Building Strategic Alliances

Jennifer Northway, MPH, CHES, CPSTI
Director, Adult & Pediatric Injury Prevention
University Health System – San Antonio, TX
Objectives

- Identify strategies that create opportunities for you garner people, resources and funding to support your mission
- Identify internal, external and community partners to support your injury and violence prevention work
- Discover opportunities to leverage your IVP program goals with internal, external and community partners
Disclosures

- No financial disclosures but...
  - I wear rose-colored glasses
  - I’m a verbal processor
  - Passionate about the working we are doing together as a field
About Me…

- Started IVP career in 1999
- Worked in non-profit sector, as well as public and private hospital settings
- Certified Health Educator
- Involved in local, state and national IVP efforts
  - Member, ATS – Injury Prevention Committee
  - Member, TCAA – Injury Prevention Committee
  - Member, Injury Prevention Committee
  - Texas Governor’s EMS & Trauma Advisory Council
  - Chair, Injury Prevention Committee
  - Texas Trauma Coordinators Forum
  - Chair, South Texas Injury Prevention Consortium
A Tale of Two Hospitals

- **Methodist Hospital**
  - HCA-affiliated facility
  - Level III
  - State Designated
  - 774 licensed beds
  - FTEs = 1
  - Budget = $500
  - Lead agency for ThinkFirst chapter

- **University Hospital/Health System**
  - County-owned teaching hospital with a network of outpatient healthcare centers
  - Level I Adult Trauma Center & Level I Pediatric Trauma Center
  - ACS Verified
  - 716 licensed beds
  - FTEs = 8 (7 Full-time, 2 PRN)
  - Budget = $450,000
  - Lead agency for Safe Kids Coalition
Do you ever feel like...
Or this…
Use the power of relationships to sustain and grow your program…

- Obtain volunteers
- Garner resources to help you achieve your mission work (i.e. helmets, car seats, signage, print materials, etc)
- Create a pipeline for in-kind gifts or funding
- Reach more people
- Increase cooperation / collaboration
- Reduce duplication
- Work smarter, NOT harder
People want to be part of something bigger than themselves; that has the power to change the community

That’s US!
First things first!

- Identify what you bring to the table through your programs
- Identify what your program needs
- Make a list of your existing partners:
  - Internal or external hospital partners
  - Community-based organizations
- Brainstorm what partnerships could be mutually beneficial?
  - Identify the win-win
- Talk to the ones you already know!
  - LISTEN to their goals and objectives
  - IDENTIFY where you fit in
This is NOT speed dating!
Some words of caution…

- This is NOT a sales pitch
- It’s about relationships:
  - NOT transactional
  - NOT one-sided
  - Must give and take (and sometimes, concede)
- Ask the right person for the right thing at the right time
  - It’s important to ask the RIGHT person
  - Non-profits = NO money or people
- Above all else, we must safeguard our relationship with the community
Internal Hospital Partners

- Make friends with the following:
  - Marketing, Corporate Communications, OR Public Relations
  - Government Relations
  - Population Health
  - Community Health
  - Business Development
  - Cardiac Rehab

- We have to make ourselves essential to multiple departments so that when focus shifts – we don’t get lost in the shuffle!
Caring for Others – Fall Prevention Program

- 6-week program
- Support group style environment
- Topics Covered:
  - Being a Caregiver
  - Daily Life as a Caregiver
  - Working with your Medical Team
  - Creating a Healthy Home Environment
  - Understanding Medications
  - Care for the Caregiver

Taking care of a loved one or spouse can be rewarding, yet it can also leave you feeling overwhelmed, frustrated and anxious. Often it is difficult to know where to find help or what questions to ask of doctors, social workers and other health care providers. Our Caring for Others, caregiver training, will provide you with the skills to become a confident caregiver. This six-session series will teach you how to:

- Create a safe home environment
- Access available adult dependent care resources
- Help someone safely get up from a bed, wheelchair or toilet
- Talk with a doctor about medications or plans of care
- Spot common medication side effects and interactions
- Provide well balanced and healthy meals

Have you asked yourself...

How do I help Mom get up from her wheelchair without hurting myself?
Is my home safe?
How do I talk to Dad’s doctor about all the medication he is taking?
How can I help my husband who is using his walker?
Does Mom need an Advance Medical Directive?
How do I take time for me?

CONTACT THE METHODIST HEALTHLINE AT 210.575.0355 FOR MORE INFORMATION ON OUR CAREGIVER TRAINING OR TO REGISTER FOR THE NEXT AVAILABLE SERIES.
Caring for Others Partners

- Behavioral Health
- Case Management
- Dietary
- Infection Control
- Pain Management
- Palliative Care
- Pastoral Care
- Pharmacy
- Physical Therapy
- Wound Care

The Posey Lift Assist II provides caregivers with a secure lift point when assisting patients in ambulation and transfer activities. With regular use, the Lift Assist II may help prevent back injuries to the caregiver. When not in use, the Lift Assist II can be folded and conveniently stored in the caregiver's pocket for quick access.

- Measures 18"L x 6"W
- Soft neoprene comfortably conforms to the patient's skin
- Two polypropylene handles extend the caregiver's reach. Two caregivers may assist the patient if necessary.
- Flexible, compact and lightweight
- Use for ambulations, moving or turning in bed, repositioning in chair, wheelchairs, and as a supplement for sliding board transfers
- Machine washable

**ASSISTING THE PATIENT**

A patient assessment will help identify the abilities of a patient and determine the kind of assistance required during ambulation and transfer.

*Only use on patient weighing up to 300 pounds.*

1. Inspect before use for broken stitches, torn, or frayed straps or fabric. These could cause the product to fail, resulting in injury. If found, destroy and discard the product.
2. Stand directly in front of the patient with a broad base of support - feet apart with one foot slightly ahead of the other.
3. Bend at the hips and knees, keeping your back straight.
4. Position the lift next to the patient’s lower back and firmly grasp the handles.
External Hospital Partners

- People and organizations that your hospital has a relationship with; people vested in your mission work
- Foundation
- Physician Practices
- Board of Regents / Managers
- Community Board or Community Council
- Vendors
- Local Media (print, radio and television)
It’s so easy! Pick up a ‘Helmet Your Head, San Antonio’ program packet at your local Albertson’s Pharmacy to learn how to become safety-smart! Then all you have to do is wear your helmet six or more times when you are biking, skateboarding, rollerblading or even riding your scooter. Once you have filled up the pledge card turn it in to the closest Albertson’s Pharmacy for a cookie club card! Sign the pledge to always wear your helmet to register to win cool prizes! Prize drawings will be held from August to October 2001.

There will be weekly drawings for one free video rental from Albertson’s, plus monthly prizes. A grand prize drawing for 4 roundtrip airline tickets to anywhere in the US, courtesy of Southwest Airlines, will be held in October. For more information contact the Methodist Healthcare HealthLine at (210) 575-0355.

Hey Kids,
Helmet Your Head!

Join in the fun...wear your helmet, stay safe, and become eligible to win prizes.

Citywide Incentive Program
- Targeted high injury areas
- Pledge cards
- Cookie Reward
- Wheel Roundup (bike rodeo on steroids)
- Monthly drawings
- Reduced cost helmet sales at local schools
Helmet Your Head San Antonio Wheel Round-up!

Bring in your wheels for a FREE equipment check!

www.SAHealth.com
Community-Based Organizations

- Area Agency on Aging
- Insurance Companies
- Law Enforcement
- MADD
- Metropolitan Planning Organization (MPO)
- Texas Dept of Transportation
- Union Pacific
Walk This Way Program

- Pedestrian Safety Initiative
  - International Walk to School Day
  - Pedestrian Safety Program
  - Walking School Bus

- Partners
  - AAMPO
  - San Antonio Police Department
  - Teens in the Driver Seat
  - TxDOT
  - Union Pacific
  - VIA
International Walk to School Day
Pedestrian Safety Program
Walk This Way – Walking School Bus
An Unlikely Partner – Union Pacific
Return the Favor and Support their Programs
It Pays Off
Questions?

E-mail Me: Jennifer.Northway@uhs-sa.com
Call Me: 210-358-4295