

HRHN iMAD Expansion

*Info on New Grant and
expansion into Hardee*

*Job Opportunities
Available.*

COVID-19 Update

*Information on
Boosters*

*NRHA's Rural Vaccine
Confidence Initiative*

Quarterly Newsletter for October - December 2021



Network News

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

***Central Florida Health Care:
Breast Cancer Awareness -
Mammograms are
Meaningful***

***Telemedicine Talk 7:
Large Employers
Launch Telemed
Program to Tackle
Black Health Disparities***

***FRHA Announces New
Board Officers and
Members***

***HRHN's Hardee DeSoto
Community Health
Worker Program
Launches in November***

***NRHA Updates from
Latest Newsletter***



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 [@hrhn_imad](https://www.instagram.com/hrhn_imad)

 [@hrhnstaff](https://twitter.com/hrhnstaff)



Receives New Grant

At the end of September, HRHN was awarded \$680,264 annually under the Department of Health and Human Services, Administration for Children and Family, Family Youth Service Bureau's Personal Responsibility Education Program (PREP) grant. These funds allow HRHN to expand its successful iMAD, iMAD Girls and Why u-MAD Bro, Programs into Hardee County and continue services in Highlands County.

The iMAD Program has served over 10,000 Highlands County students in the last 5 years and has goals to reach 12,00 students in Highlands and Hardee Counties during this new three-year grant. To evaluate the effectiveness of the iMAD Program, HRHN has contracted with the University of Florida to conduct an independent evaluation of their program and goals. The University of Florida findings for 2018-2021 found the iMAD Program being effective in meeting its goals and helping students make healthy life choices. Specifically, the report states: "Since the iMAD program was introduced in 2016, we have seen a substantial decrease in the teen birth rate by more than 5% in Highlands County, approaching the state average (18.4 teen births per 1,000 in 2016; 12.2 teen births per 1,000 in 2019). Across all three years of implementation, students report that the pregnancy prevention program made them less likely to engage in sexual intercourse, more knowledgeable about HIV and STD infection, more knowledgeable about pregnancy prevention, and more likely to engage in adaptive adult preparatory behaviors."

HRHN is excited to continue to provide age-appropriate, medically accurate, culturally relevant, trauma-informed, inclusive sexual health education to the youth in our areas under this new CPREP Grant award. To learn more, visit the HRHN iMAD Webpage [here](#).

COVID-19 Booster Shots

Some COVID-19 Vaccine Recipients Can Get Booster Shots:

IF YOU RECEIVED

Pfizer-BioNTech or Moderna

You are eligible for a booster if you are:

- [65 years or older](#)
- Age 18+ who live in [long-term care settings](#)
- Age 18+ who have [underlying medical conditions](#)
- Age 18+ who work or live in [high-risk settings](#)

When to get a booster:

At least 6 months after completing your primary COVID-19 vaccination series

Which booster should you get?

[Any of the COVID-19 vaccines](#) authorized in the United States

IF YOU RECEIVED

Johnson & Johnson's Janssen

You are eligible for a booster if you are:

[18 years or older](#)

When to get a booster:

At least 2 months after your shot

Which booster should you get?

[Any of the COVID-19 vaccines](#) authorized in the United States

Data Supporting Need for a Booster Shot:

The CDC reports that studies show after getting vaccinated against COVID-19, protection against the virus and the ability to prevent infection with the Delta variant may decrease over time.

Although COVID-19 vaccination for adults ages 65 years and older remains effective in preventing severe disease, recent data suggest vaccination is less effective at preventing infection or milder illness with symptoms over time.

Data from small clinical trials show that a Pfizer-BioTech or Moderna booster shot increased the immune response in trial participants who finished their initial series 6 months earlier. A similar clinical trial showed that a J&J/Janssen booster shot also increased the immune response in participants who completed their single-dose vaccine at least 2 months earlier. With an increased immune response, people should have improved protection against COVID-19, including the Delta variant.

For more information, check out the information and links on our COVID Resource page.

WHAT TO KNOW ABOUT COVID-19 Vaccine Boosters

COVID-19 vaccines continue to be highly effective at preventing severe illness, hospitalization, and death due to COVID-19, including from the Delta variant. But protection appears to decrease over time, and some groups have an increased risk of getting and spreading COVID. As a result, some people are now eligible for a booster shot.

Who Is Eligible for a Booster

You're eligible to get a booster shot if:

- It's been at least 6 months since you got the second dose of a **Pfizer-BioNTech** or **Moderna** vaccine AND you are:
 - 65 years or older;
 - A long-term care resident or staff member;
 - 18+ and have an [underlying medical condition](#), including asthma, diabetes, and obesity; or
 - 18+ and [work or live in high-risk settings](#), including health care workers, teachers, and grocery store workers.

OR:

- You're 18+ and it's been at least 2 months since you got a dose of **Johnson & Johnson's Janssen** vaccine.



If you're eligible for a booster, you may choose which vaccine to receive as a booster dose. Your booster shot doesn't have to be the same vaccine you received before.

For more information about boosters, or if you have questions about your eligibility, visit [cdc.gov/coronavirus](https://www.cdc.gov/coronavirus) or talk to a health care provider.



How to Find Vaccines

You have three ways to find vaccines near you:



Go to **vaccines.gov**



Text **your ZIP code** to **438829**



Call **1-800-232-0233**



Mammograms and Mammograms M

It's not the most comfortable exam, but in a world where 1 in 8 women will develop breast cancer in their lifetime, a mammogram serves as a beacon of light.

It's a comfort just to know you're taking every step possible to stay healthy. There's no doubt it can; it will save your life!

Those 50 or older are encouraged to get an annual mammogram and younger individuals with risk factors should talk with their provider.

Dr. Cara Nelson-James, Chief Medical Officer with Central Florida Health Care, says fear keeps many from getting the minimally invasive test. Some who hold back are scared of hearing the diagnosis of having cancer. Others face financial challenges in paying for a mammogram.

However, the good news is breast cancer is treatable! Mammograms can detect cancer even before you even feel a lump. The earlier it's found, the better the outcome.



Cara Nelson-James,
DO
Chief Medical Officer

**Florida
Care**

th a Heart

are Meaningful; ean Everything!

Central Florida Health Care CEO, Ann Clausen, understands this firsthand. She is a breast cancer survivor, all thanks to a mammogram. She understands the vitality of early screening but also knows not everyone can afford to have it done.

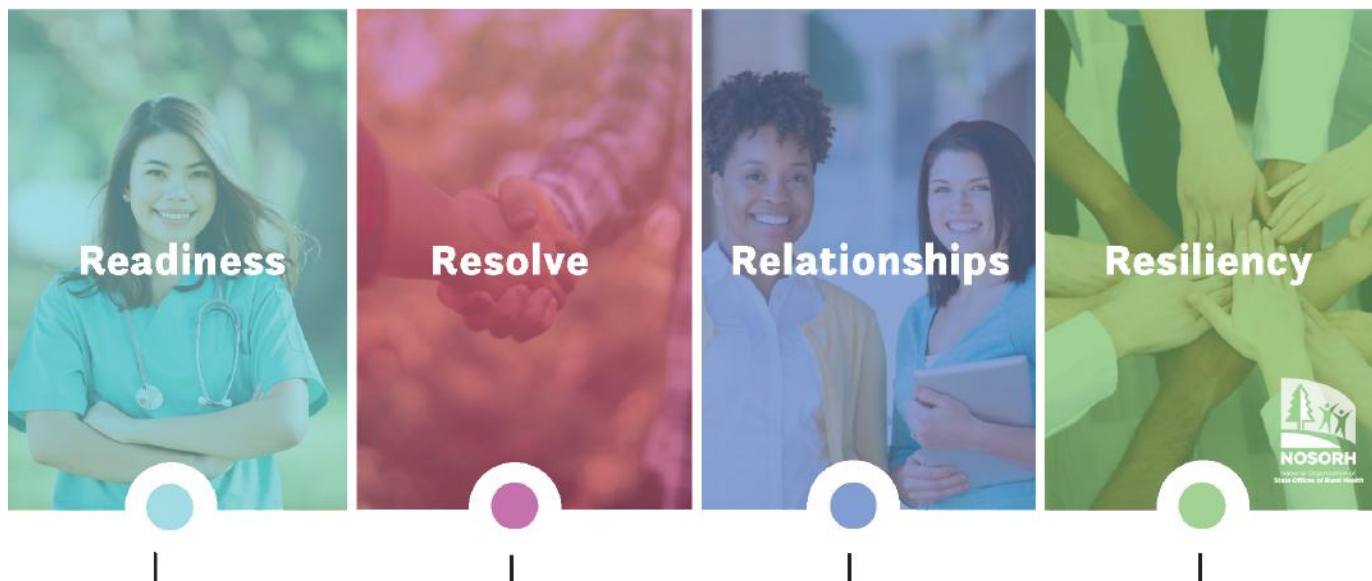


Ann Claussen

Chief Executive Officer

Claussen champions providing free mammograms for the uninsured and those dealing with financial struggles. Central Florida Health Care hosts an annual golf tournament in October which raises money to provide this life-saving exam to those who might not be able to pay for it otherwise. So far, money from the fundraiser has paid for more than 600 mammograms. breast ultrasounds, and biopsies.

If you know someone worried about getting the exam or delaying it for financial reasons, encourage them to give Central Florida Health Care a call because mammograms mean everything! They will not be turned away.



Celebrating the Power of Rural Movement!

On November 18th, 2021, we are proud to support National Rural Health Day. We hope that you will join us in recognizing and honoring those who work every day to keep our community healthy.



#PowerofRural | powerofrural.org



CELEBRATING NATIONAL RURAL HEALTH DAY "ADVOCACY UPDATE"



**Scott Darius, Executive Director
of Florida Voices for Health**



**NOVEMBER 18TH
3PM-5PM VIA
ZOOM**

did you know?

HRHN Executive Director, Melissa Thibodeau, was named FRHA Board President.

In September, the Florida Rural Health Association announced new Board Officers and Members for 2021-2022. Our very own Melissa Thibodeau was named Board President. Melissa has been a part of FRHA since she was named Executive Director of HRHN in 2016. Prior to being named President, Melissa served as Board Vice President.

In her first message to members, she shared that through her experience with HRHN since 2012, and her expertise in community relationship building, network engagement, and program sustainability, she feels that she is prepared to serve in this new role, assisting the excellent team at FRHA as the association continues its growth.

For more information about FRHA, please [click here](#).



Florida Rural Health Association

One Voice for Florida. Louder.

FRHA 2021-2022 Officers

President: Melissa Thibodeau; HRHN, Executive Director

Vice President: M. Bryant Howren, PhD, MPH; Florida Blue
Center for Rural Health Research & Policy Florida State
University College of Medicine, Director

Treasurer: Joe Peters; Everglades AHEC, Executive Director

Secretary: Sharon Johnston; Central Florida AHEC, Associate
Director

Past President: Leah V. Compton, MA, MBA; Florida DCF
Substance Abuse and Mental Health Program Office,
Community Forensic Liaison

FRHA 2021-2022 Board Members

Jeff Feller, WellFlorida Council; Louis Gateria, Suncoast
RHIO, Inc.; Ralph Keith, Rash Curtis & Associates; Thomas J.
Leach, FACHE, Medical Center Radiology Group; Bob Rihn,
Tri-County Human Services; Andrea Stephenson-Roster,
Health Council of Southeast Florida; Kendra Siler-Marsiglio,
PhD, CommunityHealth IT; Crystal Sickles, MS, Florida
Hospital Association; Lela Shepard, Florida Department of
Health Office of Rural Health; and Judy Ortiz, PhD, University
of Central Florida College of Health Professions & Sciences.

Contact Us



www.hrhn.org



863-494-8409

HEARTLAND RURAL HEALTH NETWORK'S HD CHW PROGRAM



Leaders in Healthcare coming together to better serve patients.

The HD CHW Program is led by a group of Health Leaders in Hardee and DeSoto Counties working together to improve pathways to care for patients and includes a group of Community Health Workers providing direct assistance and education to our clients.

Let our capable staff work with you to help coordinate care, assisting with helping navigate pathways to care, and providing requested follow-up on care and providing requested health education.

We strive to create a professional and supportive relationship with our patients and the community by adhering to our core values: integrity, ethics, collaboration, and quality.

OUR SERVICES



Care Coordination: We use health assessments to determine clinical and non-clinical needs, provide pathways to meet these needs, and help clients navigate these paths.



Health Education: We provide health education to our clients on various topics that they need or want more information on.



Care Support: We provide support to our clients in every step of getting the healthcare they need and want.



Health Assessments and follow-ups within the community to help us find and resolve barriers to care in the most efficient way for our patients.

This flyer is supported by the Health Resources and Services Administration (HRSA) of the U.S. Department of Health and Human Services (HHS) as part of an award totaling \$200,000 for GY 2021-2022. The contents are those of the author(s) and do not necessarily represent the official views of, nor an endorsement, by HRSA, HHS, or the U.S. Government. For more information, please visit HRSA.gov.

Healthy Start Shares Info on Safe Sleep

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.

To learn more about the Healthy Start Coalition of Hardee, Highlands and Polk Counties and their Safe Sleep Task Force, visit our website and look for the Safe Sleep Awareness Month links.

A Safe Sleep Environment is as Easy as ABC

A
ALONE

B
BACK

C
CRIB

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

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.

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.

Babies should never co-sleep with an adult.



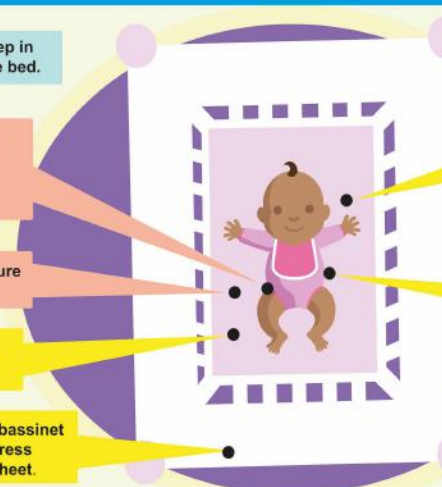
Make sure nothing covers the baby's head.

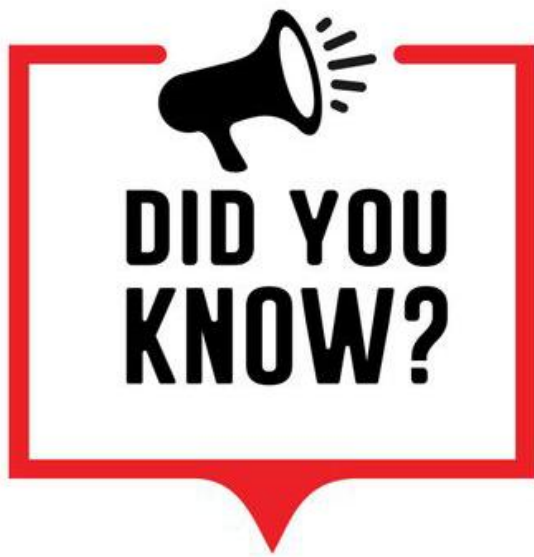
Babies shouldn't sleep in an adult bed, on a couch or chair.

Dress the baby in a one-piece sleeper.

No toys in the sleep area.

Do not let anyone smoke near your baby.





NRHA developed Rural Vaccine Confidence Initiative

You know better than anyone that vaccine hesitancy among rural Americans means COVID-19 will linger in rural communities for the foreseeable future – unless something more is done to increase vaccination rates.

NRHA has developed a grassroots initiative to help rural health stakeholders build vaccine confidence at the local level:

- Rural hospital CEOs will champion the initiative, inviting local business, nonprofit, and faith leaders to partner in a community effort to help ensure everyone has access to real facts about the COVID-19 vaccine.
- While hospital CEOs will share this campaign with anyone involved in marketing, the key to success is C-suite involvement, including serving as community champions.
- To maximize the effectiveness of this effort, it is important to utilize the toolkit to provide ongoing communications now through 2022.



To learn more about this initiative and get the resources provided, [click here](#).



Telemedicine Talk

Episode 7: Pilot Program Teaches Seniors to Use Telehealth.

Walmart is part of a group of large employers, including Target, Best Buy, Medtronic and State Farm that are spearheading a new initiative called the Black Community Innovation Coalition in partnership with Grand Rounds and Doctor on Demand. The new program will use Grand Rounds' health assistance platform to target outreach on specific health needs of African American workers. The goal is to create a culturally specific concierge service to engage workers of color on their health. The new initiative aims to begin offering targeted services in 2022. To learn more about this pilot program, [click here](#).

This article was provided by the National Rural Health Association.

MGT 405: Mobilizing Faith-Based Community Organizations in Preparing for Disaster-Virtual Zoom Delivery

MGT 405 is an 8-hour, DHS/FEMA-certified, tuition-free, management-level course. This course covers emergency planning and brings together emergency managers and first responders with Faith-Based Community Organization (FBCO) leaders in a shared learning environment. This course facilitates effective communication to develop comprehensive local emergency plans.

Topics include (but not limited to):

- The roles FBCOs have played during and after major disasters.
- Understanding the responsibilities and authority of each level of governmental and non-governmental organizations, as well as the four phases of emergency management, and another significant emergency-related terminology.
- The role leadership plays in FBCO preparedness, applying social networking techniques to prepare members for disaster, and completing an emergency plan checklist that can be utilized by FBCOs during the planning process.
- The process for developing a local emergency plan, list the elements of a comprehensive county emergency plan, and evaluate a plan for FBCO engagement.

Who Should Attend:

- All First Responders
- Governmental Administrative/Elected Officials
- Citizen/Community Volunteers
- Community Emergency Management Personnel
- Community Stakeholders
- Churches and Faith Based Organizations

Non-U.S. citizens are required to complete a DHS Foreign National Visitor Request form 30 days in advance. Contact RDPC at 877-855-RDPC (7372) for more info.

Registration is **required** through the **RDPC website**. Register for this course by visiting the following link:

<https://ruraltraining.org/course/mgt-405-v-mobilizing-faith-based-community-organizations-in-preparing-for-disasters/?scheduled=true&id=2237>

Participants are required to register no later than **24 hours** in advance. A **minimum of 20 registrations** must be received to ensure the class will be held.

FEMA S.I.D. REQUIRED. Register for your FEMA Student Identification Number by visiting <https://cdp.dhs.gov/femasid>

For more information regarding this course, please contact the following:

Course Contact Person

Levi Connelly

Course Contact Phone#

239-671-1207

Course Contact Email Address

Levi.Connelly@flhealth.gov

Additional Course Information

Prerequisites: IS-100. The IS-100 class is an online, at-your-own-pace class that can be taken anytime at the link below. Simply copy and paste into your internet browser.

<https://training.fema.gov/is/courseoverview.aspx?code=is-100.c>

Special Consideration: For participants requiring a printed course manual, registration is required 7 business days in advance. For assistance in obtaining a printed course manual, please call the course contact person listed above.

zoom VIRTUAL TRAINING

The Rural Domestic Preparedness Consortium (RDPC) now offers **virtual, instructor-led** training opportunities using Zoom for Government. This new training modality offers a secure, encrypted environment so that emergency responders can train virtually anywhere.

This 8-hour course will be presented over **two consecutive days**. Each day will consist of one **4-hour training session**. Participants are required to use their own computer, tablet, or smartphone during the course. Each participant should log in a few minutes early to test the audio and/or video connection. While downloading the latest Zoom client app is beneficial, it's not required.

Sponsoring Agency:

Florida Department of Health

Course Date:

11/15/2021

Course Time:

9:00am

Course Registration Deadline (date/time):

11/1/2021 @ 5:00pm



SHOW US YOUR SOCKS SHOWDOWN 2021

At Ridge Area Arc we understand that individuality is the spice of life and even the most conservative dressers can get a little crazy on their feet. That is why we are hosting our Show Us Your Socks Showdown to raise awareness for individuals with intellectual and developmental disabilities. During the month of **November** we are asking business employees to donate a dollar (more is okay too) and wear their favorite pair of crazy socks; ones that truly fit their personality. Ridge Area Arc employees will be traveling around town looking for the craziest socks out there and collect monies raised. We will be splashing you and your company all over our social media platforms so everyone will know that you support individuals with intellectual and developmental disabilities. You can also send us your photos or videos of you, your family, friends and co-workers. We encourage participants to challenge other companies and friends to join in on the fun. Tag Ridge Area Arc and use the hashtags #Sockchallenge2021 #RAArc. It's all in good fun for a great cause.

YES!

My company would like to participate in the SHOW US YOUR SOCKS SHOWDOWN

Name of Company: _____

Individual contact: _____

Date: _____ Phone number: _____

Email: _____

Address: _____



4352 Independence St.
Avon Park, FL
863-452-1295 Ext 106
Donna Scherlacher
EMAIL FORM TO: dscherlacher@ridgeareaarc.org



HHS Launches Spanish Language App to Help Latinos Navigate Health Care Questions, Issues New Report Highlighting Latino Coverage Issues

The Department of Health and Human Services (HHS) launched a Spanish version of its QuestionBuilder app, which can help Latino patients prepare for their in-person or telehealth appointments. The HHS Agency for Healthcare Research and Quality (AHRQ) built QuestionBuilder en Espanol to improve health care access and equity for Latinos. Latinos have among the highest uninsured rate of any racial or ethnic group within the United States.

"Making health care easily accessible is critical to boosting health outcomes and getting more people covered," said HHS Secretary Xavier Becerra. "The QuestionBuilder App in Spanish will be a gamechanger for many Latinos who struggle to communicate with their providers due to language barriers. The Biden-Harris Administration will continue to promote health equity and make health care accessible for all Americans."

To read the HHS press release in English, [click here](#).

For more information on the app, [click here](#).

Job Announcements:



We're hiring!

The iMAD Program is hiring multiple positions under their new PREP Grant covering Highlands and Hardee Counties. If you have a passion for helping youth, please consider applying for the following positions:

Full-Time Health Educator (2)

Part-Time Health Educator (2)

Full-Time Data Manager/Administrative Assistant (1)

To Apply:

Review the Job Description on www.hrhcn.org/employment and then send your RESUME and COVER LETTER via email to iMAD@hrhn.org. Please put the position you are applying for in the subject line.





National Rural

In the latest NRHA

- **NRHA Backs Real COVID Vaccine Facts**
- **Why Health Care Leaders Must Become Grassroots Advocates**
- **US Surgeon General Releases Health Misinformation Toolkit**
- **One Month Left for NRHA Health Equity Conference Submissions**
- **In Rural South, Poor Health Tied to Legacy of Slavery, Racism**
- **Health Care Workers' COVID vaccine deadline is January 4th**
- **Why the US Nursing Crisis is Getting Worse**
- **Rural Hospitalists Confront COVID-19**
- **NRHA Member on Reducing SUD Stigma, Workforce Shortages**
- **How Telehealth Interoperability Improves Care**

To view the Newsletter in its



Health Updates

A today Newsletter:

- **Join Our Campaign: The New Look of NRHA Advocacy**
- **1 in 5 Americans Sought Mental Health Help During Pandemic**
- **Could Moving Patients to Rural Hospitals Free Up Urban Beds?**
- **Urban Med School Leader Shifts Focus to COVID, Rural Health**
- **New Trial Tackles Childhood Hearing Loss in Rural Areas**
- **Rural Health Network Development Funding Available**
- **Pandemic Adds Stress to Already Stained Rural Fire Departments**
- **NRHA Webinars on Cost Report Accuracy, Swing Beds**
- **Share Your Views on Rural Health Priorities, Veteran Staffing**
- **Tackling Rural Health Technology Concerns in CAHs**

entirety, please click here.



from our
HRHN family
to yours!

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. A full description of current Network initiatives can be found online on our website.

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.



Heartland Rural Health Network, Inc.
www.hrhcn.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.

2021 – 2022 Board of Directors: Vince Sica, President; Blake Warren, Vice President; Heather Stephenson, Secretary/Treasurer; Robert Rihn, Past President; David Robbins, David Duke, Denise Collazo, and Denise Grimsley.

