



Taking the Next
S.T.E.P.

Towards
Preventative
Healthcare

COMMUNITY SERVICE PROJECT

DAVENPORT FBLA #8887

DAVENPORT HIGH SCHOOL

WASHINGTON

2018-19



TABLE OF CONTENTS

Introduction	2
Purpose of Project.....	2
Project Goals	2
Service to the Community and Citizens.....	4
Future Steps	5
Research into School and Community Needs	6
Planning and Development.....	6
Implementation	9
Evidence of Publicity.....	12
Benefits and Degree of Impact	12
Impacts on the Community	12
Benefits for the Community.....	13
Project Evaluation.....	14
Appendix	15



INTRODUCTION

We live in the rural town of Davenport, Washington, which serves as the Lincoln County seat, with approximately 1,700 residents. For such a small town, our FBLA chapter is well recognized and popular among the student body at Davenport High School and the community. One of the major benefits of a small town is our incredible community involvement. Residents and local businesses are continually showing tremendous involvement for our chapter and the projects we take on. In past years, our FBLA Community Service Project teams have partnered with Lincoln Hospital and Clinics, and the Lincoln Hospital Foundation to sponsor a variety of health fairs and related events. This year the Community Service Co-chairs: Macie Hopkins, Sydney Zeiler, and Hailey Arland, chose to take a different path and focus specifically on health needs of our senior citizens, and the value of preventive healthcare. Our chapter recognized a need for an increased awareness and education not only in our small community, but in all of Lincoln County. We saw an opportunity to teach and inform our chapter, as well as the community about preventative healthcare through a series of public events.



The location of Lincoln County in the state of Washington.

PURPOSE OF THE PROJECT

Project Goals

It was brought to our chapter's attention by local healthcare leaders there was a need in our community for increased education and understanding about preventative healthcare. We decided to use our chapter's skills, talents, and man-power to make a difference, not only in our own local Davenport community, but spread our message county-wide by visiting a number of senior centers. Our chapter strived to provide service to our community and it's citizens in a



number of ways through our project. As a result, “Taking the Next S.T.E.P. Towards Preventative Healthcare” was chosen as the theme for our FBLA Community Service Project, and we set the following goals:

SERVING

At senior centers across the county, we planned to assist the senior center employees in serving the meal for the day. Rather than the usual buffet style meal service, our chapter provided individualized table service to the senior citizens in attendance. This also furnished an opportunity for chapter members and citizens in attendance to interact.

TRAVELING

We not only wanted to reach citizens in our own community of Davenport, but our chapter set a goal to spread our message county-wide. To accomplish this goal, we planned to visit the Davenport Senior Center, Wilbur Senior Center, and Harrington Senior Center. We also planned to spread our message through the Senior Meals program which delivers meals to senior citizens who are unable to physically come to the senior centers.

EDUCATING

Our chapter sought to provide education about the benefits of preventative healthcare to our target audience of senior citizens in Lincoln County through a number of methods. First, we planned an educational presentation for each of the senior center visits. The presentation included a skit performed by the project co-chairs about the purpose and benefits of the Medicare Annual Wellness Exams. The skit was followed by an informal presentation about preventative healthcare by a provider from Lincoln Hospital and Clinics. Lastly, we planned to provide a gift bag to each senior citizen in attendance during our visits to the three senior centers, and to each person who received a meal from the Senior Meals deliveries. Each gift bag included informative and educational pamphlets from local organizations, as well as fun goodies donated by local businesses and organizations.

PARTNERING

In order to spread valuable and accurate information to our communities, our chapter planned to partner with Lincoln Hospital and Clinics. Through our partnership we utilized each other’s resources to plan and organize the best methods to spread and communicate our



message of preventative healthcare to reach the most people possible. We also planned to seek partnership from a number of other local businesses and organizations that had offered services to seniors or would like to provide items to fill our gift bags.

Service to the Community and Citizens

Lincoln County has a population of approximately 10,570. Of that population, there are roughly 2,120 senior citizens who qualify for Medicare Part B, according to *World Population Review*. Our chapter was approached by our county hospital with a concern about the limited number of elderly citizens who fully understand and subsequently utilize all the benefits provided through Medicare Part B. Part of their benefits include a free annual wellness exam, and other preventative healthcare practices. Hospital representatives put this into perspective for our chapter members when they compared it to a dental checkup. While it is regular practice to make an appointment for a dental cleaning, patients typically go to see the doctor only when they are sick so miss out on the Medicare provided Preventative Healthcare Opportunity. We learned the annual Medicare Wellness Exams serve as a free tool for those over 65 to help catch, treat, and manage chronic diseases, among other healthcare needs. We also learned there is a misconception because these exams are of no cost, and are not a gimmick from the hospital and clinics. After learning this information, our chapter realized the value of preventative healthcare, and the need for citizens in our own community and county to become better educated.



Davenport FBLA members assisting in the Community Service Project.

Through our Community Service Project, we planned to provide service to our community and its' citizens through a series of educational visits and organized methods to best reach our target demographic, our senior citizens. We executed this with our acronym S.T.E.P. which fit with our project's theme of "Taking the Next S.T.E.P. to Preventative Healthcare" where we could continually emphasize our goals: *Serving, Traveling, Educating, and Partnering.*



Our project gave many people the opportunity to learn about the importance of the annual Medicare Wellness Exams, and the steps that can be taken towards preventative healthcare. Not only did we want to education the senior citizens about preventative healthcare, but we wanted to personally interact and provide service to each of them individually. Our vendor donation requests had a great response. Our gift bags not only included educational materials both also a variety of donated items from local businesses and organizations which included: stress balls, pill containers, flashlights, and magnets. For example one vendor that supported our project was Fairway's Golf Course in Cheney, Washington. Fairway's donated four VIP golf passes that we randomly placed in the gift bags at each senior center. The generosity of these businesses and organizations is another example of the great support our chapter receives from our community.



Informational materials and items from local businesses that were placed in each gift bag.

Future Steps

Future steps that could be taken to further the work our chapter started through our Community Service Project this year would be to film our skit about the annual Medicare Wellness Exams, and publish it to YouTube. Then Lincoln Hospital and Clinics, as well as the senior centers across our county could place it on screens in their facilities. The skit would also viewable anytime by anyone on the internet, which would serve as another avenue to spread our message. Virginia Hawthorne, ARNP from Lincoln Hospital encouraged this continued digital outreach. She really believed it provided a very effective and informative message that really reached our county's senior population.



Project co-chairs presenting their comedic skit to senior citizens at the Wilbur Senior Center.



RESEARCH INTO SCHOOL AND COMMUNITY NEEDS

In today's society, roughly 75 million Americans who make up the baby boom generation are leading the country through yet another sweeping societal change. According to www.seniorliving.org, about 3 million baby boomers will hit retirement age every year for about the next 20 years, and will affect how caregivers and policymakers shape the healthcare system for decades to come. Getting regular medical checkups is one of the best gifts seniors could give to themselves. Chronic diseases account for 7 out of every 10 deaths of Americans per year, and result in 75% of healthcare costs in the United States. Chronic diseases are preventable or manageable when detected early through screening tests. Diseases like cancer, diabetes, and heart disease are more manageable in the early stages, says *USA TODAY*. As our chapter began a deeper examination of our local aging community, we found our senior citizens were in desperate need of education about the benefits of preventative healthcare. With 59 members, our chapter had the manpower, the knowledge, and the ability to make big things happen. We could meet the needs of people across our entire county.

Due to these facts, our FBLA chapter and Community Service Project team was inspired to host multiple preventative healthcare educational presentations across our county, as well as create gift bags filled with informative materials and goodies to be delivered through the Senior Meals program to further spread our message.

PLANNING AND DEVELOPMENT

Communications Director, Carey Guhlke-Falk, shared the challenges Lincoln Hospital and Clinics had been experiencing with misconceptions surrounding Medicare Part B. A need exists for increased use of proactive healthcare practices in our community. After a lengthy discussion about the hospital's concerns towards our elderly population, our chapter came to the conclusion we wanted this year's service project to focus our efforts to assist in clearing up these misconceptions.

After our meeting with Mrs. Guhlke-Falk, our FBLA chapter began to make a plan for educating our community, spreading the message of preventative healthcare, and reaching the most citizens throughout our community as we could. Through this brainstorm, we developed our theme



Project co-chairs with Carey Guhlke-Falk, Lincoln Hospital and Clinics Communications Director.



“Taking the Next Step Towards Preventative Healthcare.” This then led to our creation of the acronym S.T.E.P which stood for *Serving, Traveling, Educating, and Partnering*. We believed if we achieved these aspirations, we would be able to make massive progress in the awareness of preventative healthcare across our entire county.

Co-chairs and chapter members determined that S would stand for, “*Serving*.” We decided our chapter would serve meals to our community members. Our next goal was T “*Traveling*.” We not only wanted to spread our message and serve citizens of our local Davenport community, but wanted to reach citizens across our entire county. In past year’s our



Examples of gift bags all chapter members helped assemble for the senior citizens.

chapter has hosted health fairs at the high school, providing an opportunity for patrons from across our county come into the school. However for this year’s project we wanted to bring our services straight to our target market, the senior citizens throughout Lincoln County. Our next goal was E, which stood for, “*Educating*.” With this goal, we decided to educate and inform the citizens about preventative healthcare through a variety to techniques. First we researched to learn more information about Medicare Part B and the annual Wellness Exams. We then developed a short comedic, yet informative skit which the three project co-chairs would perform at each of the senior center visits. We also worked with Lincoln Hospital

and Clinics to invite a clinic provider to speak about preventative healthcare. Lastly, we determined that P would stand for “*Partnership*.” Lincoln Hospital and Clinics would be our main partner, since they sent highly educated clinic providers to speak at each event. We also planned to create gift bags which would be handed out to each citizen at the senior centers, and given out with meals that were delivered around the community as part of the Senior Meals program. Lincoln Hospital and Clinics would provide the gift bags and informational materials to place in them. Davenport High School FBLA would also reach out to local businesses and organizations to obtain a variety of donated items to also be included in the gift bags through vendor letters (*Appendix B*).

After discussing each goal, we began to specifically plan how to execute each factor of the project. For example, one objective we had was to travel countywide. To complete this goal, we as co-chairs consulted with our advisor to determine if we would take a van to each site, or



travel by bus. We also began to discuss how the entire chapter would be involved in the project. We determined we would utilize our chapter's manpower to create the gift bags and serve meals. Chapter members assisted by both writing, addressing, and stamping the vendor letters. As well as in stuffing the gift bags once we received all donated items. Members then would carefully place them at each place setting at each of our senior center visits.

One of the requests that came up in our meeting with Mrs. Guhlke-Falk was the hospital would appreciate our chapter's assistance with making promotional materials about the Medicare Annual Wellness Exams, and preventative healthcare. We decide to make a flyer containing all of the educational and promotional information. Chapter members met to discuss what facts and details the flyer would include, along with the style and formatting elements which should be in the flyer. We also determined we would utilize the online program Canva to create the flyer, as it is a program which allows multiple collaborators, so we could share our draft with not only chapter members, but with our adviser, and Mrs. Guhlke-Falk for feedback (*Appendix A*).

In addition to the flyer, we needed to plan the skit we would be performing as well as the presentation that would be given by a Lincoln Hospital and Clinics provider. Beginning with the skit, we initially had planned on doing a slideshow presentation. However, after much deliberation, we came to the conclusion that a skit would be more engaging for the audience we were presenting to. We developed the idea to have the three co-chairs of the project act as senior citizens discussing the benefits and common misconceptions about Medicare Part B (*Appendix C*). Next, we worked closely with Mrs. Guhlke-Falk to determine which providers from the hospital would best fit our projects purpose and goals.

Finally, Mrs. Guhlke-Falk as well as the three co-chairs decided we would conclude our project by presenting the skit, our materials, and a brief overview of our project to the Lincoln Hospital Board. We wanted to show the hospital board the steps we had taken towards influencing our communities' older population about the importance of preventative healthcare. With this in mind, we began planning what our presentation would consist of. We finally decided on creating a slideshow which would include a number of pictures to showcase our project.



Project co-chairs presenting the comedic skit at the Davenport Senior Center.



IMPLEMENTATION

Once we had the details of our project planned, it was time for our chapter to move into action! To prepare for our visits to the senior centers in Davenport, Wilbur, and Harrington. As co-chairs we had a long list to complete: We needed to contact vendors to donate items to be placed for the gift bags, design the promotional flyer, write the script for the skit, set dates with the senior centers for our visits, obtain hospital providers to serve as speakers at each visit, obtain permission from our school principal to take our FBLA chapter on the field trips, reserve school vehicles, and get field trip permission slips from each



2018-2019 Davenport FBLA chapter members.



FBLA member, Ellie Telford, and project co-chair, Hailey Arland, helping serve food.

FBLA member who would be attending each field trip. Once we had completed these tasks, we were ready for our first senior center event.

The first senior center we visited was in our own home town of Davenport, Washington. We left our high school on January 29, 2019, with our advisor as well as fifteen chapter members. Once we arrived we were able to interact with all of the seniors by sharing about our school and activities, and filling up their coffees. We loved seeing how excited they were to see both familiar and new faces. During this time we also placed the gift bags our chapter had filled on the table placings of each senior citizen. Once everyone had arrived, which was roughly twenty-five seniors, we began serving lunch. We served soups and salads, a main course, and dessert. This was a nice change for the seniors compared to the typical buffet lunch style. We quickly saw how thankful and gracious they were to the students serving them.

Next, we began the educational presentation portion of our visit. Our service project co-chairs introduced themselves and explained why our chapter was there. Then the project co-



chairs performed the comedic skit to dispel some of the common misconceptions surrounding the Medicare Annual Wellness Exams, specifically highlighting that the exams are of no cost, and are different than the “Welcome To Medicare Exam.” that is a longer exam given when a person first qualifies for Medicare. The skit highlighted the value of the annual exam, and its role in chronic disease management. Our skit was very effective in not only educating these seniors, but also providing several laughs that let us know they enjoyed it. Following the skit, we introduced the medical provider from Lincoln Hospital and Clinics. Dr. Chad Mongrain accompanied us for the Davenport senior center visit. He is an experienced family physician who discussed preventative healthcare. His appeal to ethos was so essential for these seniors to really take to heart the information we had to offer. After he finished his presentation, seniors were able to speak with him and ask him a variety of different questions. We were pleasantly surprised to see the interest the seniors showed in actually taking the next step towards preventative healthcare, and that satisfaction was enough to pay off for all of the hard work we put into preparing for this project.

One of our goals was to travel county-wide, spreading our message. Therefore, our next senior center visit was thirty minutes west in Wilbur, Washington, on February 13, 2019. The attendance here was approximately the same as in Davenport. This event followed a similar schedule as our visit in Davenport, as we served lunch, interacted with the seniors, passed out the gift bags, performed the skit, and Dr. Mongrain gave his presentation once more.

Our third and final presentation took place the following day, fifteen miles south of Davenport in Harrington, Washington on February 14, 2019. This visit took place at the Harrington Memorial Hall, as the senior program utilizes the building to facilitate their senior meals three times a week. In Harrington, we again followed the same schedule as the previous senior center visits. However, after we served lunch, handed out gift bags, and performed our skit, Virginia Hawthorne, an ARNP at Lincoln Hospital and Clinics, came to share her expertise surrounding preventative healthcare. Mrs. Hawthorne provided another perspective on our topic, and was just as effective as Dr. Mongrain at engaging the audience. Through our educational presentations, we genuinely hope the information received helps these seniors begin to be more



Project co-chairs, Macie Hopkins and Hailey Arland helping put together the gift bags that would be sent out with Senior Meals to the community.



proactive when it comes to chronic disease management, and truly start to understand the importance of preventive healthcare.

Our chapter felt it was important we spread our message to as many senior citizens as possible. Therefore, we set out to reach more than just those who attended each event at the Davenport, Wilbur, and Harrington Senior Centers. We coordinated with Senior Meals, a program which delivers meals to senior citizens in our communities. We decided to give our gift bags stuffed full with informative materials on our topic to the Senior Meals director, Misty Bennett who would ensure they were given out with each delivery during the week of February 11 through the 15 of this year. This further helped us achieve our goal of traveling county-wide and reaching more than just the seniors we met with in Davenport, Wilbur, and Harrington.

Finally, after we completed each of the different events held across the county, we wanted to personally thank everyone that contributed to our project. We first wrote a personal thank you letter to Mrs. Guhlke-Falk for the help and support she provided by being our lead contact with Lincoln Hospital and Clinics. We also wrote thank you letters to each of the vendors who generously donated items for the gift bags we gave out to the seniors, and to each senior center for allowing us to come and visit. Lastly, we wanted to write more than just a letter when it came to showing Lincoln Hospital and Clinics our gratitude for their partnership in this project. Therefore, we communicated with Mrs. Guhlke-Falk again to set up a meeting with the Lincoln Hospital and Clinics Board of Directors to show them the purpose of our project, and personally thank the hospital and clinics for partnering with our chapter. On February 20, 2019, the project co-chairs provided a presentations to the board. We dressed in FBLA attire, entertained them with our comedic skit, and shared a slideshow presentation that explained our project and our chapter's objectives. The board enjoyed seeing pictures from our three senior center visits, and hearing our experiences throughout our journey. We felt fortunate to be able to share our project, and partner with such a tremendous staple in our community and supporter of our schools. We chose this project to serve the great place we live in, but cannot take all the credit due to the tremendous support we received from Lincoln Hospital and Clinics each step of the way.



Chapter members smiling and eager to help at the Harrington Senior Center.



EVIDENCE OF PUBLICITY



The Davenport Times article publicizing our Community Service Project.

Lincoln Hospital and Clinics post on Facebook about the preventative healthcare seminar at the Davenport Senior Center.



Davenport High School FBLA Instagram page's post regarding the Community Service Project.

Davenport High School FBLA Facebook post thanking chapter members and hospital representatives.



Lincoln Hospital and Clinics Instagram page post recognizing the Community.

BENEFITS AND DEGREE OF IMPACT

Impacts on the Community

Our chapter recognized a need for increased awareness and education not only in our small community, but in all of Lincoln County, on a topic that has a wide impact on our community citizens. We saw an opportunity to teach and inform our chapter, as well as the community about preventative healthcare through a series of public events. By creating awareness about the benefits of Medicare Part B, we aimed to give our local senior citizens the opportunity to obtain information needed to take the next S.T. E. P. towards preventative healthcare.



By organizing these events and opportunities, our chapter is proud to say that we made a breakthrough with preventative healthcare awareness in our rural community. While our project had many short term accomplishments, our project also had a great impact on long term accomplishments as well. At the beginning of our project, community members knew little information about the benefits and opportunities regarding Medicare Part B. After holding our events throughout Lincoln County, the senior population, as well as our FBLA chapter members are now aware of Medicare Part B, and the next steps they can take in regards to preventative healthcare. Through educating community members, we have effectively spread awareness throughout our entire county. From the successes our events brought, we not only promoted local businesses through advertising in our gift bags, but we also opened the door to new resources available to the seniors in our communities. With our dedication towards finding valuable information, high attendance, and enjoyment seen in community members, we were able to truly see the positive impact we made on the members of our senior population. As a result of our efforts, we estimate that over 300 patrons were educated thanks to our project. Additionally, Lincoln Hospital and Clinics has shared they have seen an increase in senior citizens making appointments for their Medicare Annual Wellness Exams, and reaching out to their providers about preventative healthcare strategies.



Senior citizens engaging in ARNP Virginia Hawthorne's presentation.

Benefits for the Community

At the outset of our project, our chapter felt the greatest benefit of partnering with Lincoln Hospital, Senior Meals, and the surrounding senior centers, was informing Lincoln County seniors about existing resources to help them take the next S.T.E.P. towards preventive healthcare. By directing the seniors to the resources provided locally, they will now have the tools to manage their health and take the care needed at this stage in their lives. In addition to directing the seniors to useful resources, we also benefited Lincoln Hospital and Clinics by introducing knowledgeable providers to potential new patients. The hospital board, the providers, and the hospital administration were all thankful for the outreach we provided. As co-chairs we overachieved our expectations of success in this project, and were pleased to hear all of the positive feedback from hospital representatives and seniors alike. We made our senior



visits about more than just preventive healthcare since we had fun connecting with friends, family, and neighbors of our communities. We wanted to make our presence personal and purposeful, so we orchestrated activities and entertainment our chapter has not done before. We believe by completing this project in its entirety, we were able to reach many seniors of our county and not only touch their hearts, but really inform them on taking the next S.T.E.P. towards preventive healthcare.

PROJECT EVALUATION



Dr. Chad Mongrain speaking to senior citizens and educating them about preventative healthcare.

Our FBLA chapter is tremendously satisfied with what we have accomplished with this year's Community Service Project. We not only accomplished each of the goals we set, but we were able to have a positive impact on each of our FBLA members, the community of Davenport, the surrounding communities, and Lincoln County as a whole. After holding all three preventative healthcare seminars and partnering with Senior Meals to be delivered to

seniors in need, we received nothing but positive feedback. We were able to reach out to the aging population in our local communities to educate them on how important preventative healthcare is, and as well as provide seniors that were not able to attend gatherings with healthy meals and information on preventative healthcare in gift bags we made and put into their packages that were delivered to their homes. Ultimately we had the opportunity to grow as a chapter and be supportive of one another and our communities at large. As project co-chairs, we believe we have developed a project which should be continued in future years. The one thing we would recommend to chapter members who wish to continue with this project would be to begin planning the dates for preventative healthcare seminars at the senior centers earlier to avoid any conflicts that would cause having to reschedule dates, and to ensure as large of a turnout as possible at each event. We, as a chapter, have seen the immense benefits this project has brought to our amazing communities.

