



# S.KY AHEC REPORT



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## *Touched by Cancer*

A remarkable 597 participants gathered at the Corbin Technology Center November 4th for the Southern AHEC's annual Cancer Survivor Dinner, held in honor and memory of those stricken by cancer and to increase awareness of screening and early detection. Above, former University of Kentucky basketball player Mark Krebs spoke to the group. Krebs is the author of *Beyond a Dream*, a book about his mother's battle with cancer. At right is Clara Roark, winner of the Brenda McKeehan Celebration of Life award, recognizing her outstanding efforts in patient advocacy and promotion of breast cancer awareness.



## *By the numbers*

October, November, December 2010

-  Health careers / education participants: 3183
-  Continuing Medical Education attendees: 1146
-  Community education: 1868
-  Medical Library services: 133
-  Student rotations: 71
-  Academic Detailing project participants: 35

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# Suiting Up & Showing Up

## 1800 students attended, but most important outcomes of HOT Expo cannot be measured

By: Karen Adams, Health Careers Coordinator

Over 1,800 students from thirty-nine schools, representing every public and most private schools, attended HOT Expo 2010 on Friday, November 19<sup>th</sup> at The Center for Rural Development. Students from a few border counties along with a few SCC students arrived on a picture-perfect fall day. Data will show that HOT Expo 2010 was the largest in its decade of history, but data without the stories is simply just data.

Perhaps it is the subjective, relatively quiet outcomes invisible on any database that truly define this Southern KY Area Health Education program as successful. The real HOT Expo story is one of individuals whose lives have been impacted by this event. For example, the school chaperone accompanying the students, who finds resources and encouragement from exhibitors to go back to school and pursue nursing, a life-long dream is a case in point. It might be the mother who drives her child to the event, and consequently learns about needed college financial assistance available.

Re-defined goals, dreams, valuable personal contacts and timely resources cannot be measured objectively. Nor can the amount of research, phone calls and repeat visits reveal the exhibitor recruitment efforts gone into a amassing the sea of 220 representatives from eighty-five institutions in the exhibit halls to greet and meet the thundering stampede of students arriving at 9:00am. Nor will any data base show that an exhibitor travelled a hundred miles without any prospect to recruit potential business simply because she knew that no exhibitor from the immediate area would commit.

How does data account for college students who drove over two hours to proudly represent their institution as a first-time HOT Expo exhibitor in spite of the faculty representative being a last minute no-show...but *they* showed up. Will pictures hear the student's sigh as he slides behind the wheel of

the ambulance, or catch the excitement on the bus behind the fingers pointing through bus windows at the air ambulance's whirring blades as it drops on to its grassy landing spot? Is there any record of the number of times that teachers had to remind their students to get their parental permission slips signed *and* turned in, and how they're going to budget for the bus trip *and* their sub...? Will students realize the gift and the giftedness of their speaker, Dr. Don Frazier, a country boy just like them from eastern Kentucky who had a dream realized? Dreams took him from UK student playing

Coach Rupp's court to becoming a nationally renowned NASA scientist, back to Lexington to head up UK Department of Physiology. Nor will these students realize that he'd flown from a national conference in San Diego the night before still ill from food poisoning.

Suiting up and showing up is how it begins and how it ends. AHEC staff rolls up their shirt sleeves, sets

And then...amazingly resourceful, creative people at Southern AHEC direct a student group the size of a small town through a 35,000 foot event center while simultaneously choreographing an educational, engaging event.

aside undone tasks they do with their regular jobs to endeavor an elephant-size task with their small army of ants. This AHEC army carries lots of stuff and mules through a workload many times its size. Exhibitors travel miles in cars packed tight with equipment; and in spite of lean budgets and leaner staffs, they show up. Buses crammed with noisy students swarm The Center like a hive of bumble bees. Bee-keeping educators make sure they show up in spite of scant honey in school budget honey jars. And then...amazingly resourceful, creative people at Southern AHEC direct a student group the size of a small town through a 35,000 foot event center while simultaneously choreographing an educational, engaging event. The AHEC army of ants suits up and shows up in Somerset every year on the Friday before Thanksgiving because students across the Southern KY AHEC region *show up* for yet another HOT Expo.



Students learned hands-on skills using a patient simulator



Charles H. Coulston talks to a student about Bluegrass Community & Technical College's Nuclear Medicine program.

# Health Careers—it's a club thing in Estill

By: Diana Brandenburg, Health Careers Coordinator

For many high school juniors and seniors, the big questions are what do I do after high school? What am I interested in and what excites me? How can I turn that interest and excitement into a career I will love? Helping students answer those questions is what the Estill County Health Careers Club is all about. Dr. Corey Lachman, local Whitehouse Clinic pediatrician, and Diana Brandenburg, SAHEC health educator, have been helping the ECHCC members find answers to these questions. Two of the members that are interested in becoming physicians or pharmacists will soon have certification for pharmacy tech even before they graduate and start their education in medicine.

Some of the other careers that have been highlighted, are paramedics and the EMS team, nurse practitioner, flight nurse, pediatrics, physician assistant, and dietician.

UK Ambassador, Katrina Winkler, also did a learning lab with the students on diabetes and urinary-sis. Also, there were sessions on medical terminology and blood pressure monitoring.

The next meeting will spotlight the field of chiropractics. The students also want to learn about more



**Laura Dennis, registered dietician for Marcum and Wallace Memorial Hospital, presented to the Estill County Health Careers Club in December.**

careers and topics of interest such as suturing, radiology, physical therapy, phlebotomy, and ER trauma nursing. Future plans also include job shadowing and community service work.

Marcum and Wallace Hospital has been very supportive of the club and even helped to finance a field trip to HOT EXPO to learn about even more health career opportunities.

## Parents, students learn together

Families in Rockcastle and Madison Counties got the chance to learn about health careers and educational paths to those careers during October parent-teacher nights.

The events (Rockcastle County High School's was called Rocket to a Health Career; Medical Mayhem was held at Madison Central) invited students and parents together and presented them with ideas for the students' future. Exhibitors from universities, health professions, and financial aid resource agencies shared ideas with attendees.

For attending and participating, students were eligible to win laptop computers, as four were given away at each school. Local healthcare organizations as well as Southern AHEC sponsored the giveaways.





One hundred, twenty two students participated in "Rocket," while "Mayhem" engaged 159 students.

**Top right, Rockcastle High School students show off their laptop computers.**

**Diana Brandenburg plays a quiz game with students at Medical Mayhem.**



# upcoming events

-  **January 11, 2011** AHEC Advisory Board Meeting — *Web-conference*
-  **January 13, 2011** “Comparative effectiveness of second generation antidepressants in the pharmacologic treatment of adult depression”—London, Kentucky
-  **February 24, 2011** “Meeting the Challenges to Improve Cardiovascular Outcomes” — Corbin Technology & Community Activities Center, Corbin, Kentucky
-  **March 2011** Fourth Annual Health Career Workshop

# advisory board

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Barnhill Pediatric Dentistry, P.S.C.

**Steve Estes, CEO**  
Rockcastle Regional Hospital and Respiratory Care Center, Inc.

**Marissa Greer, RN, BSN**  
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