



# S.KY AHEC REPORT



## Discovering health careers

Nearly 1300 students got a close up inspection of health careers at HOT Expo Nov. 20. See story, page 3.

## Inside...

- **It's Medical Mayhem!**
- **Attendance rose**
- **Upcoming events**

## Students boost region's local economies

Most understand the potential long-term impact of AHEC's role workforce development -- our facilitation of student rotations enhances the odds that students will settle in the state's underserved areas.

But many might not realize the immediate impact those rotations have on local economies. Our friends at the West KY. AHEC in Madisonville recently produced an estimate of the monthly economic impact students make in their region.

Estimating fuels costs, and using sources such as USDA Food Plans (for food costs) and local tourism offices (for entertainment and shopping estimates), they estimate the economic impact of one UK or U of L student per

month on a given community to be \$787.12.

Using more updated fuel costs makes that number jump to more like \$800. If you multiply \$800 by the number of months of rotations the Southern KY AHEC facilitated in 2009 approximate 337, you get an annual impact of \$269,600 for our region.

"This is an overlooked bonus the AHEC system gives rural areas," said So. KY AHEC director Dwain Harris. "AHEC rotations in effect dis-

tribute the educational process -- and some of the economic power that accompanies it -- away from the universities and into the rural areas."



## By the numbers

October, November, December 2009

- Health careers / education participants: 6607
- Continuing Medical Education attendees: 1451
- Community education: 4664
- Medical Library services: 145
- Student rotations: 47
- Academic Detailing project participants: 20

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# Medical Mayhem

## Parent-student health career education concept grows

A new Southern AHEC concept that was put into place last year has taken root and spread to another county.

In 2008, the So. AHEC, along with partner and host Rockcastle Regional Hospital, spearheaded the first "Rocket to a Health Career," an interactive career fair held on parent/teacher night at Rockcastle County High School to create conversations about health careers with students and their parents at the same time and place.

When GEAR-UP coordinators at Madison Central heard about the event, they asked to partner with us for a similar event at their school. The result was the first-ever Medical Mayhem, held Nov. 2. One-hundred, eighty students and their parents turned out to learn more about health careers and educational opportunities that lead to a future in healthcare.

This year's "Rocket to a Health Career" was held in October. There, 154 students and 124 parents participated.

One thing that attracts participants to the event is

the chance to win a laptop computer. One per class is given away at each event. Sponsors for computers this year included the So. Ky AHEC, Rockcastle Regional Hospital, UK Healthcare, Pattie A. Clay Regional Medical Center, National College (Richmond Campus), and Richmond Health and Rehabilitation Complex.



**Stephanie Wurth, UK College of Pharmacy talks with students and parents at Medical Mayhem.**

## Attendance rose and

A new program and soaring attendance at others highlighted this quarter's work in outreach education. Twenty-one health professionals attended first-time So. AHEC program "Cancer in rural Kentucky – Causes, Prevention and Cures," which focused on cancers common to women as well as on skin cancer in rural Kentucky. The program was designed for healthcare providers with continuing education credit being awarded. The program was followed by the annual cancer survivor dinner.

Anna Jones, coordinator of the event, said the dinner aims to honor survivors and their families who have endured so much. While past dinners have cen-



**Participants take note as speaker Mike Good presents COPD Exacerbation.**

## *Pink Prevailed*

tered on breast cancer this year's dinner was opened to survivors of all cancers.

Three hundred forty four attended, including survivors and volunteers from local hospitals, health departments, Brownie and Girl Scout troops. The program focused on honoring cancer survivors with one of the highlights being the pink helmet presentation by the Corbin Fire Department.

Meanwhile, "The New Generation of COPD Patients," held every fall, yielded 237 attendees, nearly twice as many as last year and the Annual Diabetes Symposium attracted 306.



**Committee members Judy Hicks (left) and Anna Jones (right) welcome firefighter Jack Partin.**

A student "peeks" at the Bluegrass Community and Technical College Radiography exhibit.



Discover

health careers



Practicing a procedure at the Berea College Nursing exhibit.

# HOT EXPO

## 35 schools get close-up look at health careers


HOT Expo 2009 experienced its ninth successful year Nov. 20 at The Center for Rural Development in Somerset thanks to Southern KY AHEC's teamwork and the participation of 185 representatives from area healthcare and academic institutions. Almost 1,300 students from 35 schools representing 20 counties crammed the exhibit halls at the Center, warming things up on the cool, crisp day to attend the healthcare career fair. Students met with area college/university representatives to learn about medical, dental and health science programs as well as participated in many hands-on activities which area hospitals and healthcare professionals had available at the 85 different exhibits.


A special thanks to all exhibitors, schools and other valuable partners for their hard work.


The first of three shifts of students arriving witnessed an *AirMethods* KY medical air ambulance helicopter make a landing pad of The Center's front lawn. Students got the opportunity to see inside the helicopter and talk with several of the flight nurses and pilot. Kim Baldwin, Outreach Coordinator for KHEAA (KY Higher Education Assistance Authority) conducted college financial assistance presentations in The Center's auditorium upon the students' arrival.


The KHEAA College INFO Road Show mobile unit equipped with laptops and financial aid counselors were on site to advise students. KHEAA and AHEC have a shared mission in their goals of preparing students for career futures after high school.

# upcoming events

 **January 12, 2010** — Advisory Board Meeting, —  
*Web Conference, Mt. Vernon, Kentucky*

 **February 4, 2010** — Go Red for Women, —  
*Corbin Technology & Community Activities Center, Corbin, Ky*

 **February 25 & 26, 2010** — Meeting the Challenges to Improve Cardiovascular Outcomes —  
*Corbin Technology & Community Activities Center, Corbin, Ky*

 **March 12, 2010** — Preparing Your Students for Healthcare —  
*Somerset Community College, London, Ky*

# advisory board

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UK AHEC Central Office

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Barnhill Pediatric Dentistry, P.S.C.

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# staff & location

Dwain Harris, Center Director  
Karen Adams, Health Careers Coordinator  
Shirley Balman, Academic Detailer  
Diana Brandenburg, Health Careers Coordinator  
Mary Congleton, Medical Librarian  
Shawnee Eckert, Office Manager/ Special Projects Coordinator  
Anna Jones, Assistant Director/ Outreach Education Coordinator

Main Office: PO Box 1770 - Mt. Vernon, KY  
606-256-0950  
Satellite Office: PO Box 1915 - London, KY  
606-864-1432

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S.KY AHEC Report is a publication of the Southern Kentucky Area Health Education Center.

**Editor:** Dwain Harris

**Assistant Editor/Graphic Designer:** Shawnee Eckert