



Petersburg Medical Center

Community Wellness and Public Relations Report October 2024

Workforce Wellness

The Community Wellness Department gained one employee during the past six months. This position is primarily grant funded and supports the Tobacco Prevention and Control and Fall Prevention grant projects within our department. The Community Wellness Manager has taken the role of Public Relations in addition to continuing as the Community Wellness Manager. This transition has gone well and Community Wellness seems like a natural fit for Public Relations duties.

Public Relations has been partnering with Human Resources to implement new strategies for recruitment including newspapers statewide, Indeed, and Facebook advertising. Outcomes and cost benefit analysis for these recruitment strategies are being tracked. PMC has seen a 30% increase in the traffic to our Careers page within the past 90 days. This suggests new strategies (especially online) are effective in engaging and will hopefully lead to improvements in recruitment over time. Other strategies include highlighting departments on social media each month. Work will continue on these recruitment strategies, and they will evolve along with our Branding and Refresh project.

Petersburg Medical Center
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This month is National Physical Therapy Month. PMC's Physical Therapy team has grown significantly over the years to keep up with the demand for this important service. Our dynamic Rehabilitation Department includes Physical, Occupational, and Speech Therapy.

At Petersburg Medical Center every member of the workforce plays an important role in providing excellent healthcare services and promoting wellness in our community. The Rehabilitation Department is currently seeki... See more

PMC RECOGNIZES OUR REHABILITATION DEPARTMENT

Thank you to our Rehabilitation Department for helping improve the lives of our patients by helping them manage pain, reduce fall risk, recover from injuries and much more. We are so grateful to have Physical Therapy, Speech Therapy and Occupational Therapy as a part of our healthcare team!

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The Community Wellness Department oversees the Employee Wellness program, which continues to support staff health, wellness, morale and retention in a variety of ways. PMC's *Bravo Employee Wellness Incentive Program* was open from January 2024-April 2024 and had 45% of eligible staff and spouses participate, similar to the past two years. This program provides monetary incentives to eligible staff and spouses for meeting program requirements such as biometric screenings, health coaching programs, cancer screenings and for achieving set health metrics such as blood pressure and cholesterol. Ninety percent of participants maintained or eliminated at least one health risk since the previous year (blood pressure, BMI, cholesterol, or blood glucose). PMC will be entering a contract with a new third party wellness vendor in 2025 due to Bravo no longer continuing to offer these services. This provides an opportunity to provide new motivations and incentive

structures for wellness program engagement. PMC continues to offer access to *Betterhelp* for employees (online behavioral health), which continues to be well utilized and receive positive reviews. Over the past year, PMC has had an average of seven active Betterhelp users each month, with a satisfaction rating of 4.47/5.

Community Engagement

Community engagement is a key focus of our department. Community Engagement efforts include coordinating the monthly PMC Live Radio show, publishing the quarterly PMC Community Newsletter, managing social media sites, and installing new digital screens throughout the facility for new information sharing channels. The PR Manager has also been dedicating time over the past several months to updating the PMC website, which is a long-term project. PMC's Facebook page reach and interactions have increased significantly in the past 90 days (84% and 99% respectively).

Additionally, PMC has hired Element, an Alaskan based graphic design firm, to work with local artist Grace Wolf to update and refresh PMC's branding and logo. This will allow all our public-facing and internal materials to follow consistent look and feel and focus on strategic communications priorities. The project began in September and has had several opportunities for staff input including a survey and a visioning session. New branding guidelines and refreshed logo will be presented to the PMC Board for review in December.



The Community Health Needs Assessment is currently being conducted. This is a requirement for non-profit hospitals to conduct every three years to identify community health needs and adopt an implementation strategy for how to address them. PMC is partnering with Petersburg Public Health to conduct this assessment. The team is finishing key informant interviews and will be implementing a community wide survey to gather input in November. The final report is scheduled to be completed in Spring 2025.

Community and Staff Trainings:

Community Wellness staff facilitated a full-day Youth Mental Health First Aid (YMHFA) training for community members this month. YMHFA teaches adults how to recognize and respond to the signs and symptoms of a mental health challenge in young people. The program is designed for people who regularly interact with youth, such as guardians, teachers, school staff, coaches and caregivers. (6 participants)

Community Events:

The annual Pedal/Paddle Battle biking/kayaking fundraiser event was put on in partnership with the PMC Foundation. The event raised approximately \$17,000 to support continuing education for PMC staff and scholarships for graduating PHS seniors entering the healthcare field.

Wellness staff is working on a "[Helmets are Sweet](#)" initiative to educate and promote helmet wearing. Staff worked with Partners in Education (PiE) to put on [Roll and Stroll to School Day](#) last month Helmets and reflective vests were distributed to elementary students (78 bikes; 24 helmets distributed). Funding for helmets for the ongoing initiative coordinated by SHARE is provided by PVFD, SOA Injury Prevention Unit, and American Legion.

Youth Programs:

The Kinder Skog program, with both half-day and full-day options, served a record 93 youth this summer. For the first time, every youth on the waitlist was offered a summer enrollment spot. Five ORCA Camps were offered this summer, enrolling 48 participants aged 6-16. Camps included [theater camp](#), a [kayaking expedition](#) with Onward and Upward, fly-fishing camp with Tlingit and Haida, a running camp, and a basketball camp. With a team of 13 summer staff, the programs successfully promoted health, wellness, social-emotional learning, physical activity, and so much more.

Patient Centered Care

Fall Prevention Programs:

PMC is in year two of a four-year grant to offer evidence-based fall prevention programs. [Tai Ji Quan: Moving for Better Balance](#) and [Bingocize](#). Bingocize is being offered at Parks and Rec as well as within LTC and Mountain View Manor. All programs are going well, with continuing increases in participation with each workshop.

Program	Workshops Completed	Participants
Bingocize	5	68
Tai Ji Quan	2	52
Tai Ji Quan (remote)	1	7
Total	7	127

Tobacco Prevention and Control:

PMC's Tobacco Prevention and Control grant project has gained momentum since hiring a dedicated Project Coordinator. PMC has updated our current Tobacco Free Campus policy to adopt more inclusive language for all types of tobacco and nicotine products (rather than just cigarettes). Annual staff training on tobacco addiction, cessation resources, and skills for asking and advising patients to quit will be implemented this Fall. Last year's clinical staff survey indicated that most staff felt they needed additional training in these areas. Patient waiting areas and clinic rooms are being outfitted with digital screens to promote PMC events, health education messages, and resources. These screens are funded by the State of Alaska Tobacco Prevention and Control grant.

Facility

PMC Community Wellness Team will participate in transition planning meetings with leadership as the move to the WERC building approaches.

A dedicated permanent space continues to be a priority for our Youth Programs. While staff have been extremely creative with the spaces they currently rent from the Petersburg Lutheran Church, the ability to expand PMC's youth programming is very dependent upon facility space.

Financial Wellness

The PMC Youth Programs has applied for accreditation through the American Camps Association (ACA). They completed a site visit this summer and we expect to receive our accreditation status by November. This status not only requires high quality and safety standards for our programs, but it will also allow PMC to accept financial assistance for low income families through the State of Alaska. This will be a great opportunity for financial stability for PMC and decrease the need to fundraise to support program scholarships.

Submitted by: Julie Walker, Community Wellness and Public Relations Manager