

Introduction

The objective is to analyze the impact of the Aware in Care (AIC) Ambassador program in accomplishing three goals regarding hospitalization of people with Parkinson's disease: Educate the Community, Educate Clinicians who treat Parkinson's, and Educate Hospital Staff.

3/4 with Parkinson's do not receive medications on time when staying in the hospital, and that when this occurs 2/3 will experience unnecessary complications. To improve hospital outcomes, the Parkinson's Foundation (PF) launched the AIC campaign in 2011 to help people with Parkinson's disease (PD) get the best care possible during a hospital stay.

Since the launch of the initiative, PF has distributed nearly 100,000 free AIC kits, which contain tools designed to help people with PD and care partners educate hospital staff about the needs of people with Parkinson's with specific focus on medication timing and contraindicated medications. Data from a survey found that only 50% of kit users received their medications on time (up from 25% without the kit), which is an improvement but suggested the need for more education of people with PD and those who treat them. This led to the development of the AIC Ambassador Program, which invited people with PD, care partners, and clinicians to volunteer with PF to share the Aware in Care kit with their local communities and create connections in local hospitals to help change the culture and policies around Parkinson's care.

81 Ambassadors were trained in the pilot phase, representing 30 states. Throughout this period, Ambassadors submitted monthly reports indicating who they educated, how many presentations they gave, and resource distribution.

Through the pilot phase, Ambassadors reported educating 6,046 members of the PD community, 3,388 members of the general population, 933 clinicians, 904 professionals in senior/aging services, 50 hospital staff and 47 students – a total of 11,368 people. They also reported 310 presentations (averaging 38.75 presentations per month).

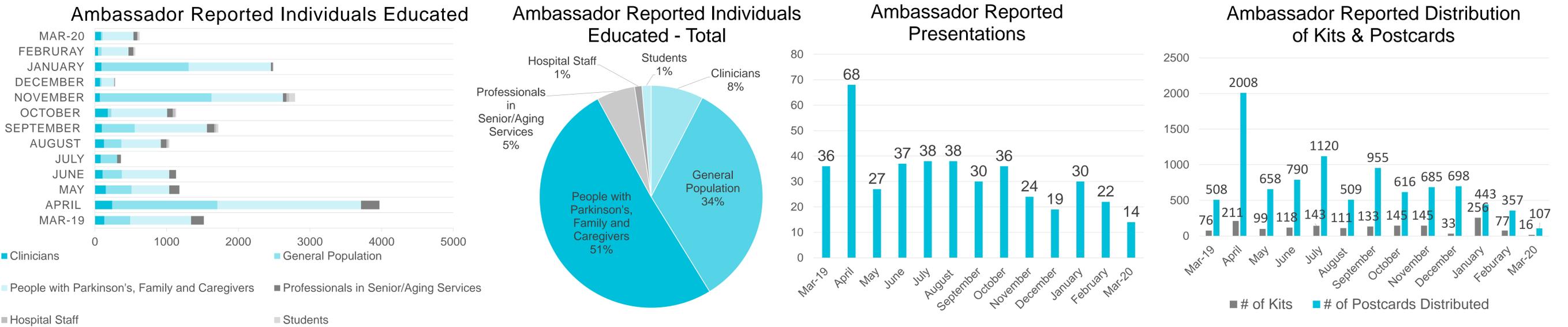
This poster will present the impact of the Aware in Care Ambassador pilot group through initial pilot phase, and post pilot completion (October 2019-March 2020). It will also highlight the process of Ambassadors who implemented changes in their local hospitals during this time.

Methodology

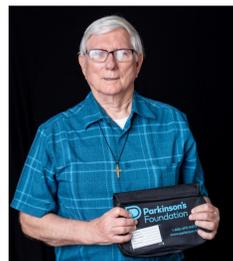
A monthly survey was distributed to the Aware in Care Ambassadors through Inquisium by Cvent, a survey platform. The survey was distributed electronically to the 81 active Ambassadors on a monthly basis starting at the beginning of the pilot phase in March 2019 and through post-pilot completion (October 2019- March 2020.)

The survey included a series of questions to collect data on the number of Aware in Care kits distributed, the number of postcards distributed, how many presentations were given and what audiences were educated on a monthly basis. A quantitative analysis was conducted to summarize the total reach by the Aware in Care Ambassadors from March 2019 through March 2020.

Results



"I gave a presentation to the entire PWR! Retreat which included PWP and their care partners, clinicians who were volunteer staff and PWR! Gym staff. Some of the participants took extra cards/kits to people back where they live. The participants were from all over, including Canada,"
 – Sarah Palmer, Rock Steady Boxing Coach Cincinnati, Ohio



"A special presentation was being given by a movement disorder specialist. This attracted a record number of people from the support group, staff from the clinic and people from the community. I spoke about the kit briefly before [the doctor] praised the kits during his presentation."
 – Dave Hargreaves, Diagnosed in 2018 Sun City, Arizona



"I provided assistance at the Mind, Mood and Motion seminar presented to central Florida. I helped answer questions at the information table and provided a poster of the Aware In Care hospital kit. In addition I did a slide presentation on the Aware in Care Kit and how the kit can be used to improve the hospital stay of PD patients."
 – Rose Lang, Care Partner and retired pharmacist The Villages, Florida

Conclusion

As a result of the Aware in Care Ambassador Program, kit distribution has our reach has broadened significantly, improving overall awareness of Parkinson's disease and more about the life-saving Aware in Care Kit. With the increased demand in distribution, Ambassadors are an essential tool in getting these kits in the hands of those living with PD and their loved ones and educating community clinicians around the country.

Currently, there are 66 active Ambassadors representing 24 states. An additional 41 Ambassadors will be trained in September 2020 to begin their terms in October 2020. Together, this group will represent 36 states, Washington DC and Puerto Rico.

Acknowledgements

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