

Allies in Health Care

2nd Annual Community and Patient Fair

Thursday 28 October 2010
 10:00 am – 4:00 pm
 West Atrium, Life Sciences Centre
 2350 Health Sciences Mall



Fair Highlights

The 2010 Fair was twice as large as last year with:

- 33 community health-based organizations
- 5 Patient Panels
- 400+ attendees

COMMUNITY ORGANIZATIONS

ALS Society of BC
 Arthritis Society of Canada
 BC Bereavement Helpline
 BC Cancer Agency
 BC Coalition of People with Disabilities
 BC Epilepsy Society
 BC Persons with AIDS Society
 CAFA West (Canadian Association of Familial Ataxia)
 Canadian Celiac Association
 Canadian Cystic Fibrosis Foundation
 Canadian Diabetes Association
 Canadian Mental Health Association
 Canadian MPS Society
 Canadian National Institute for the Blind
 Cerebral Palsy Association of BC
 Developmental Disabilities Association
 Fraser Valley Aboriginal Children and Family Services Society (Xyolhemeylh)
 Heart and Stroke Foundation
 Leukemia and Lymphoma Society of Canada
 Mood Disorders Association of BC
 MS Society of Canada
 Muscular Dystrophy Canada
 North Shore Disability Resource Centre
 PeerNetBC
 Physical Activity Line
 Positive Women's Network
 RésoSanté Colombie-Britannique: BC French-speaking health service
 Salvation Army – Kate Booth House
 Scleroderma Association of BC
 Special Olympics BC
 S.U.C.C.E.S.S. Chinese Help Lines
 Prostate Cancer Foundation BC
 West Coast Assistance Teams

The 2nd Annual Community and Patient Fair was organized by the Division of Health Care Communication (DHCC) and the College of Health Disciplines as part of UBC Celebrate Learning Week.

Funded by:
 The UBC Teaching and Learning Enhancement Fund and the Social Accountability and Community Engagement Initiative of the Faculty of Medicine

Fair Overview

The Fair is a one-day event that connects community-based organizations, with students and faculty at UBC. The Fair recognizes the unique expertise and role of people from the community in the education of health professionals and promotes meaningful partnerships between UBC and the communities it serves.

Data gathered at the Fair by the DHCC included tracking sheets, registration records, evaluation surveys and exit interviews.

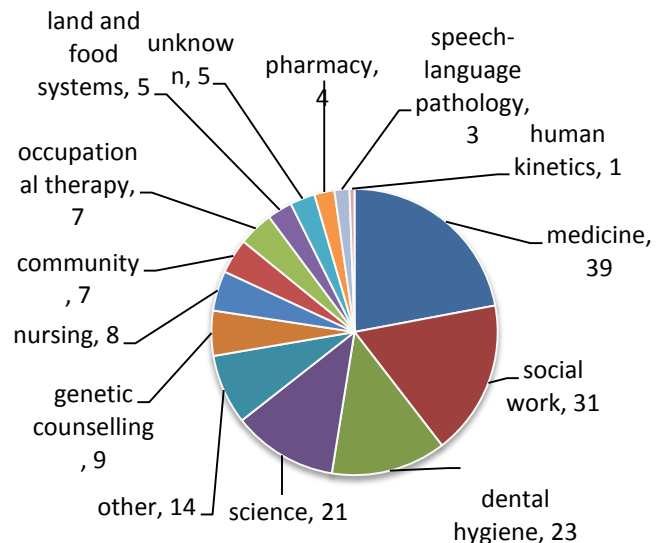
177 people (142 students) from different disciplines (see chart across) registered for the Fair.

The open house format made the Fair open to everyone. Registered attendees accounted for approximately 1/3 everyone who attended, bringing the total attendance to 400+.

Did you notice?
Students tended to travel in clusters of 2-5

Many students from Medicine, Social Work and Dental Hygiene attended the Fair. We believe that scheduling conflicts affected attendance by other disciplines.

177 Fair Registrants and Panel Attendees by program of study / area of interest



How did students hear about the Fair?

- Email
- Faculty
- Word of mouth

Students who were encouraged by faculty to attend spent longer at the Fair and participated in more activities, such as Patient Panels.

Community Booths

The booths that recorded the most number of visitors were:

- Mood Disorders Association
- Leukemia & Lymphoma Society of Canada
- Heart & Stroke Foundation

There was great variability in the booths students identified as most interesting. Frequently cited booths during the exit interviews were:

- Scleroderma Association (5)
- Aboriginal (3)
- Leukemia & Lymphoma (3)
- MPS (3)
- West Coast Assistance Teams (2)

Students said that “Community Resources” were the most interesting thing they learned at the booths. This is one of the things the DHCC wanted students to learn at the Fair.

Students visited an average of 6-10 booths

Students were often attracted to booths that had games, toys, prizes and/or experiential or interactive exhibits. Some booths drew significantly more attention than others.

Looking approachable and energetic, and/or having more than one person at the booth were some other ways booths attracted more students.

The Fair effectively teaches about community health care resources



Students learned about:

- The range of community health care resources
- Personal Information about healthy living
- Disease-specific information
- Communication with patients

Patient Panel Success

This year the DHCC ran 5 themed Patient Panels. The themes were “Barriers to Communication,” “Experiences of the Health Care System,” and “Experiences of Chronic Health Concerns.” The panels were advertised through department listserves 3 weeks in advance of the Fair. Advertisement combined with an easy online registration process made the student demand for panels very high!

- 89 individuals attended the Patient Panels
- 13-31 students were present at each panel
- 73% of pre-registered students came to the panels

Two instructors, one from Dental Hygiene and another from Social Work, integrated the panels into their course curricula. They wanted their students to attend to learn about effectively communicating with patients and including patients as partners in care.

Students learned how a single diagnosis can generate a complex nexus of secondary problems that are invisible to those around the person affected...
– Social Work Faculty

Recommendations for 2011

- **We will continue to engage faculty and work with them to integrate the Fair and/or Patient Panels into their course curricula. This is the best way to increase student attendance.**
- To make the Fair more inclusive we will make obvious signage welcoming every passer-by to the Fair.
- **The presence of real patients at most booths needs to be made more apparent, as some students were not aware of this important aspect of the Fair.**
- We hope that the Fair continues to grow and serve both UBC and the participating community organizations during Celebrate Learning Week.

A Big Thank You to Our Donors!

Ethical Bean Coffee
White Spot/UBC Food Services
UBC Bookstore
Save-on-Foods
Choices Markets
PeerNetBC
Mahoney's
Scleroderma Association of BC
Development Disabilities Association