

# Integrating Public Health Messaging across Service Lines to Improve Access to Care

## Background

The Florida Department of Health in Bradford and Union Counties uses the 5210 program as a health promotion tool for implementing its *Healthiest Weight Initiatives*, for *Community Health Improvement /CHIP implementation*, and as a health promotion tool for clients who visit the health department. In July 2015, the Florida Department of Health in Bradford and Union began a school-based dental program to provide examinations, cleanings, and when appropriate, sealants **to all** children regardless of their ability to pay. Students with a signed consent form receive dental services on school grounds.

### All potential clients receive:

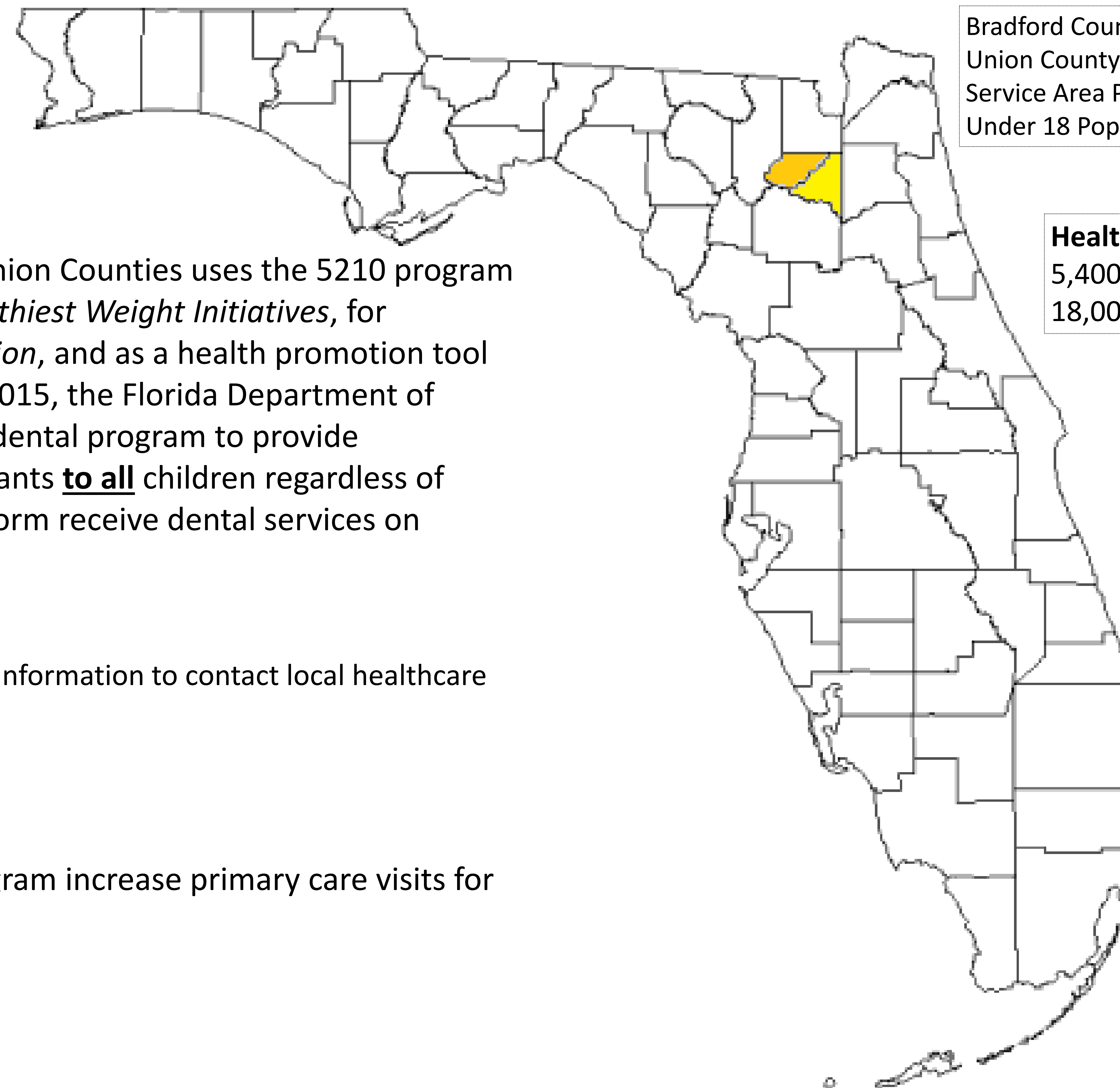
- A dental packet, (with associated consent forms)
- Health Promotion Materials including a 5210 Flyer and information to contact local healthcare providers.

## Hypothesis

Will the added 5210 messaging from the Dental program increase primary care visits for children under 18 for the service area?

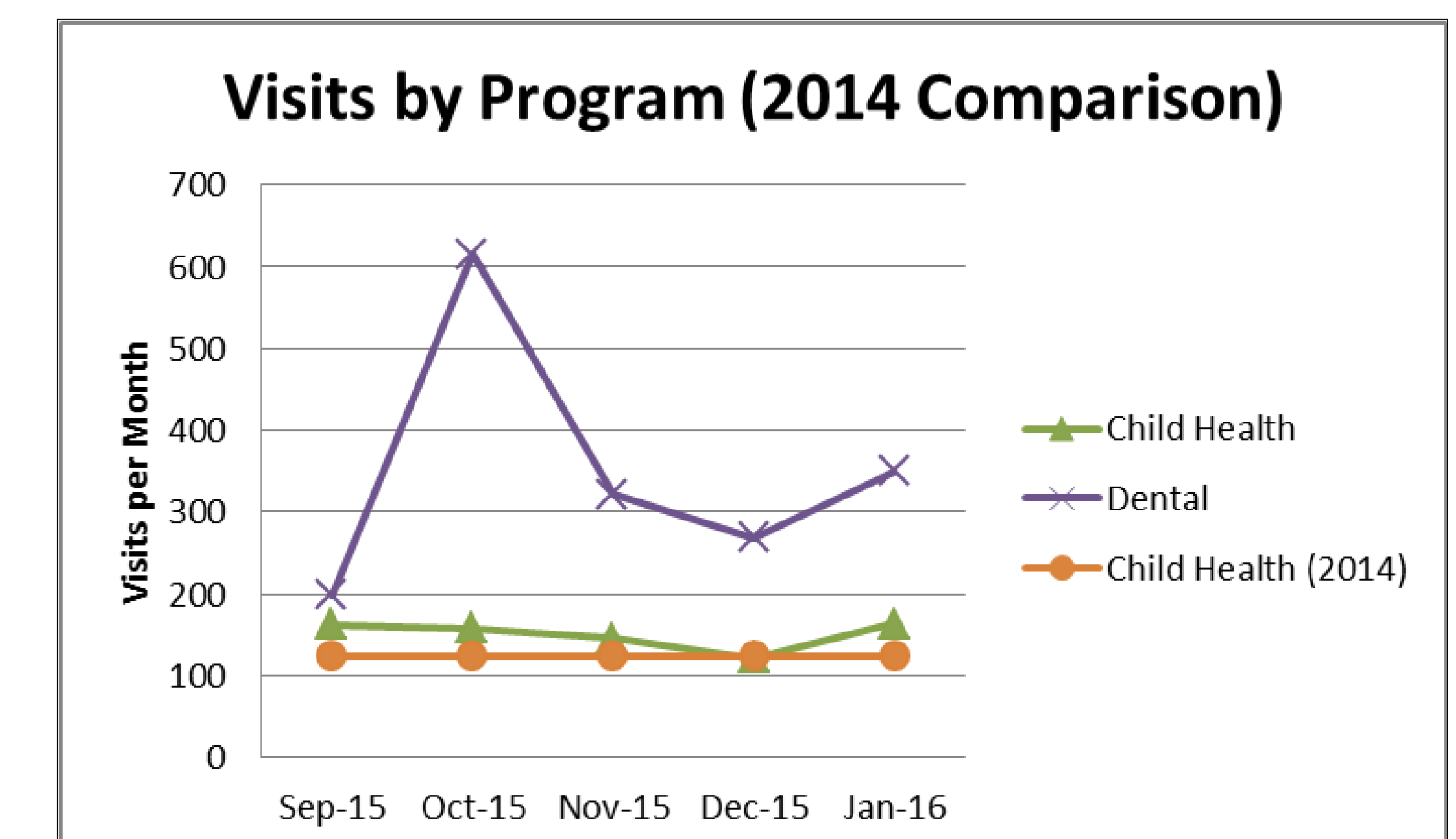
## Results

Distribution of materials took place at the second week of school for the counties. 6,200 dental packets with health promotion flyers were distributed in local public schools. Client and visit data from HMS for the service area is aggregated below by program component. In the time period observed, nearly 900 patients were seen by the dental program with 36% of these patients having been seen as a patient by the center before. Comprehensive child health program visit and patient numbers remained relatively unchanged from previous months; however data compares favorably from previous year.



Bradford County Population: 26,702  
Union County Population: 15,190  
Service Area Population: 41,892  
Under 18 Population: 8,310 (20%)

**Health Center Operations**  
5,400 Patients Per Year  
18,000 visits per year



## Conclusion

Short term effects from messaging the additional client pool showed minimal increases in primary care utilization from September 2015 through January 2016. Limitations were encountered in December because of provider availability; however, comprehensive child health visits have increased by 20% from the previous year (753 vs 620).

34 new patients have been seen in Child Comprehensive Care since the Dental Program has begun.

