga ejercicio.

**Obtenga 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 a un podólogo 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.

**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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