



**CHAMPION
PROVIDER**
FELLOWSHIP

A Powerful Approach to Healthier Communities

Tracey Hessel, MD

Lead Pediatrician, Marin Community Clinics

Funded, in part, by USDA SNAP-Ed, an equal opportunity provider and employer.



UCSF

Background

Hidden problems:
poverty and obesity.



- Marin is an affluent county with best health outcomes in nation.
- Among those with the greatest disparity in life expectancies (15 year difference between communities)

Rates of Overweight/Obesity in Marin

Pediatric Overweight:

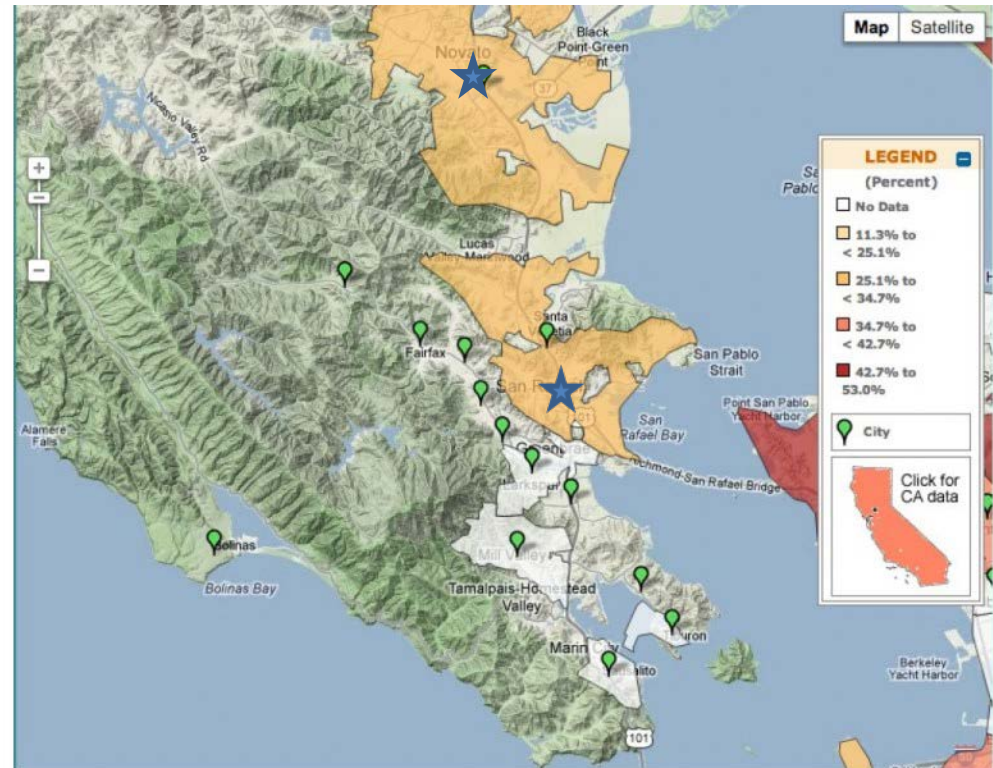
Marin County: 25%

- Novato 32%
- San Rafael 32 %

MCC clinic population:

- Children: 39%
- Adults: 60%

★ MCC clinic pilot sites.





PARK PRESCRIPTION PROGRAM



Park Rx Goals

Overarching Goals

- Engage patients in affordable, accessible activity
- Increase park and trail usage
- Improve overall community health
- Impact BMI and related individual health outcomes

Specific Pilot Goals

- Enroll and track 50 patients over the first year
- Develop a process to collect data on individual measures (objective and patient reported)
- Collect and respond to feedback about barriers to participation, etc.
- Integrate workflow with existing clinic systems/EHR.

MCC IN THE PARK
**National
Park Rx Day**



**A FREE day
of outdoor fun!**

**Sunday, April 23, 2017, 11 a.m. - 4 p.m.
McNears Beach Park, 201 Cantera Way, San Rafael**

Free lunch, giveaways, prizes & activities including hiking, soccer,
zumba, yoga, fishing, guided walks, scavenger hunt & more!

Free park admission & parking

For free shuttle service from the San Rafael & South Novato Clinics,
RSVP at (415) 448-1532 or MCCinthePark@marinclinics.org

Funded by USDA SNAP-Ed, an equal opportunity provider and employer.

Kick off: MCC in the Park Day 2017



Park Rx Pilot – The Details

WORKFLOW



Provider Refers to Health Educator

- DMII
- Hypertension
- Overweight youth



Initial Health Education Visit/ Park Rx

- Vitals collected.
- Recruit for Park Rx Program (incentive: raffle?)
- Select from 2-3 park/activity options (Zumba, Walking Group, Park Activity)
- Initial questionnaire completed
- Activity scheduled
- Follow up scheduled- 6 weeks
- Care Guideline set for f/u questionnaire after 1 mo



Health Education Follow up Visits

- 6 weeks, 3 months
- Vitals collected
- Follow up questionnaire completed
- Assess barriers, get feedback on program
- No shows will be called to reschedule
Repeat no shows will have phone interview



Park Rx Pilot – The Details

The Prescription



Activity Options

- Zumba at MCC Health Hub
- Parent-child playgroup/walking group at local city park
- Select from a number of recommended hikes in local parks.



Successes

- **Developed work flows and assessment tools**
 - Measurement tools
 - Easily updated prescription and event materials
 - Mechanisms to document and assess within EHR
- **Power of partnership**
- **Development of a core of involved families and engaged staff**
- **Flexibility and adaptability**

Challenges

- **Time to develop program materials and IT solutions**
- **Staff turnover**
- **Identifying appropriate activities**
 - Changing park offerings
 - Finding activities suitable for diverse population
 - Administering an activity program

Park Rx Pilot - Partners



Next Steps

- Partner with YMCA to manage organized activities.
- Focus on parks. “Meet MCC at the Park”.
 - Monthly outings to expose families to variety of parks and community spaces
- Expand program to all MCC provider care teams.
- Develop a web app to allow patients and care team to identify local parks and affordable activity opportunities
 - Provide accurate information about changing resources
- Develop tool for informing ParkRx patients about events
 - Facebook group? Twitter?
 - Eventually develop capacity to recognize independent engagement in parks.

Input?

- Technology to allow for communication with park group
 - message directly about events
 - allow members to log activity
- Additional partnerships that may enhance program
 - activities, transportation, schools, other?
- Input into the model.
 - success of big park event contrasted with ongoing recruitment challenges



CHAMPION PROVIDER FELLOWSHIP

A Powerful Approach to Healthier Communities

Tracey Hessel, MD
thessel@marinclinic.org

championprovider.ucsf.edu

Funded, in part, by USDA SNAP-Ed, an equal opportunity provider and employer.

