

HEARTLAND RURAL HEALTH NETWORK NEWS

Quarterly Newsletter for October - December 2020

The latest on Network Initiatives, Member Updates, and Rural Health.

P1 HRHN Spreading Awareness in October

P2 Domestic Violence & Diabetes Awareness Months

P3 Importance of Optometry at CFHC

P4 SIDs/Safe Sleep Awareness Month

P6 Member Spotlight Tri-County Human Svcs

P6 HRHN Spotlight: HRHN- Making a Difference

P7 National Rural Health Day 11/19!

P9 FRHA Updates: Project ECHO Sessions

P10 Breast Cancer & Lung Cancer Awareness

P13 Bringing Awareness in December

P14 Self-Care Center Holiday Self-Care

P15 Bullying Prevention & COPD Awareness

P17 National Rural Health Updates

P18 Telemedicine Talk #3 Part 2: Telehealth Survey

P18/9 Did You Know? CFHC: Flu Vaccine

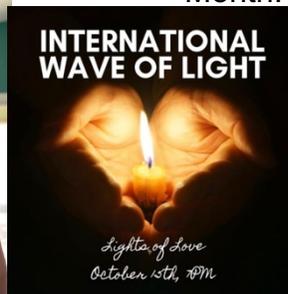
P20 Health Literacy Month

HRHN Participates in Domestic Violence Awareness Month and Pregnancy & Infant Loss Remembrance in October!



HRHN employees share their #NoMore signs for Domestic Violence Awareness Month on October 16th after sharing their lit candles for International Wave of Light honoring Remembering Infants and Pregnancies lost the previous

See the next page for more about Domestic Violence Awareness Month.



October was Domestic Violence Awareness Month. Domestic Violence is the willful intimidation, physical assault, battery, sexual assault, and/or other abusive behavior as part of a systematic pattern of power and control perpetrated by one intimate partner against another. 34.2% of Florida women and 24.6% of Florida men experience intimate partner dating violence, intimate partner sexual violence and/or intimate partner stalking in their lifetimes. Although overall crime rates in Florida decreased in 2013, rates of domestic violence remained the same, and incidence of stalking actually increased 19%. In 2013, 170 Floridians were killed in domestic violence incidents.



OCTOBER IS DOMESTIC VIOLENCE AWARENESS MONTH

BREAK THE SILENCE. END THE VIOLENCE.

What can you do? Join campaigns aimed at ending domestic violence and supporting people effected by domestic violence, such as the No More Campaign. They also point out on their website that “domestic violence was already an epidemic before COVID-19, but the health crisis has caused a tremendous spike in incidents of abuse. Even as lockdown restrictions are lifted, the abuse will not simply end. It remains a critical time for survivors, and greater awareness, education, and bystander intervention are desperately needed.” They go on to encourage people to activate bystanders and share information that can help those who are experiencing violence. To learn more about what you can do, visit www.hrh.org/newsandevents.html and look for the Domestic Violence Awareness Month section for links to resources.



November is National Diabetes Awareness Month

The American Diabetes Association touts that November is our chance to show the world what life with diabetes is really like. November is a time for those at risk to talk about diabetes, get educated, find resources, and make sure all those around us are aware of their risk, too. For those with diabetes, it is a time to tell your stories and awaken the world.

Diabetes is a disease that is prevalent across the US but seems to hit harder in rural America. In the past, HRHN has had several programs geared toward empowering and supporting the diabetic populations of Highlands, Hardee, and DeSoto Counties. Community Health Workers helped individuals newly diagnosed with type 2 diabetes, or struggling with self-management, learn proper self-care, self-advocacy, and cooking techniques to increase their ability to manage (and sometimes eradicate) the disease. This Diabetes Awareness Month, we want to remind all our former clients to remember that they can control their diabetes instead of it controlling them by using your tools.

If you are struggling with Diabetes, please talk with your provider about additional assistance they might offer including diabetes classes, cooking instruction, and/or a diabetes educator. If your provider does not have resources, use our Contact Us feature on our website to reach out and let us know what county you reside in and your current health care provider, and we will try to get you a program that you can connect with. The American Diabetes Association reminds us that this American Diabetes Month is a time to take action together, as a community. Because together, we can conquer this disease. Together, we stand greater than diabetes.

If you want more resources about American Diabetes Month, visit www.hrh.org/newsandevents.html and scroll until you see the American Diabetes Month links.



**By Dr. John
Fusselman, OD**
CFHC Optometrist

The Optometry clinic at the Central Florida Health Care Haines City location celebrated its one year anniversary in August. There we provide quality, affordable vision care for the whole family. I would like to address the benefits of having this service at Central Florida Health Care.

One of the main functions of the optometry service is to provide eye care for Diabetes. Every person with a diagnosis of pre- Diabetes, Diabetes Type 1, and Diabetes Type 2 should have a yearly eye exam.

Diabetes is one of the leading causes of preventable blindness in the United States. Often, some of the first signs of diabetes is discovered in an eye exam. At the Haines City clinic patients can get a comprehensive eye exam which will check for diabetic changes in the eye as well as check for glaucoma and other eye conditions.

How diabetes can effect the eye is quite interesting. **In the simplest of terms, diabetes affects the blood vessels in the body.** The blood vessels become more stiff and fragile and develops "leaks". These leaks cause poor circulation throughout the body (feet, kidneys, heart, etc.) but in an eye exam we can actually see the blood vessel.

By assessing what is going on with the circulation to your eye it gives us an idea of what is going on in your body. This poor circulation and breakdown of the blood vessels causes bleeding in the eye which can lead to blindness. The breakdown and bleeding in the retina is a condition called diabetic retinopathy. The longer a person has diabetes, the more likely they are to develop diabetic retinopathy.

The good news is that the better the person controls their blood sugar, and keeps a low A1c level, the less likely they are to develop retinopathy. I will be able to check for retinopathy and work with your PCP to keep you and your eyes healthy for a lifetime. When the retinal condition is caught early and the blood sugar is controlled well, the retinopathy rarely progresses. But when the patient has not had eye exams and the condition is undiagnosed and untreated there is a good chance of retinal damage and blindness. **So get your yearly exam!**

We, at the CFHC Optometry Clinic, do more than just diabetic eye exams. We provide vision care for the whole family. All children should have yearly eye exam because an eye exam is more than just reading the letters on a chart across the room! Computers and phones do not damage children's eyes but the amount of time children and adults are doing close work does cause eye fatigue. A lot of children can see fine at distance and up close but experience eye fatigue. This eye fatigue leads to poor or slow reading and poor comprehension. We advise parents every that it is just as important to have an eye exam and find no problems rather than wait until there is a problem.

If you, or someone you know, are interested in these services you can get your eyeglasses at the clinic. We have a nice selection of eyeglasses at affordable prices and many of the Medicare and Medicaid plans provide eyeglasses as part of your benefits. Patients can schedule appointments directly with the clinic, referrals are not required.

Healthy Start Coalition



A Safe Sleep Environment is as Easy as **A** Alone **B** Back **C** Crib

Healthy Start Shares Info on Safe Sleep

The facts. Sudden Infant Death Syndrome (SIDS) is a sudden and silent medical disorder that can happen to an infant who seems healthy. SIDS is the leading cause of death among babies between 1 month and 1 year of age. About 1,360 babies died of SIDS in 2017, according to NIH.

Our partners at the Healthy Start Coalition of Hardee, Highlands, and Polk Counties shared that: Sleep-related deaths are 100% preventable and consistently one of the leading causes of death in children under 1. The American Academy of Pediatrics recommends that infants sleep **only** on their back for every sleep by every caregiver until the child is one year of age. Infants should be placed alone in their crib and on their backs. There should be no bumpers, pillows, loose bedding, or other soft surfaces (i.e. stuffed animals) in the crib with the infant. Caregivers

responsible for the infant should never be under the influence of tobacco, alcohol, or other drugs; caregivers should never share beds with the infant. We recognize that this is a serious, but preventable issue; together we can ensure all caregivers have access to education and resources on safe sleep practices.

To learn more about the Healthy Start Coalition and their Safe Sleep Task Forces, visit www.hrh.org/newsandevents.html and look for the Safe Sleep Awareness Month links.

A Safe Sleep Environment is as Easy as ABC

A

ALONE

Consider having your baby sleep in the same room, not in the same bed.

Babies should never co-sleep with an adult.

B

BACK

Place babies on their backs to sleep every time. The back position is proven to reduce SIDS deaths.

Older babies roll over. Make sure their sleep area is clear.

Make sure nothing covers the baby's head.

Babies shouldn't sleep in an adult bed, on a couch or chair.

C

CRIB

Don't use pillows, blankets, or crib bumpers.

Use a safety approved crib, bassinet or play yard with a firm mattress covered with a tight-fitting sheet.

Dress the baby in a one-piece sleeper.

No toys in the sleep area.

Do not let anyone smoke near your baby.



Tri-County Human Services, Inc. (TCHS) is a private, not-for-profit organization, providing substance abuse, mental health, and co-occurring treatment to residents of Polk, Hardee and Highlands counties. TCHS's mission is to provide help and hope to all persons affected by behavioral health, substance abuse, and other life challenges. They currently do this through three main services: outpatient treatment, residential treatment, and driving programs.



All TCHS services are provided to adults and adolescents for behavioral or medical health services through referrals on both voluntary and involuntary basis. All clients receive a thorough evaluation prior to or at the time of admission. This information is used to make treatment recommendations and to develop an individualized treatment plan. Treatment services are provided in the least restrictive setting possible and continue during COVID. Those clients found to need services not provided by TCHS are referred to an appropriate resource for these services.

Outpatient services include: Intensive Family Centered Care Program, Psychiatric Services, Integrated Behavioral/Medical Health Services, Jail Alternatives to Substance Abuse, Prevention Services, Program to Aid Transition from Homelessness (PATH Program), and Helping Hands and Roots.

Residential Services include: medically supervised detoxification, The Florida Center for Addictions and Co-Occurring Disorders, the RASUW Center for Women, New Beginning – Transitional and Treatment Center for Men, New Beginning – Transitional and Treatment Center for Women, AGAPE House – Halfway House, and the Transitional Living Facility.

Behavioral Health Network (BNET): The BNet model is an integrated service delivery approach that utilizes a team of individuals that provide in-home counseling, targeted case management and psychiatric services in outpatient settings as well as thru remote tele-health. The services comprehensively address the needs of the young people and their family who are experiencing behavioral, emotional and/or mental health difficulties, as well as substance abuse issues.

Programs for Florida Drivers: TCHS contracts with the Florida Department of Highway Safety and Motor Vehicles to operate programs in Polk, Highlands, and Hardee Counties. These range from courses or programs for drivers that are securing their license for the first time to special programs for drivers with DUI related charges, other traffic infractions, license restrictions that include an Ignition Interlock Device (IID) and a program for those drivers with 5/10 year or permanent license revocations. Let us help you get on the road again safely, and legally.

Want to learn more about our Network member, Tri-County Human Services, Inc? Visit <https://tchsonline.org> today!



Adolescent Pregnancy Prevention: How Heartland Rural Health Network is Making a Difference

HRHN Spotlight: How HRHN is Making a Difference

THE CHALLENGE

The teen birth rate in Florida changed by **-8%** from 2017 to 2018.



Source: CDC, 2017 & 2018



Despite this progress, teen birth rates remain high among **vulnerable youth** and rates of sexually transmitted infections are on the rise among young people nationwide.

THE RESPONSE

The **Personal Responsibility Education Program (PREP)** educates young people on both abstinence and contraception to prevent pregnancy and sexually transmitted infections. PREP targets vulnerable youth who are at a high risk for teen pregnancy and is administered by the Family and Youth Services Bureau (FYSB) within the Administration for Children and Families at the U.S. Department of Health and Human Services.



Florida received **\$419,831** from FYSB in 2018 to deliver a PREP program.

OUR EFFORTS

Our Competitive PREP program served **2,399 youth participants** ages 10-19 in 2018.

Our program serves Highlands County middle and high schools.



Our program teaches youth skills to make healthy decisions and to prepare them for successful transition to adulthood, including:



Adolescent Development



Parent-Child Communication



Healthy Life Skills



Healthy Relationships

Learn more about our program:

hrhnimad.org



Heartland Rural Health Network, Partners to Celebrate National Rural Health Day

Heartland Rural Health Network will join the National Organization of State Offices of Rural Health (NOSORH) and other state/national rural stakeholders in celebrating **National Rural Health Day** on **Thursday, November 19, 2020**.

NOSORH founded National Rural Health Day as a way to showcase rural America; increase awareness of rural health-related challenges; and promote the efforts of NOSORH, State Offices of Rural Health and others in addressing those challenges. National Rural Health Day is an annual day of recognition which occurs on the third Thursday of November.

Events, including those held virtually, recognizing National Rural Health Day and “Celebrating the Power of Rural” are being planned throughout the nation.

An estimated 57 million people – nearly one in five Americans – live in rural and frontier communities throughout the United States. “These small towns, farming communities and frontier areas are wonderful places to live and work; they are places where neighbors know each other and work together,” says Teryl Eisinger, NOSORH CEO. “The hospitals and providers serving these rural communities not only provide quality patient care, but they also help keep good jobs in rural America.”

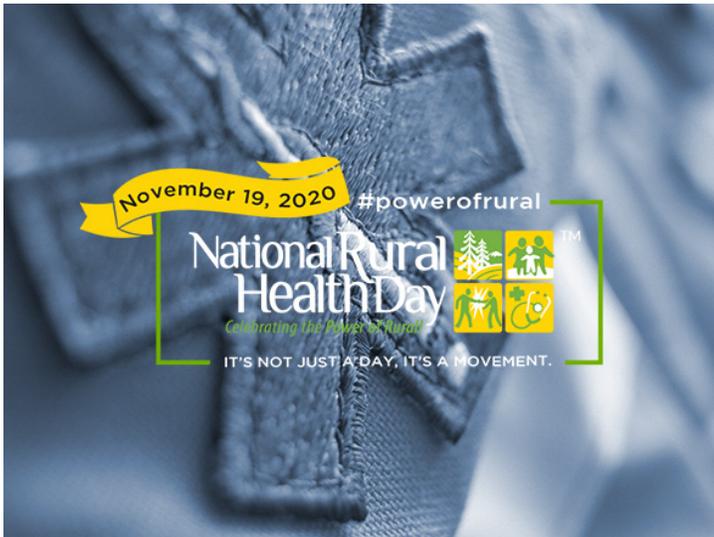
These communities also face unique healthcare needs. “Today more than ever, rural communities must tackle accessibility issues, a lack of healthcare providers, the needs of an aging population suffering from a greater number of chronic conditions, and larger percentages of un- and underinsured citizens,” Eisinger says. “Meanwhile, rural hospitals are threatened with declining reimbursement rates and disproportionate funding levels that makes it challenging to serve their residents.”

State Offices of Rural Health play a key role in addressing those needs. All 50 states maintain a State Office of Rural Health, each of which shares a similar mission: to foster relationships, disseminate information and provide technical assistance that improves access to, and the quality of, health care for its rural citizens.

In Florida for example, Heartland Rural Health Network supports rural citizens through programs such as the iMAD Sexual Health Education Program, the iMAD Girls and Why u-MAD Bro? after-school mentoring programs, and the DMCP Program.

Additional information about National Rural Health Day can be found at PowerofRural.org. To learn more about NOSORH, visit www.nosorh.org. To join in, consider honoring the rural health care and education providers in your area.

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PROUD TO CELEBRATE #POWEROFRURAL



#powerofrural
 Collaborate
 Communicate
 Educate
 Innovate

TAKE THE PLEDGE
powerofrural.org

Florida Rural Health Association Updates: Project ECHO[®]



The Florida Rural Health Association along with Project ECHO is working to support first responders such as firefighters, EMS and medical transport personnel in their roles on the frontlines of America.

What is Project ECHO?

Using proven adult learning techniques and interactive video technology, the ECHO Model[™] connects groups of community paramedics with specialists in regular real-time collaborative

sessions. The sessions, designed around case-based learning and mentorship, help local workers gain the expertise required to provide needed services. By providing case consultations and brief presentations, experts in mental health, substance abuse, prevention, and wellness will enhance first responders' knowledge and skills. We hope to teach, learn, and share best practices across the communities of first responders and to assist them in building self-efficacy.

Join virtual learning sessions with Rural EMS/Paramedicine experts bi-weekly on Thursdays at 12 pm est. The clinic begins with a 20-minute lecture on a specific topic relevant to paramedicine. Sessions use the Zoom application for videoconferencing.



RURAL EMS PROJECT ECHO

The Florida Rural Health Association along with Project ECHO are working to support first responders such as firefighters, EMS, medical transport personnel, and law enforcement officers, in their roles on the frontlines of America.

11/26/2020 "Medication Reconciliation within MIH-CP: Pitfalls and Best Practices" with Dr. Victoria Reinhartz

12/10/2020 "Round Table Open Discussion"

To see additional upcoming Project ECHO sessions go to www.hrh.org/newsandevents.html and scroll down until you see Project ECHO. To learn more about FRHA, please visit www.hrh.org/rural-health-advocacy.html.

October was Breast Cancer Awareness Month.



Breast cancer is a disease in which malignant (cancer) cells form in the tissue of the breast. Breast Cancer is the most common cancer in American women, except for skin cancers. 1 in 8 women in the United States will develop breast cancer in her lifetime. Fortunately, 64% of breast cancer cases are diagnosed at a localized stage (there is no sign that the cancer has spread outside of the breast), for which the 5-year survival rate is 99%. Even with that, it is estimated that this year, 42,170 women will die from breast cancer in the US. Although rare, men get breast cancer too. In 2020, an estimated 2,620 men will be diagnosed with breast cancer this year in the US and approximately 520 will die. On average, every 2 minutes a woman is diagnosed with breast cancer in the United States.

What can you do?

We can all take time to remind the women in our lives to get a mammogram according to recommended ages and history. Learn about and complete self-testing for breast cancer. Donate to cancer research. Learn more and protect the women (and men) you care about because early detection goes a LONG way. Visit our website at www.hrh.org/newsandevents.html for links to additional information and resources about Breast Cancer under our Breast Cancer Awareness Resources.

November is Lung Cancer Awareness Month.

The Lung Cancer Foundation of America shares these Lung Cancer Facts:

- Currently, 1 in 15 people in the US can expect to receive a lung cancer diagnosis – 1 out of every 14 men, and 1 out of every 17 women.
- Lung Cancer kills almost twice as many women as breast cancer, and more than three times as many men as prostate cancer.
- Lung cancer is the leading cancer killer among women in the US – it surpassed breast cancer in 1987.
- Smoking isn't the only cause of lung cancer. Other known causes of lung cancer include exposure to secondhand smoke, air pollution, radon, and asbestos.
- During the past 39 years, the lung cancer rate has fallen 29% among men while increasing 102% among women.
- There is currently no cure for lung cancer.



This November, we urge you to learn more about Lung Cancer and what you can do to help. It is important that if you are a smoker or vaper, that you get assistance to help stop (see the flyer on next page for virtual quitting resources from our partners at Central Florida AHEC). Everyone can mitigate their risk and better their chance of survival for any type of cancer by having regular, annual check-ups with their primary care provider, and following recommendations for screenings. Also, remember on November 19th to participate in the Great American Smokeout 2020!

To learn more about Lung Cancer, Lung Cancer Awareness Month, recommended screenings and known risk factors and the Great American Smokeout 2020, visit www.hrh.org/newsandevents.html and scroll down to the Lung Cancer Awareness Resources.



QUIT YOUR WAY

Quitting tobacco isn't easy. Finding help should be.

Tobacco Free Florida offers tools and services to help you get started.



Benefits:

- Nicotine Replacement Patches, Gum or Lozenges
- Workbook and Materials
- Program more than **DOUBLES** your chances of success!

In the wake of the COVID-19 pandemic, quitting is more important than ever!

Let us help you get the support you need from the comfort of your own home.

Florida's Area Health Education Centers now offer Free Virtual Cessation Services-ZOOM group meetings

Pre-registration is required. To register, call (877) 848-6696

Same great program, now in new virtual format to help smokers become tobacco free.

For Professional Online Educational Opportunities (CME/CE)

See Our No Cost Tobacco Training Modules

www.aheceducation.com



www.ahectobacco.com

www.tobaccofreeflorida.com/quityourway

**Florida
HEALTH**



**YOU DON'T
HAVE TO
STOP
SMOKING
IN ONE DAY.**

**START WITH
DAY ONE.**

Quitting smoking isn't easy. It takes time. And a plan. You don't have to stop smoking in one day. Start with day one. Let the Great American Smokeout® event on November 19 be your day to start your journey toward a smoke-free life. You'll be joining thousands of people who smoke across the country in taking an important step toward a healthier life and reducing your cancer risk. Plus, the American Cancer Society can help you access the resources and support you need to quit. Quitting starts here.

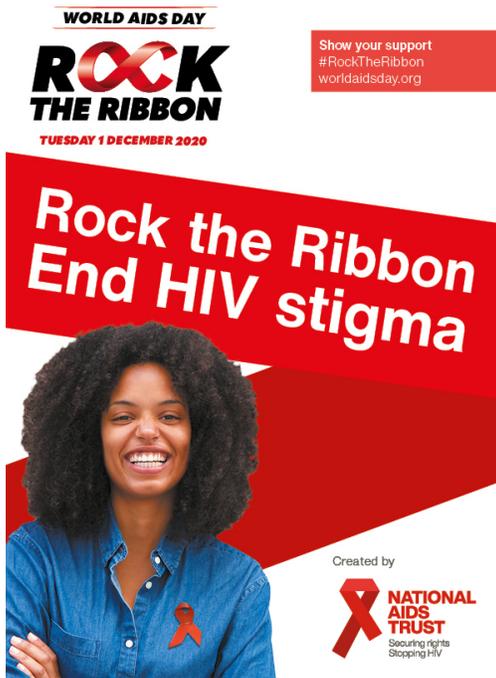
Learn more at cancer.org/smokeout
or call 1-800-227-2345.



Attacking from every angle.™

Bringing Awareness in December

December has the following awareness month topics: National AIDs Awareness Month, National Drunk and Drugged Driving Prevention Month, and National Human Rights Month. Unfortunately, information for these months and the corresponding celebrations is not available at this time. However, we have included the following general descriptions of the Awareness Month and invite you to visit our website in December to learn more about each of these as we will post more information once it is available.



National AIDs Awareness Month: HIV/AIDS is a life-threatening disease that attacks the body's immune system and leaves a person vulnerable to opportunistic infections. Because there is no cure, reducing the transmission of HIV while minimizing its effect on those living with HIV, is critical. On December 1st, dubbed World AIDs Day, everyone is encouraged to find out their status, if they don't already know, by getting an HIV test.

National Drunk and Drugged Driving Prevention Month: December is Impaired Driving Prevention Month, reminding us to continue to communicate with communities the dangers of impaired driving. The holiday season is here and while people are celebrating with family and friends we want to make sure everyone drives sober. Remember to take personal responsibility this holiday season by making a plan for a safe ride home before your celebrations begin. Designate a non-drinking, unimpaired driver. Take a taxi, a bus, or a train. Use a rideshare app like Uber. If you're a host, provide an alternative to your guests, such as festive, non-alcoholic drinks offered by our partner Mocktail Beverages. Remind your friends and family to do the same!

Universal Human Rights Month: Human Rights Month is celebrated in December. The most important day of which is Human Rights Day. Human Rights Day is observed every year on December 10th — the day the United Nations General Assembly adopted, in 1948, the Universal Declaration of Human Rights (UDHR): a milestone document proclaiming the inalienable rights which everyone is inherently entitled to as a human being regardless of race, color, religion, sex, language, political or other opinion, national or social origin, property, birth or other status. Available in more than 500 languages, it is the most translated document in the world. Last year, the theme was Youth Standing Up for Human Rights. We can't wait to find out the theme for 2020!



Check out www.hrh.org/newsandevents.html for updated information on each of these Awareness Months by scrolling to December Awareness Month Updates after December 1st or checking out our social media!



Holiday season has officially started. For a lot of people this is a time filled with stress and sadness. So, this quarter, we wanted to put out some information from Blessing Manifesting around Holiday Self-Care. Whether you are playing Christmas music already or you are more of a buh-humbug or somewhere in between, these self-care tips should help get you through to the new year.

blessingmanifesting · Following

Holiday Self-Care

Focus on connection

It's easy to get caught up in gift-buying, food cooking, and family obligations. Focus on connecting with yourself too.

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Holiday Self-Care Tips

- Make space for messy feelings like grief.
- Learn to say no without feeling guilty.
- Create your own holiday traditions.
- Keep your stress levels in check. It's okay to step back or delegate.
- Set realistic expectations for yourself and the holiday.
- Make a plan and try to stick to it. Organization is key.
- Keep your self-care routine or begin a new one.
- Give yourself permission to let it be a normal day.

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Holiday Self-Care

Make space for messy feelings.

Are there any feelings of grief, loss, anger, or depression that surround the holiday season for you?

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Holiday Self-Care

Learn to say "No."

You don't have to do or be perfect. Put the focus on doing what you can do and setting good boundaries.

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Holiday Self-Care

Check your stress levels.

Make a list of holiday activities that bring your stress levels down. Make time for those things.

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Holiday Self-Care

Allow yourself to receive.

You are allowed to want things. You are worthy of receiving gifts, love, and attention without feeling guilty.

BlessingManifesting

To learn more about Blessing Manifesting, follow her on Instagram @blessingmanifesting. To get resources for extra help this Holiday Season, see our Holiday Help section on www.hrh.org/newsandevents.html.

National Bullying Prevention Month in October

National Bullying Prevention Month is a month-long event to prevent childhood bullying and promote kindness, acceptance, and inclusion. The goal: encourage schools, communities and organizations to work together to stop bullying and cyberbullying and put an end to hatred and racism by increasing awareness of the prevalence and impact of all forms of bullying on all children of all ages. The Pacer Organization reports that 1 out of 5 students is bullied – and the sad fact is that 5 out of 5 can help prevent bullying. We need to teach our kids how to step up for other children and how to not bully but lift up people and celebrate our differences.



HRHN has after-school mentoring programs – iMAD Girls and Why u-MAD Bro? – at some of the public and private middle schools in Highlands County. Bullying is a topic we cover a lot in these programs. Students discuss what bullying looks like, how bullying feels, ways to help when you see someone being bullied, cyberbullying, and how to not be a bully. With your help, we can come together as a community to promote inclusion and acceptance over bullying and exclusion. For more information about our after-school programs visit www.imadgirls.org. To get more resources on Bullying, visit www.hrhn.org/newsandevents.html and scroll down to the National Bullying Prevention Month Links.



November is National COPD Awareness Month.



NIH National Heart, Lung, and Blood Institute

**LEARN MORE
BREATHE BETTER™**

nhlbi.nih.gov/breathebetter

Chances are high that you know someone with chronic obstructive pulmonary disease (COPD). More than 16 million Americans have been diagnosed with this debilitating lung disease and it is estimated that millions more have it and don't know. This November for National COPD Awareness Month, join Heartland Rural Health Network in raising awareness about COPD. Whether you're a patient, caregiver, health care provider, advocate, or researcher, share your perspective. We all have a voice when it comes to COPD and we should use it to help people understand and recognize it earlier, so they can receive treatment to breathe easier.

Signs and symptoms of COPD such as shortness of breath, chronic coughing, and wheezing often come on slowly, which can delay diagnosis. Often, people mistake their breathing issues as a part of aging or a consequence of being out of shape. While there currently is no cure for COPD, early diagnosis and treatment can greatly improve quality of life. National COPD Awareness Month is a great time to encourage others to recognize symptoms and talk to a health care provider.

For more information about COPD, visit www.hrhn.org/newsandevents.html and look for the COPD Awareness Month Resources.

COPD Quick Facts

COPD is Used to Describe Two Main Conditions



nhlbi.nih.gov/breathebetter



NIH National Heart, Lung, and Blood Institute

LEARN MORE
BREATHE BETTER™

About

1,398,000

people in
Florida
have COPD.



With proper diagnosis and treatment, chronic obstructive pulmonary disease (COPD) can be managed.

nhlbi.nih.gov/breathebetter

Source: CDC Behavioral Risk Factor Surveillance System (BRFSS) Survey Data, 2018.

Common risk factors for COPD

AGE
40+

history of
SMOKING

LONG-TERM
EXPOSURE
to lung irritants

RARE GENETIC
CONDITION
Alpha-1 antitrypsin
(AAT) deficiency

nhlbi.nih.gov/breathebetter



NIH National Heart, Lung, and Blood Institute

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NIH National Heart, Lung, and Blood Institute

LEARN MORE
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COPD is nearly twice as common in rural areas.

Learn about its risk factors.



nhlbi.nih.gov/breathebetter



NIH National Heart, Lung, and Blood Institute

LEARN MORE
BREATHE BETTER™



NRHA is currently seeking session proposals and original research for presentation at the association's Health Equity Conference, which is scheduled for May 4 in New Orleans.

This event highlights research and best practices impacting the most underserved and underrepresented rural populations.

Session proposals are due by Dec. 2, and research posters are due Feb. 10.

THE JOURNAL OF RURAL HEALTH

Additionally, NRHA is seeking individuals to serve the association's quarterly peer-reviewed journal, the Journal of Rural Health (JRH).

The journal aims to advance professional practice, research, theory development, and public policy by serving as a medium for communication among health scientists and professionals.

Applications to serve as the journal's next editor are open through Dec. 1 while applications to serve on the JRH editorial board are due by Dec. 3.

RURAL HORIZON'S FALL NEWSLETTER IS OUT NOW!

The screenshot shows the NRHA website interface. At the top, there is a navigation bar with links for 'Home - NRHA', 'Join', 'Donate', 'NRHA Connect', and 'Partners'. Below the navigation bar is the NRHA logo and a menu with links for 'ABOUT NRHA', 'EVENTS', 'MEMBERSHIP', 'ADVOCACY', 'PROGRAMS', and 'PUBLICATIONS'. The main content area features a large image of healthcare professionals and the text 'Rural Horizons'. Below this, there is a featured article section with the title 'Rural grant program combats opioid overdose epidemic' and a sub-headline 'Rural leaders build networks to source PPE for hospitals'. The article text discusses a recent naloxone training session in Alamosa, Colorado, and mentions a pharmacist's experience. The sidebar on the right includes a 'Sources' section with links to 'Rural Horizons Magazine' and 'Rural Health Voices Blog', and a 'Rural Health Topics' section with a link to 'Rural Horizons Publication'.



Telemedicine Talk #3: Part 2 Telehealth Provider Survey

The Telehealth Survey we discussed in Telemedicine Talk #3: Part 1 is NOW LIVE!
To take the survey, click [here](#).

Remember, this survey is to identify the Telemedicine and Telehealth programs, platforms, and specialties being offered and utilized across our service area to create a targeted public awareness campaign around telemedicine.

Please help us to ensure that these surveys are completed by the appropriate person so that we can start the process of helping to promote those Telehealth/Telemedicine services in our areas.

DID YOU KNOW?

Getting a flu vaccine is more important than ever during 2020-2021 to protect yourself and the people around you from flu, and to help reduce the strain on healthcare systems responding to the COVID-19 pandemic.

Protect Yourself. Protect your Loved Ones. Get your Flu Vaccine!



**By: Bryan
Pinero-Acosta,
Pharm.D.
CFHC Pharmacist**

Introduction: The Beginnings of Vaccination

In 1796, Edwards Jenner inoculated James Phipps with cowpox to test his hypothesis that cowpox would provide a mechanism of protection against smallpox. [Little did he know that ten years later, at the turn of the 19th century, the smallpox vaccine would be developed. The World Health Organization \(WHO\) estimates that the smallpox vaccine alone generates an annual savings of 1.35 billion \\$USD.](#) Vaccines have been regarded as the most important medical technology developed to date, vaccines for diphtheria, tetanus, whooping cough, and measles currently prevent 2-3 million deaths per year. As effective as they are at reducing morbidity and mortality from deadly human pathogens, it is important to remember the vast amount of research and time invested in these tools to prevent human mortality. It is unquestionable whether these tools work, but in the age of misinformation it is imperative that we, as healthcare experts, understand the importance these tools play in your society so we may disseminate, or spread, this knowledge to our patients and communities.

Why is the influenza vaccine significant?

With 2020 continuing to move forward, flu season is right around the corner. We will be discussing the flu vaccine and its importance. All over the world, and in mostly underdeveloped countries, 870,000 children aged less than 5 years and about 300,000 children aged less than 1 year old, are hospitalized due to influenza. [Of these, between 28,000 and 111,500 \(2-10%\) of hospitalized children below 5 years of age will succumb to influenza-related causes.](#) While the data is clear that vaccination prevents mortality, every year the vaccine coverage in our pediatric and adult populations is lower than recommended. Factors contributing to this phenomenon include uncertainty about indication for the flu-vaccine, and sub-optimal vaccine-effectiveness. As healthcare experts it's our responsibility to educate our patients and provide them with evidence-based information and resources so they can better protect themselves and their loved ones.

What is the indication of the influenza vaccine?

The indication for the flu vaccine is clear, prevent the flu. Currently this is done with a herd immunity approach. Meaning we can protect our most vulnerable populations by immunizing the majority. A rather altruistic but, nevertheless, extremely effective approach at protecting our communities.

Is the influenza vaccine effective?

Another factor in question is the effectiveness of the flu vaccine, with most studies citing less than perfect protection. [Current efficacy studies show that the recent quadrivalent split-virion vaccine \(IIV4: Fluzone Quadrivalent; Sanofi Pasteur, Swiftwater, PA\) was 50.9% effective against influenza type A or B, and 68.4% against vaccine-like strains.](#) Vaccine efficacy, however, is attributed to many different variables, ranging from vaccine-type, viral characteristics, and patient-specific factors such as the nutritional state of the patient. Knowing this, it is clear to see why a patient-specific approach, in which vaccination is reserved only for our most vulnerable, is not enough to protect and guarantee that they will be protected at an individual level. **To summarize, the influenza vaccine does work, and it works to save lives.** It does this by

reducing the propagation of the flu in order to protect our vulnerable populations from influenza-related morbidity and mortality. It's understandable that on an individual basis the vaccine cannot guarantee immunity, and we've all heard "I got the vaccine but still got the flu" argument, but regardless of this we must educate our patients because when we vaccinate we protect each other.

An Unexpected Ally: Pharmacists

Armed with this new knowledge, we should also know that getting a vaccine is now easier than ever. In the spirit of American Pharmacist Month, we commend the progress the profession of pharmacy has made, across all 50 states. Pharmacists, along with collaborating physicians, have been leading the charge to bringing better, easier and more affordable access to healthcare. This includes access to vaccinations, clinical pharmacy practice, pharmacist-managed care, prescriptive authority, and more. Every year new legislation is passed that expands the scope of practice of our Pharmacists, and we must take advantage of this progress. For example, did you know at Central Florida Health Care all our Pharmacists are trained to administer vaccines?

Key points to remember:

- The influenza vaccine works, and it saves lives.
- The efficacy, or effectiveness, of the influenza vaccine on an individual varies by multiple factors.
- The greatest protection of vaccination is attained when we all get vaccinated
- There are no Radio Frequency Identification (RFID) chips in vaccines
- There is more mercury in a fish filet than there is in a vaccine
- Our CFHC Pharmacists are awesome and here for you!

To learn more about Central Florida Health Care and the availability of Flu Vaccines, visit www.hrhn.org/newsandevents.html and look for the Flu Vaccine links.



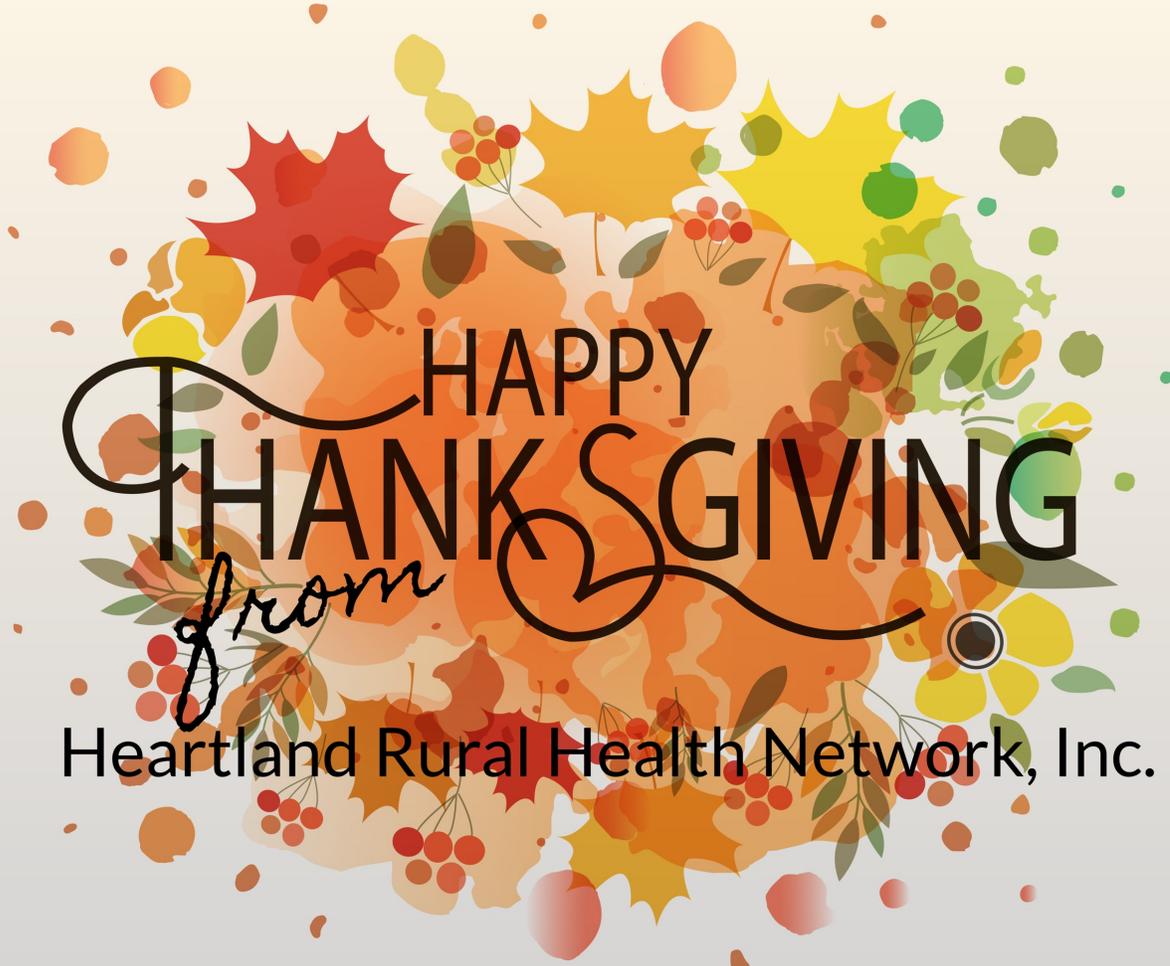
If you are interested in getting your Flu Vaccine, talk to your provider first. If you have insurance, some places like CVS, Walgreens, and/or Publix have promotions where you get something (like a gift card) for getting your flu vaccine through them (for free with your insurance). If you do not have insurance, talk with your provider about your best option or call Central Florida Health Care.

October was Health Literacy Month

Health literacy is the degree to which individuals have the capacity to obtain, process, and understand basic health information needed to make appropriate health decisions. The Health Resources and Services Administration (HRSA) report that low health literacy is more prevalent among: older adults, minority populations, those who have low socioeconomic status, and medically underserved people.

What can you do?

Health Literacy is a topic that HRHN focuses on in all our educational grants. We have done work in our communities to promote diabetic health literacy, breast cancer health literacy, mental health literacy, and sexual health literacy – and we will continue to promote health literacy and help bring greater health literacy to our communities. We all can help support health literacy by assessing our own health literacy, working on improving our own health literacy, supporting neighbors, family, and loved ones' health literacy and promoting health literacy resources when we find ones we find helpful. You can also check out www.hrhn.org/newsandevents.html to look for our Health Literacy resources for links to additional resources.



HAPPY
THANKSGIVING
from

Heartland Rural Health Network, Inc.



HAPPY
Holidays



HEARTLAND RURAL HEALTH NETWORK, INC.

Heartland Rural Health Network, Inc. is happy to share with you some great updates from our members and community partners! **Thank you** for your continued **commitment** to improving rural health care through your association with Heartland Rural Health Network. Current network **initiatives** include the C-PREP iMAD Program and supporting Drug Free Highlands through a Drug Free Communities Grant. A full description of current Network initiatives can be found online on our website at www.hrhnl.org.

If the Network can **partner** with your organization on a project, please contact us to discuss. We **value** community partnerships to accomplish the mission of the Network.

Please feel free to **forward** this newsletter to a friend or colleague.

Use AmazonSmile to Help HRHN Fundraise!

Heartland Rural Health Network is part of AmazonSmile, a website operated by Amazon that lets customers enjoy the same wide selection of products, low prices, and convenient shopping features as on Amazon.com. The difference is that when customers shop on AmazonSmile, the AmazonSmile Foundation will donate **0.5%** of the price of eligible purchases to the charitable organizations selected by customers.

To have AmazonSmile contribute **0.5%** of your eligible purchases to Heartland Rural Health Network simply click our link [here](#) and it will take you directly to our AmazonSmile page. That's it! You shop as you normally do and HRHN will receive 0.5% from AmazonSmile for any eligible purchases. There is no additional costs or hidden fees for your participation in the program.

Don't forget to bookmark the link and every time you shop through AmazonSmile you are supporting HRHN!

IMPORTANT UPDATE:

Please update Heartland Rural Health Network's physical address in your address books! Our main office is now located at 435 S Pine St, Sebring, FL 33870.

Heartland Rural Health Network, Inc.
www.hrhnl.org

863.471.6007

Mission: Improving access to quality health care by implementing creative solutions in collaboration with network members and community partners.

Vision: To be a leader of innovative, collaborative, and quality driven rural health initiatives.

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