



# PRESIDENT'S COMMUNITY WELLNESS INITIATIVE

## 2021 ANNUAL REPORT



Just as the osteopathic philosophy focuses on the whole person, we have made it our mission at Philadelphia College of Osteopathic Medicine (PCOM) to focus on the whole community. Not only do we care for our faculty, staff, students, alumni, and supporters, but we also seek to improve the lives of the people in the communities where our campuses are located.

In January 2021, under the direction of Jay S. Feldstein, DO '81, president and CEO of PCOM, the College's community wellness activities were brought together with the creation of the President's Community Wellness Initiative (CWI). Drawing on connections and expertise across all our campuses, the CWI provides a vehicle by which all members of the PCOM community can be engaged in wellness.

## MISSION

CWI fosters a culture of holistic health and well-being as a core value of our community.

## VISION

CWI seeks to create educational and health services programming and resources that support and sustain the physical, mental, nutritional and environmental wellness of the College's surrounding communities.

## PRIORITIES

- » Patient care: health screenings, vaccines, food pantries, mammogram van and other medical services
- » Health and wellness education: educational sessions, whether virtual (live or recorded) or in-person, including presentations, Q&A, "Ask the Doctor" chats, or demonstrations
- » Research: clinical or community-based research with both faculty and student involvement

**We are pleased to present this highlight report of CWI's inaugural year.**



## FAST FACTS



**6** VACCINE  
EVENTS  
AT PCOM



OVER  
**6000** VACCINES  
ADMINISTERED



**237**

INDIVIDUALS SERVED BY FOOD  
PANTRIES AT PCOM HEALTHCARE CENTERS

## PATIENT CARE AND HEALTH EDUCATION HIGHLIGHTS

### PCOM

Back-to-school health screenings were held in partnership with Ward Emmanuel A.M.E. Church. Children received backpacks filled with school supplies, and anyone over the age of 12 had the opportunity to receive a COVID-19 vaccine.

Children's books, hand sanitizer, and reusable grocery bags were distributed at a health fair held at St Matthew A.M.E. Church.

In collaboration with PCOM Hearts, a student-run clinic, and the PCOM Family Medicine Healthcare Center on City Avenue, a COVID-19 booster event was held at Methodist Services.

### PCOM Georgia

Pharmacy, DO, and biomedical sciences students and faculty worked to educate community members about the importance of the COVID-19 vaccine at the Gwinnett Daily Post's Back-to-School Health Fair and All About Kids Expo.

Students and faculty attended the Jolly Holly Day festivities at the Suwanee Town Center and provided free blood pressure screenings and demonstrations of simulation equipment.

Students from PCOM Georgia Hearts worked with Walgreens and the Lawrenceville Cooperative Ministry to administer free flu shots to the uninsured.

### PCOM South Georgia

Students provided support at several field clinics organized by the Ellenton Farm Worker Family Health Program, which ensures that migrant workers and their families receive access to health care.

Seeking to promote health in their local community, DO students created an initiative called "We Are Moultrie: Healthier Together." Students distributed information about stroke and heart attack prevention, breast cancer awareness, healthy lifestyle choices and conducted blood pressure screenings.

DO students offered blood pressure screenings, breast cancer awareness and education, Spanish translation, heart attack, stroke and diabetes awareness and physical and mental health handouts for kids at the Sunbelt Ag Expo and Calico Arts & Craft Show in Moultrie.



## COMMUNITY-BASED RESEARCH HIGHLIGHTS

- During this inaugural year, funding for community-based research was provided by the PCOM Alumni Association. Two of the research studies involved interdisciplinary experiences, providing opportunities for students to work in cross-disciplinary teams.
- PCOM School of Pharmacy and the PCOM School of Professional and Applied Psychology: "Exploring Barriers to Receiving Medical and Mental Health Services in Rural Communities," research conducted in South Georgia.
- PCOM School of Pharmacy and PCOM School of Health Sciences Department of Bio-Medical Sciences: "The Increase in COVID-19 Vaccine Uptake Within the Minority Population Through Direct Grassroots Engagement With Local Churches in Georgia."
- Ten students: "PCOM Partners: Empowering Community Members to Reduce COVID-19 Vaccine Hesitancy," examined vaccine hesitancy in Suwanee, Georgia.

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Contact Flo Byarms, Director, Community Wellness Initiative,  
to discuss partnering with PCOM at any of our campus locations.

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