

Outside of the City:

Applying Conversations from a Rural State to Diverse AD Geographies

Darla Peterson and Lexie Hach

Division of Public Health

Bureau of HIV, STI, and Hepatitis | Capacity Extension Program

Introductions



Darla Peterson



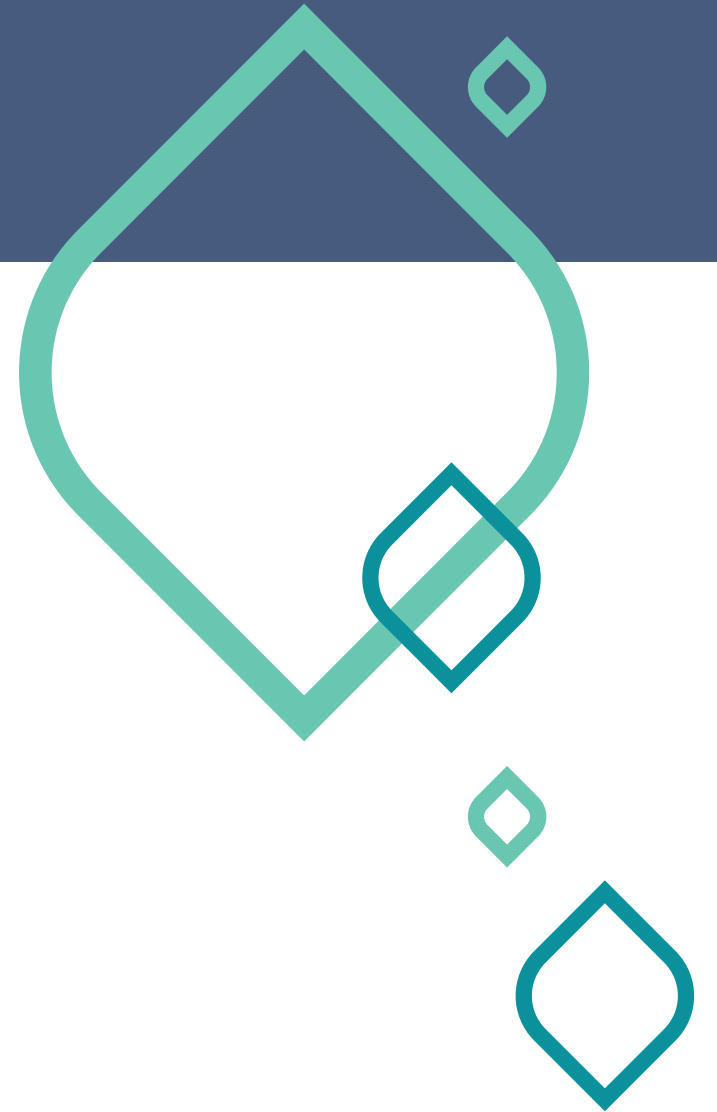
Lexie Hach

Regional Health Specialists—6 years ago on November 8, 2016
Iowa Department of Health and Human Services
Division of Public Health
Bureau of HIV, STI, and Hepatitis Capacity Extension Program



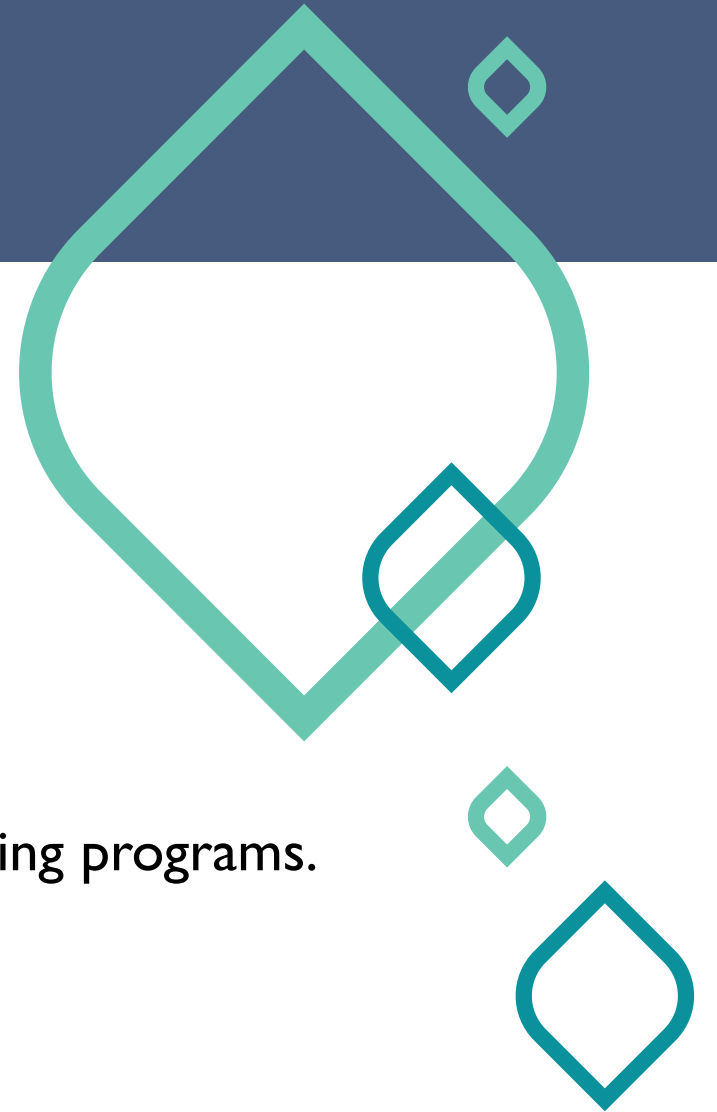
Disclosure Statement

We have NO financial disclosures or conflicts of interest with the presented material in this presentation.



Objectives

1. **Identify ways to adapt academic detailing** to fit the needs of a rural state with rural medical providers and service providers in mind.
2. **Explore creative models** for sharing information, engaging stakeholders, and ways to adapt your practice.
3. **Recognize the benefits of collaborating** with other detailing programs.
4. **Discuss scenarios and offer responses** to difficult conversations or situations.

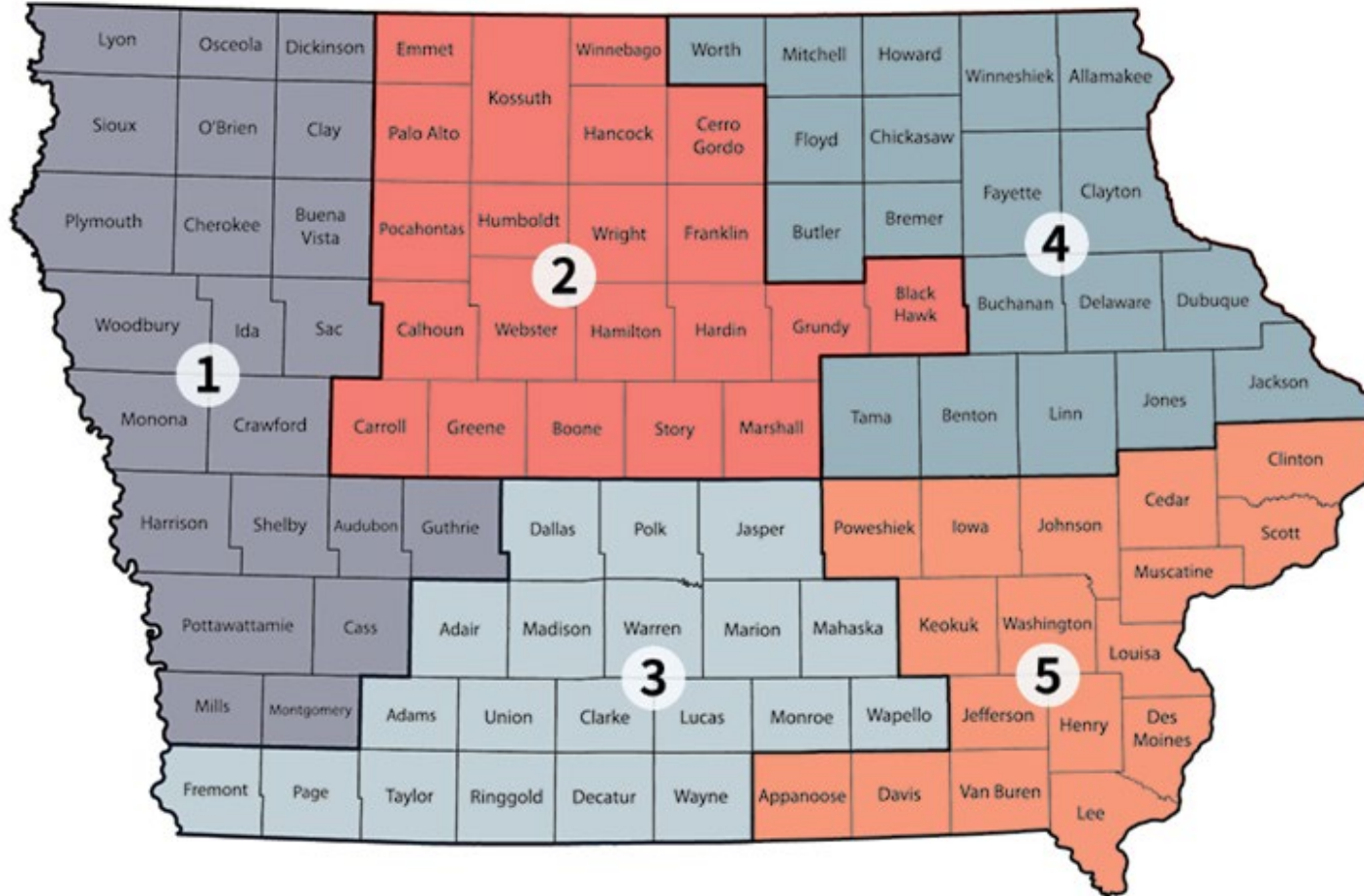


Geography of Iowa

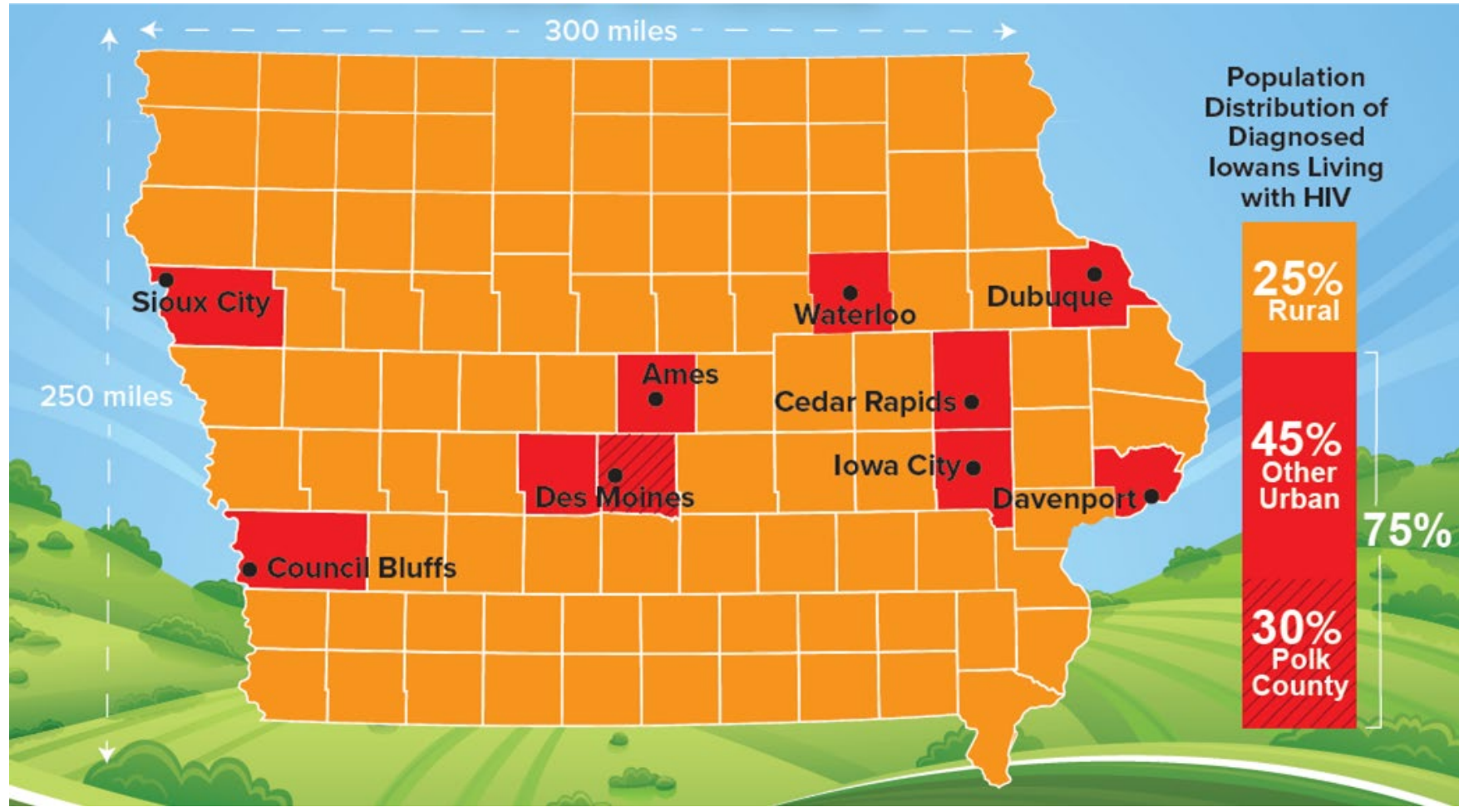
- 99 counties
- Population:
~3.1 million
- 85% of the land in
Iowa is farmland
- 54 people per
square mile



Regional Health Specialist (RHS) Map



HIV in Iowa (2021)



In 2021, there were **3,077** people living with HIV in Iowa who were diagnosed.

Approximately **75%** resided in the ten most populous counties, with **30%** in Polk County alone.

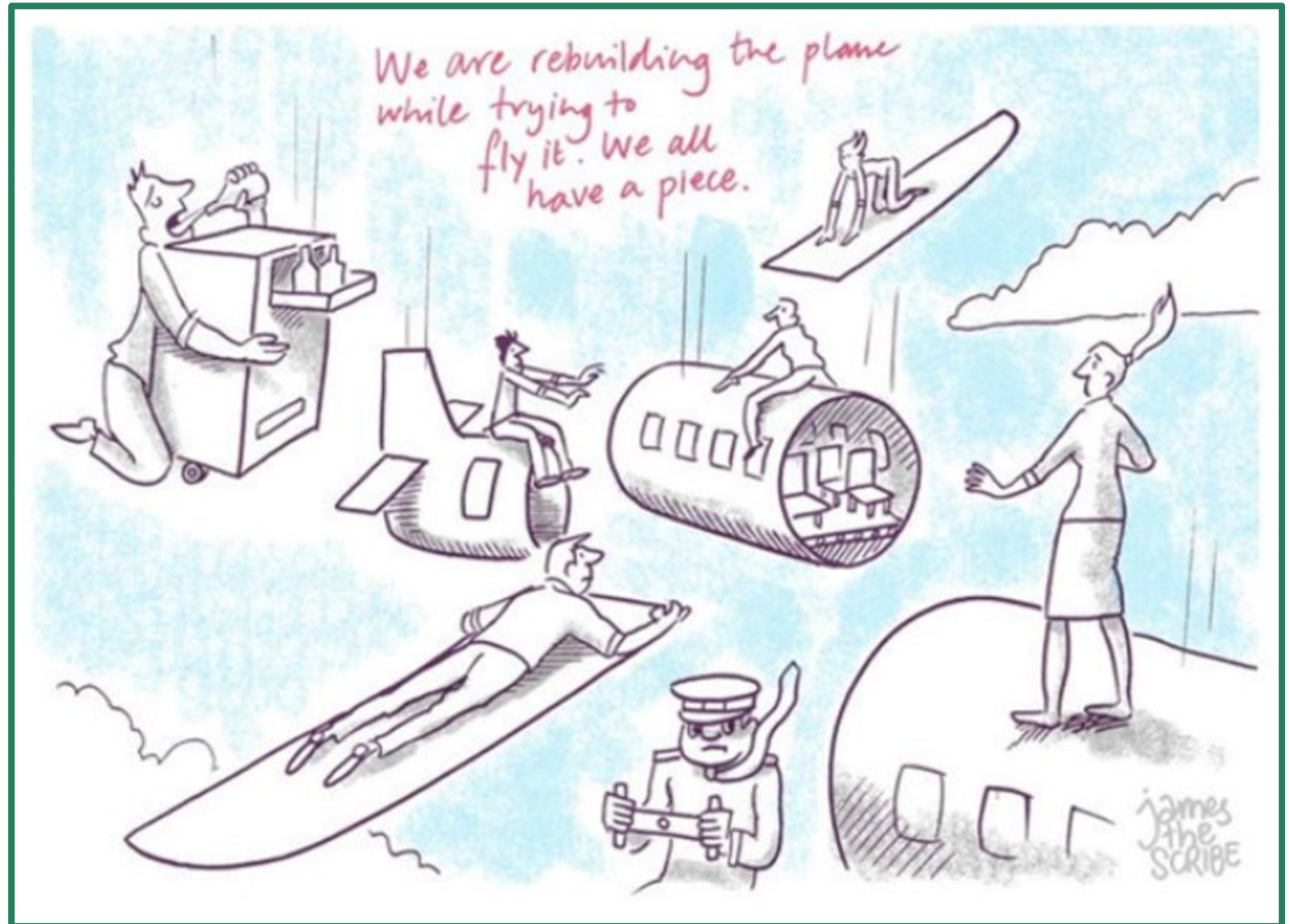
The remaining **25%** resided in more rural areas.

History of the Program

- Iowa HIV and Hepatitis Community Planning Group (CGP)
 - The CPG saw a need to have this type of education in the rural parts of Iowa, especially as it relates to stigma.
 - Our funding comes from the HRSA's Ryan White Part B Supplemental grant as an Early Interventions Services (EIS) activity. Other grants also support the initiative.
 - **Program is 6 years old this November!**



Our First Steps...



Adapting Academic Detailing for Rural Areas

Adapting AD for a Rural State



WHAT DIDN'T WORK

Cold calls

Emailing providers

One-on-one conversations

Broad topics—
require too much time



ADAPTATION

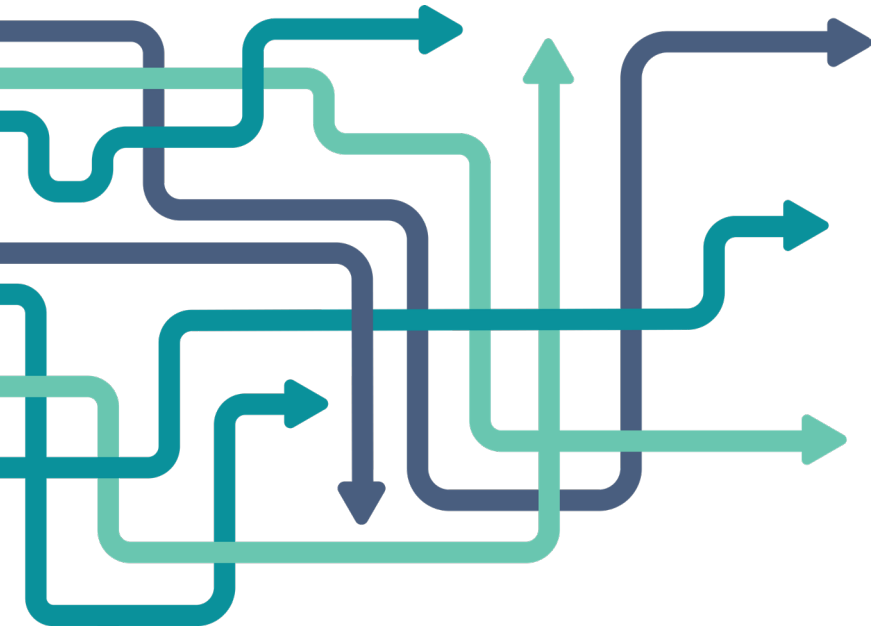
Calling or emailing to ask who is in charge of scheduling provider/nurse training (too far to drive)

Contacting the person in charge of scheduling providers

Speaking to all the medical providers

Focused topics

Pivot Points



- Instead of providers, try scheduling with nurses
- Covid-19
- Weather
- Monkeypox
- Menu of Options
 - Variety of ways to provide AD sessions
 - Variety of focused topics





Innovative Ways to Maintain Communication

- Hybrid presentations: one person presents remotely and the other is in person
- Co-presentations
- Pop-up presentations (i.e., Facebook)
- Engage your audience!
- CEU/CME offerings
- Open houses
- Community forum/education panel

Consider Collaboration

Don't Duplicate—Collaborate!

- Example: State Opioid Response Academic Detailers
 - Address the opioid overdose crisis
- Know what they are presenting and who they present to
- Mentoring
- Work together—co-presentation
- Attend their presentations!
- Have joint meetings/check-ins



2021 Program Outcomes

2021 Outreach Outcomes by the Numbers

Stakeholders work in a variety of settings and the following represent the locations where outreach was conducted in 2021.

90 social service

81 hospital/medical clinic

67 mental health

17 sheriff/police/jail

5 pharmacy

80 substance use

76 public health

41 educational facilities

10 fire dept./EMS

2021 Outreach Outcomes (continued)

414 outreach engagements with **5044** stakeholders



- **90** Presentations (AD Sessions)
- **276** Community Meetings
- **48** Other*

*May include “check-ins,” condom deliveries, consultations, or referrals



2021 Outreach Outcomes (continued)

In 2021, AD sessions were attended by **1071** stakeholders.

91% of session attendees rated the course they attended as very good or excellent

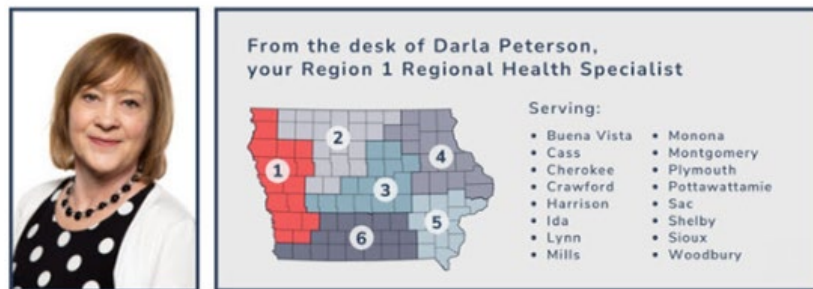
94% of attendees rated the instructor as very good or excellent

83% of respondents were able to identify at least one example of new information they gained

54% of respondents named at least one action they were willing to take to help address HIV, STIs, and hepatitis.

Newsletter Analytics 2021

Public Health
IOWA HHS



31%

average open rate for the RHS newsletter in 2021*

* Industry standards vary, however, a generally accepted percentage for an email campaign success rate is 15–20%.

6.08%

average monthly click rate for the RHS newsletter in 2021**

** According to Campaign Monitor, a good click-through rate for email is between 2 and 5%.



Condom Program 2021

1,684,340 condoms distributed

436 participating organizations

Regional Health Specialists help administer the condom program, called myiacondoms.org

Breakout Session Activities

Scenario One

You are in an AD session discussing health topic “X”. One of the clinicians states, “That health issue isn’t a problem here.”

For example:

“I don’t believe in offering HIV testing; we don’t have that here.”

How would you respond?



Scenario Two

You are offering several AD sessions at a medical clinic with a variety of providers.

Dr. Smith is not on board with this health topic. Dr. Smith continues sharing her opinion on the health matter and even brings politics into the conversation. She states, “You must be on X side of the political spectrum.”

How do you navigate the conversation and bring it back to the AD topic?



Scenario Three

You contact the clinic manager to schedule a one-on-one meeting with a provider/clinician. The clinic manager states you will have to present to all 10 providers during their 7am staff meeting.

How do you make this AD session work? How do you respond?



Questions/Closing

- Takeaways from today?
- One thing you learned?
- Are there ways you can incorporate what you learned today into your AD?

Contact Information

Darla Peterson

darla.peterson@idph.iowa.gov

515-401-7114

Lexie Hach

lexie.hach@idph.iowa.gov

515-401-6120





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