

Providing Connection to Resources for the Public's Health in Moultrie, GA

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Health Equity Fellowship Final Presentation – Spring 2021

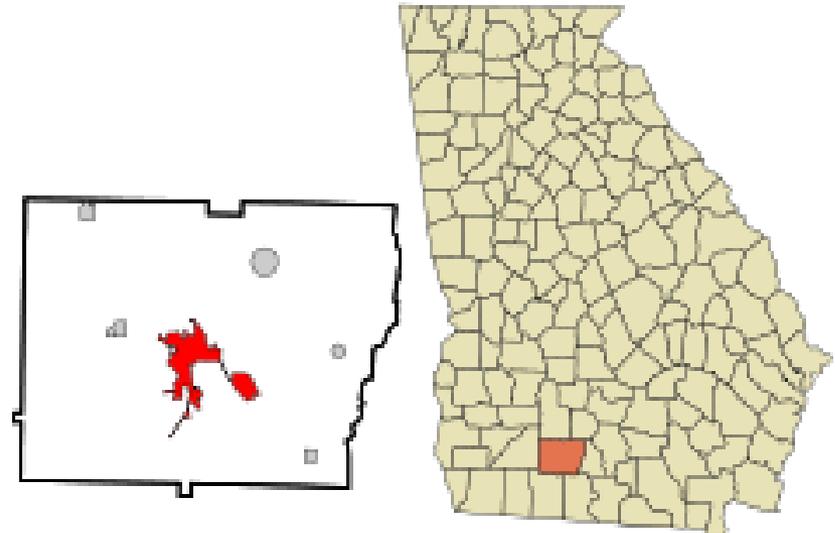


UNIVERSITY OF
GEORGIA
College of Public Health

PURSUE UNDERSTANDING. TAKE ACTION.

Agenda

- **Background on Moultrie**
 - Demographics
 - Day-to-day life
- **Health Issue Identified**
 - Potential reasoning behind it
 - How it's harmful
- **My Project**
 - Definition
 - Methods
- **What it Accomplished**
 - How it addresses health disparities
- **Next Steps**
 - More work to be done
 - Distribution



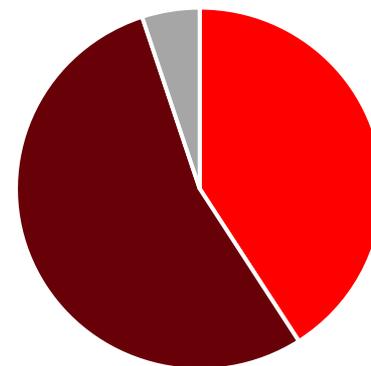
★ Designed by TownMapsUSA.com



Demographics

- 14,506 people, 5,663 households, and 3,505 families residing in the city
- 38.05% White, 50.2% African American, and 4.72% other.
- Hispanic or Latino of any race were 10.02% of the population
- 5,663 households – 1 in 3 households have kids under 18
- Median income for a household = \$36,193, and the
- Median income for a family = \$43,406. (Poverty guideline for a family of 4 is \$25,750)

Racial Makeup of Moultrie, GA



■ White ■ African American ■ Other



Day-to-day life

- Historic Downtown Moultrie, has 30+ specialty shops and restaurants where you can stroll, shop, and dine
- Third weekend in April - Spring Fling and Backyard BBQ Festival
 - Arts and crafts, live entertainment, children's activities, a BBQ competition, and more
- Second Saturday of every month - store owners stay open late + those 21+ can get an event armband and cup from participating restaurants
 - The armbands and cups allow you to sip and stroll outside with beer and wine. Then, at 7:30 PM, a band will take the stage and perform until 9:30 PM.
- + More! (Source: <https://www.moultriega.com/things-to-do/>)



Health Issue Identified

- After interviewing city manager Pete Dillard, we found that one of the largest health issues in the community is people being unaware of the resources available to them.
- Mr. Dillard had mentioned people using the emergency room like a clinic – why?
 - It's all someone knows
 - Unaware of smaller clinics that exist to handle less serious medical emergencies
 - Financial reasons
 - EMTALA laws prevents them from being turned away due to inability to pay or insurance



Why is this a problem?

Florida Blue 
In the pursuit of health™

Know Before You Go - Urgent Care vs. Emergency Room

 URGENT CARE CENTER	 EMERGENCY ROOM
Cold, flu, or fever	Chest pain
Strains, sprains, or breaks	Abdominal pain
Infections	Stroke
Mild burns	Severe head injury
Allergies	Major trauma

71% of emergency department visits are unnecessary or could have been avoided.¹

 **LOWER**
copay applies²

 **HIGHER**
copay applies²

 You will usually
be seen in under
20 minutes

 Average length of
time spent in the ER
nationwide³
2 hours
15 minutes

 **EXTENDED HOURS**
OPEN
WEEKENDS

 **Open**
24/7

If you have a life-threatening illness or injury,
go to the ER or call 911 right away.

¹ 2013 study completed by Truven Health Analytics <https://truvenhealth.com/news-and-events/press-releases/detail/prid/113/study-finds-most-emergency-room-visits-made-by-privately-insured-patients-avoidable>

² Savings may vary depending on plan benefits and treatment you receive.

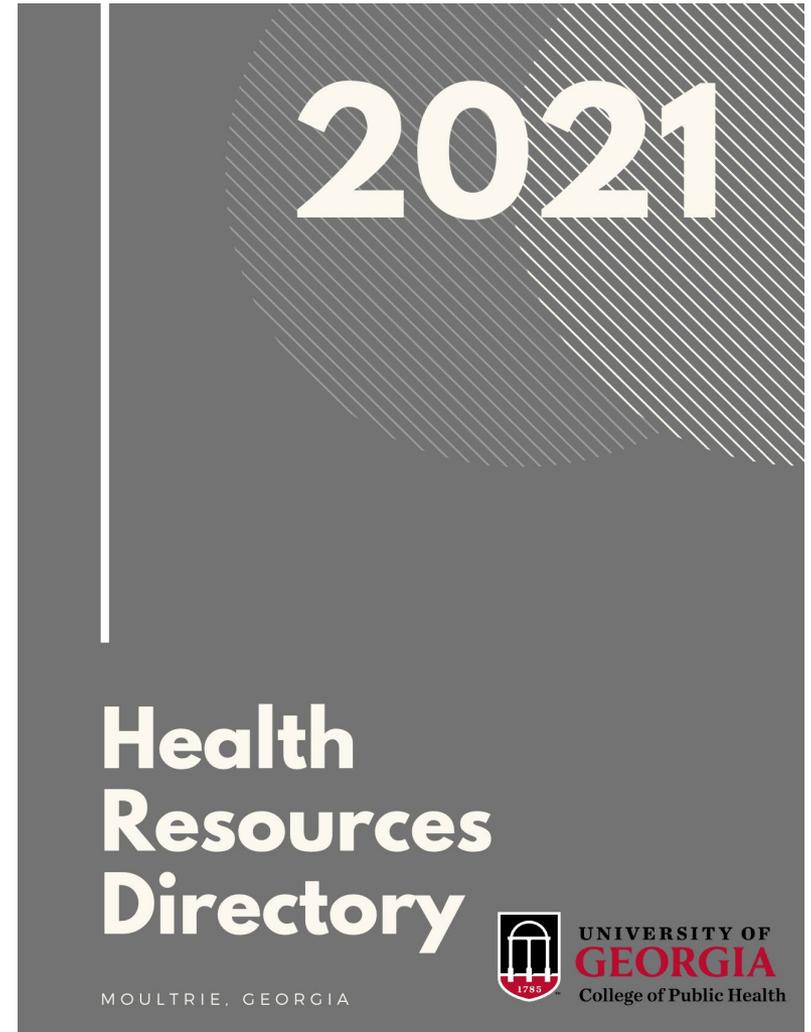
³ American College of Emergency Physicians, Emergency Department Wait Times, Crowding and Access Fact Sheet, http://newsroom.acep.org/fact_sheets/?item=29937

- Occupying beds at the ER for minor reasons prevents people who *physically need* the ER from getting immediate care
 - Periods of high ED crowding are associated with increased inpatient mortality, as well as increased length of stay and cost for admitted patients (Sun et al. 2013)
- Hurts the hospital (in terms of funding and resources)
 - The overuse of U.S. emergency departments (EDs) is responsible for \$38 billion in wasteful spending each year (New England Health Institute)



My Project – Health Resources Directory

- A directory is a book listing individuals or organizations alphabetically or thematically with details such as names, addresses, and phone numbers
- The directory I made separates resources by categories, then gives specific listings that include name, phone number, address, website, services provided, whether they take Medicaid/Medicare, and hours of operation
 - This allows people to find resources that fit their needs
 - This also helps people gain information about places without having to look for it themselves
- The target audience is the people of Moultrie, specifically the ones without the best health literacy skills



Methods

Resource Category	Resource Listing	Services Provided	Address	Website	Phone #	Do they accept Medicare?	Do they acc
ALLERGY/IMMUNOLOGY	Joseph H. Berger, MD	Full-service otolaryngology fac	1 Sweet Bay Court Moultr Thomasville, GA 31792	https://www.sgaberger.cc	(229)-985-1822	Yes, by referral only	Yes, by refe
ANESTHESIOLOGY	Colquitt Regional Pain Mana	Injections, stimulators, genera	3131 South Main Street M	https://colquittregional.co	(229)-891-9548	Yes	Yes
AUDIOLOGY	South Georgia Audiology and	Diagnostic Audiology, Hearing	305 W Hansell St Thomas 3 Hospital Park Moultrie, GA 31768	https://www.healthyheartr	(229) 516-1868	Yes, by referral only	Yes, by refe
ASSISTED LIVING FACILITIES	Magnolia Manor South	Senior living	3011 S Veterans Pkwy, M	https://www.magnoliama	(229) 985-0265	No	No
	The Golden Apple Carriage H	Assisted living	606 5th Ave. SE Moultrie,	https://www.caring.com/s	(229) 890-5313	Yes	Yes
	Legacy Village at Park Regre	Senior living, memory care	3000 Veterans Parkway S Moultrie, GA 31788	https://www.legacymoultr	(229) 890-3342	No	No
	Colquitt Garden Manor	Personal Care Home	498 5th Street, Se, Moultr	https://www.seniorly.com	(229) 891-3336	No	Yes
BIRTH CERTIFICATES	Colquitt County Health Depa	Vital records services, child h	214 W Central Ave, Moultr	https://dph.georgia.gov/lc	(229) 589-8464	Yes	Yes
BLOOD DONATIONS	American Red Cross	Blood donations, disaster relief		https://www.redcross.org	(800) 733-2767	N/A	N/A
BREASTFEEDING RESOURCES	La Leche League of GA	Telephone counseling, support group, monthly meetings		http://www.lllorga.org/	(404) 681 6342	N/A	N/A
CAR SEAT RESOURCES AND SAFETY	Sterling Center Women's He	Free child birth classes with c	3 Sweet Bay Ct, Moultrie,	http://www.thesterlingphy	(229) 985-2198	Yes	Yes
	Car Seat Installation - Moultr	Ask for an officer certified for	128 1st St SW, Moultrie, C	https://www.moultriega.c	(229) 985-3131	N/A	N/A
CARDIOLOGY	Ukpong Cardiology Services	Heart disease treatment, hear	1 Sweet Bay Court Moultr	https://colquittregional.co	(229) 891-9087	Yes	Yes
CANCER SUPPORT SERVICES	Moultrie Oncology Support T		3131 South Main St Moultr				
	Colquitt Regional Medical Ce	Support services, counseling,	Ferguson Boardroom	https://colquittregional.co	(229) 985 3353	N/A	N/A
	Kim's Fashions	Wigs for sale	8 S Main St, Moultrie, GA	https://www.facebook.com	(229) 985-0939	N/A	N/A
	Hair N Comb Salon	Wig installation	314 4th Ave SE, Moultrie,	GA 31768	(229) 890-0085	N/A	N/A
CHILDREN & FAMILY SUPPORT S	Colquitt County DFCS	Family support services, emer	449 N Main St, Moultrie, C	https://dph.georgia.gov/lc	(229) 217-4000	N/A	N/A
FAMILY MEDICINE CLINICS	Sterling Group Primary Care	Disease prevention, health m	6 Hospital Park Moultrie, C	https://colquittregional.co	(229) 985-3320	Yes	Yes
	Sterling Group Kirk Clinic	Disease prevention, health m	8 Laurel Court Moultrie, G	http://www.thekirkclinic.c	(229)-891-9016	Yes	Yes
	Norman Park Family Medicin	Disease prevention, health m	137 East Broad Street No	https://colquittregional.co	(229) 769-3500	Yes	Yes

1. I found a previous Moultrie directory from 2018
2. I went through the listings and checked to see if the information in the former directory was current
3. Additionally, I checked each listing to see what services they provided, whether they took Medicare/Medicaid, and what their hours of operation were
4. I did my own research to find new resources to replace old ones that were outdated



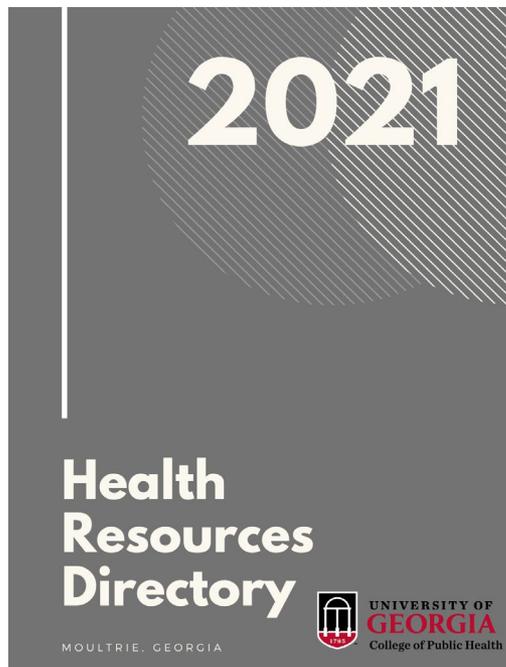
Spanish – increasing accessibility

- Additionally, I translated all the contents from the directory into Spanish
- Moultrie has 10% Hispanic/Latino population
- Translating the directory increases accessibility by making it readable to more people



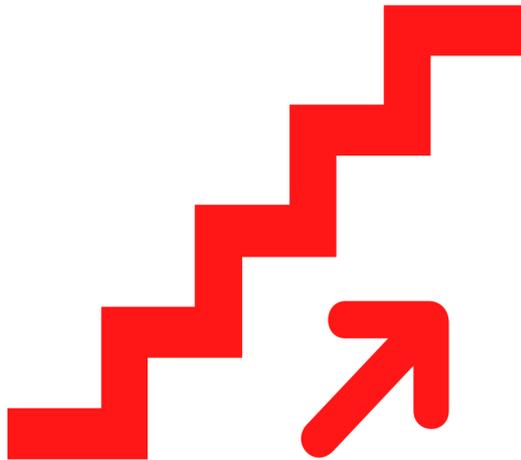
What it Accomplished

- How does the directory address the health issue?
 - The Health Directory addresses the inequity because it provides a way for those without computer/internet access, English language skills, and with health literacy problems, to get information about health resources.



Next Steps

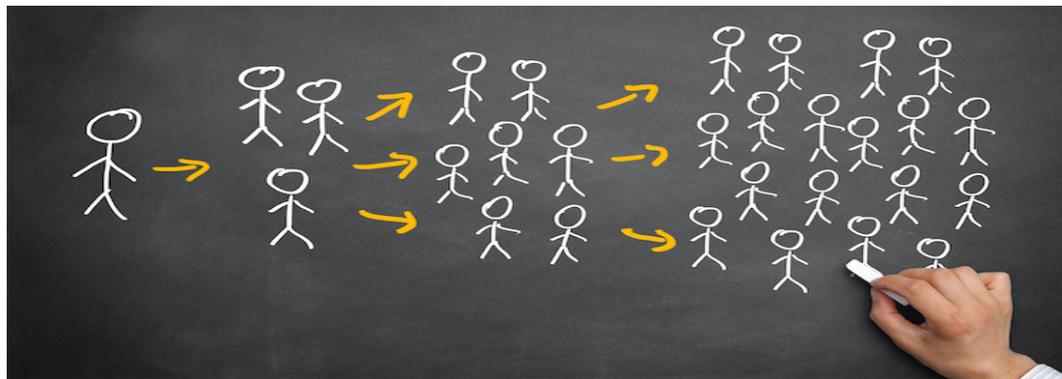
- Spreading the information
- Printing more copies
- Mass distributing them across the community
- Putting the information on a website
- Keeping this as a base, adding more on to it in the future



Dissemination plan

1. Engaging the faith community
 - Have the directory available at churches or other places of worship
2. Having the directories at public restaurants & bars
 - Accessible to those who don't attend church
3. Working with stakeholders
 - Have them pass along the information
4. Have an online version

End goal: the people of Moultrie know about it



Routine Updates / Keeping it Relevant

- This is supposed to be a current document, it needs to be routinely updated
 - Around 1/4 of the information from the former document was outdated or incorrect
- The more it lives online, the more it can be updated
- Every few months or so, the information should be revisited



Acknowledgements

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Questions?

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