

ABSTRACT: 2015 ELAM Institutional Action Project Poster Symposium

Project Title: PROVIDER/PRODUCER/VETERINARIAN NETWORK (PPV NET)

Name and Institution: Susan M. Anderson, MD, University of South Dakota Sanford School of Medicine (USD SSOM)

Collaborators: Rachel Haigh-Blume, Executive Director, NESDAHEC; Jason Lemke, Development Specialist/Program Evaluator, SD Area Health Education Center

Background, Challenge or Opportunity: Livestock producers, healthcare providers and veterinarians – along with other stakeholders – have communication structures within their industry groups that have achieved some degree of effectiveness in disseminating information to their members. However, one major communications shortfall stems from these structures operating in silos. Agriculture is the state of South Dakota's leading industry having a \$21 billion impact on the state's economy with cattle outnumbering humans five to one. Being a rural and frontier state with health disparities and a shortage of health care providers communication, collaboration and coordination between public health, animal health and other communities at multiple levels to prevent, detect and control emerging or re-emerging infectious diseases at the animal-human-environment interface is critically important.

Purpose/Objectives: The purpose of this project is to increase communication between medical providers, livestock producers and veterinarians in rural South Dakota by creating a provider/producer/veterinarian network.

Methods/Approach: The general timeline for the long-term project includes a total of 25 local stakeholder events at targeted venues strategically distributed throughout the state so that the majority of the stakeholders will have an event within 50 miles of their location. Work groups will be formed and meet as needed to develop and advance concepts and initiatives emerging from the listening sessions. Possible initiatives could include: targeted educational workshops on specific topics, a regional conference focused on enhancing collaboration between the targeted stakeholder groups, the establishment of a coordinated communication strategy and/or infrastructure to improve exchange of vital information, and/or development of new communications tools, software applications, etc.

Outcomes: In collaboration with the South Dakota Area Health Education Center, a Bush Foundation Community Innovation Grant application was submitted in October 2014. Notification of non-award was received in January 2015. Follow up consultation with Bush Foundation personnel in March was positive with numerous strengths noted. A South Dakota Community Foundation Grant will be sought for initial stakeholder meetings and a Bush Foundation Community Innovation Grant application will be submitted in August 2015. In the meantime, stakeholders have been meeting as part of the SD One Health working group and USD SSOM hosted this group for the first time January 27, 2015 with the largest recorded attendance including medical students and residents. **Evaluation:** Formulation of this IAP contributed to my understanding of issues that underlie successful programmatic development and collaboration between stakeholders. This process allowed me to stretch my current leadership role by involving colleagues from across the state and to expand the reach of the rural training track by collaborating with our veterinarian colleagues. And, also contributed to increasing the awareness of the challenges faced by the providers and producers in rural communities.

Bringing Together Cattlemen and Caretakers Provider / Producer / Veterinarian Network (PPV Net)

Susan Anderson, MD, Chair of Family Medicine, University of South Dakota Sanford School of Medicine

Collaborators: **Rachel Haigh-Blume**, Executive Director, Northeast South Dakota Area Health Education Center

Jason Lemke, Development Specialist/Program Evaluator, South Dakota Area Health Education Center

Purpose

Increase communication between medical providers, livestock producers and veterinarians in rural South Dakota by creating a PPV network.

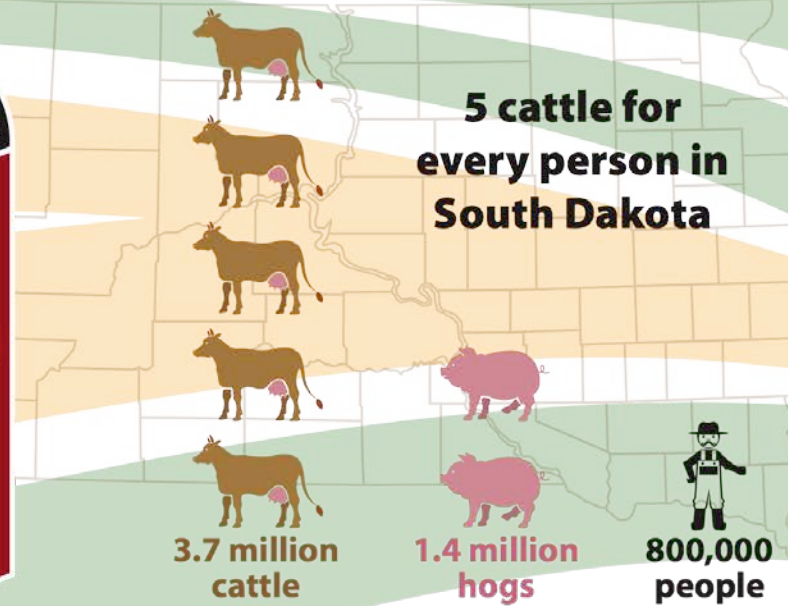
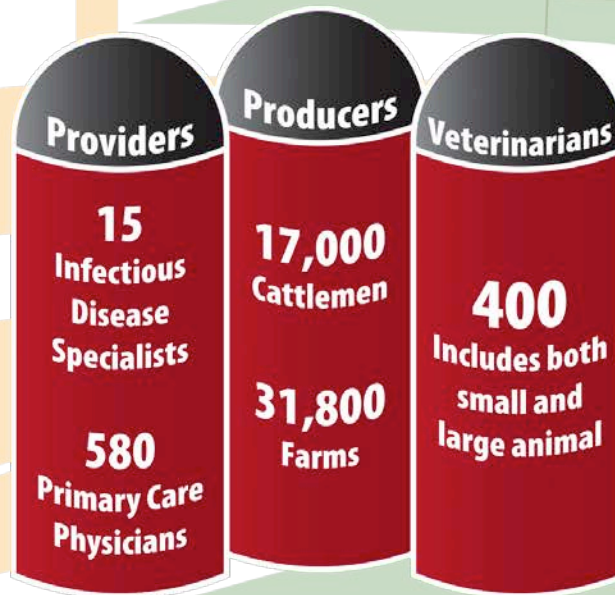
Approach

Utilize South Dakota Area Health Education Center (AHEC) to reach out to regional stake holders in a series of listening sessions in local communities to discuss barriers, current resources and potential solutions.

Methods

Applied for Bush Foundation Community Innovation Grant in collaboration with South Dakota AHEC. First application was not granted. Follow up call in March was positive with Bush Foundation personnel.

Agriculture has a \$21 billion impact on the South Dakota economy as the state's leading industry.



SD One Health

This working group meets regularly to discuss zoonotic disease with stake holders such as SD Department of Health, livestock producers and veterinarians. This group was hosted at the University of South Dakota Sanford School of Medicine on January 27, 2015. The topic was bovine TB.

Next Steps

Apply for South Dakota Community Foundation Grant in May 2015 for initial stake holders meetings in anticipation of resubmission of Bush Foundation Community Innovation Grant in October 2015.