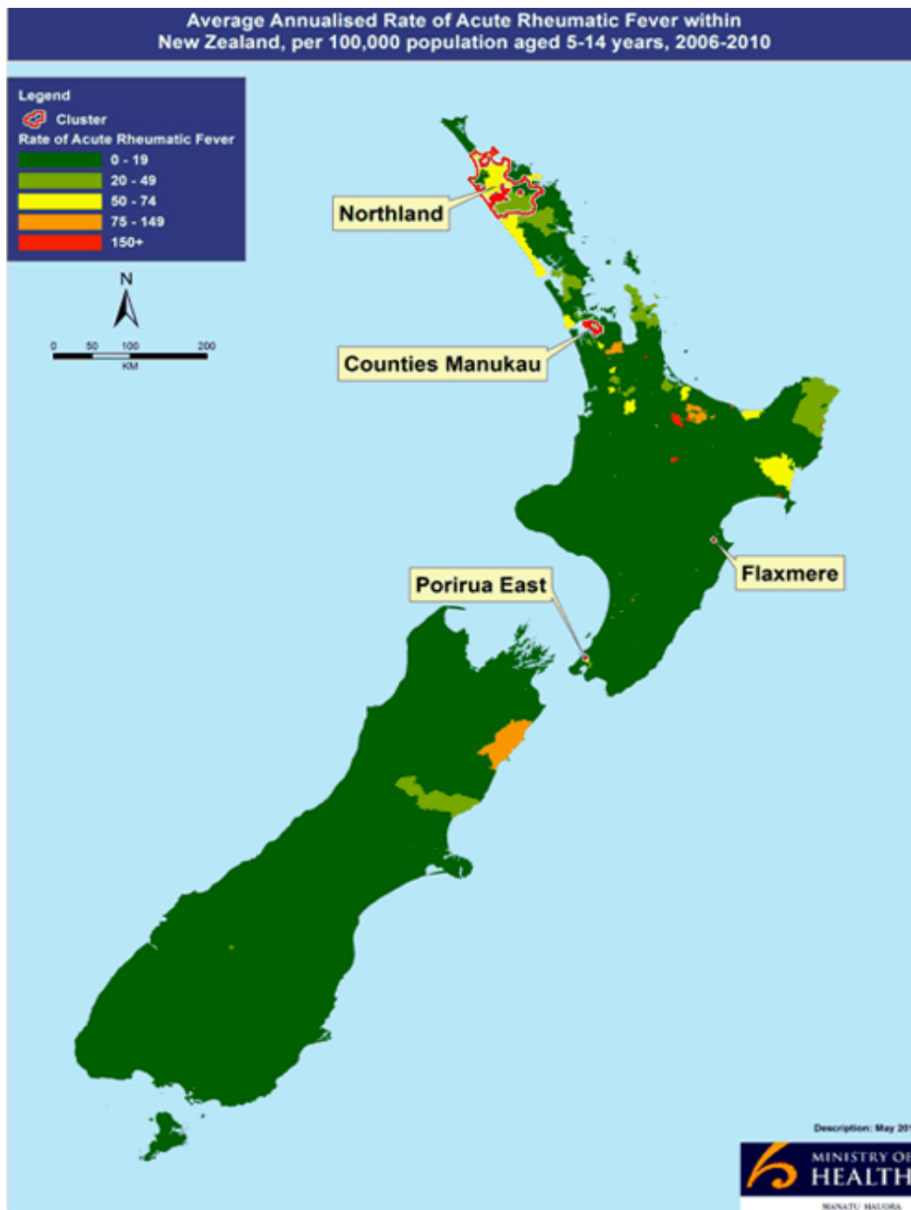




# The Say Ahh Project

Eradicating Rheumatic Fever from Flaxmere

## Our Journey.



What we knew



**We had a problem**

12 MONTHS TO OCT 2010:

**8 cases ARF notified  
in suburb of Flaxmere**

**= Incidence**

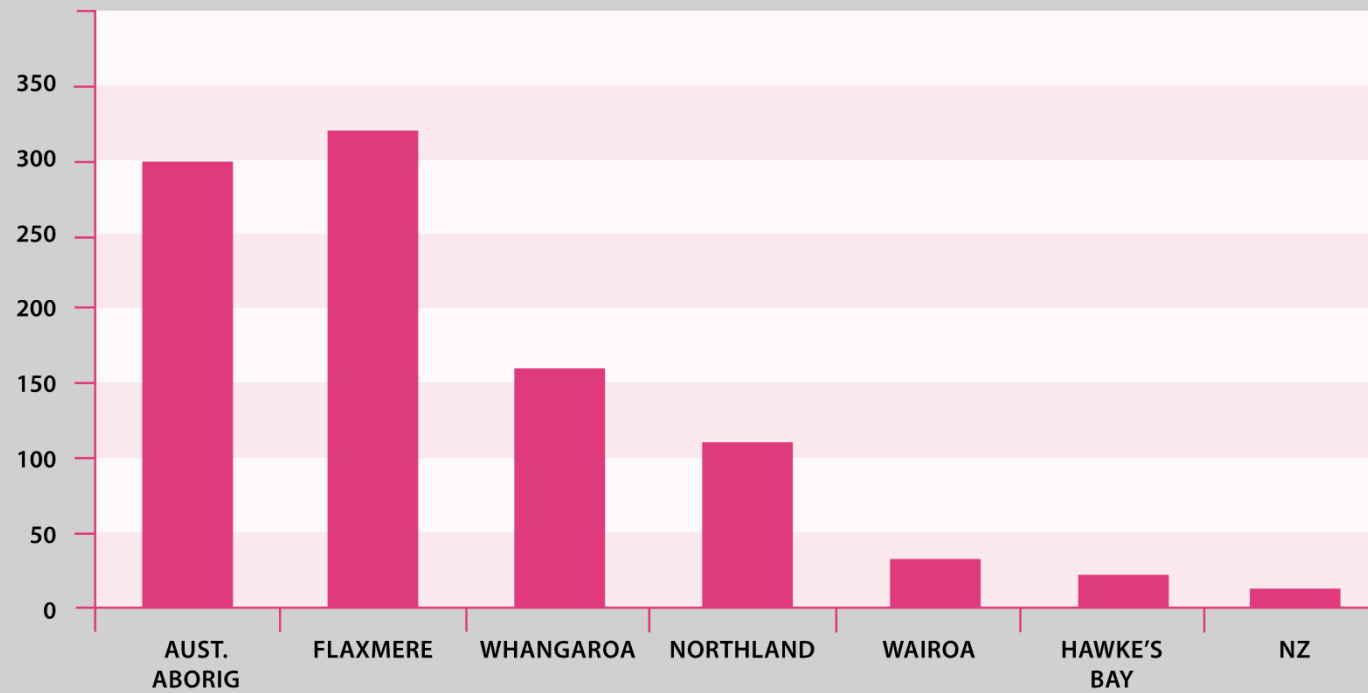
**>300/100,000**

**Population 5-14 years**

# Rheumatic Fever rates 2008



RATE (5-14 YRS)/100,000 POPULATION





What we had



A motivated and  
supportive community

Hawke's Bay District  
Health Board

Te Taiwhenua  
o Heretaunga

- 
- 
-

# Risk factors for Acute Rheumatic Fever

0-24 YEARS (NEW ZEALAND 2002-2006)



NZ DEP SCORE	RR
1-2	1.00
3-4	2.74
5-6	5.52
7-8	7.83
9-10	28.65 (17.4-47.1)

ETHNICITY	RR
MAORI (29/100,000)	22.97
PACIFIC (62/100,000)	48.62
EUROPEAN (1.3/100,000)	1.00
ASIAN/INDIAN (1.3/100,000)	0.99

**MAORI 23 TIMES & PACIFIC 50 TIMES MORE AFFECTED**

## What we knew about Flaxmere



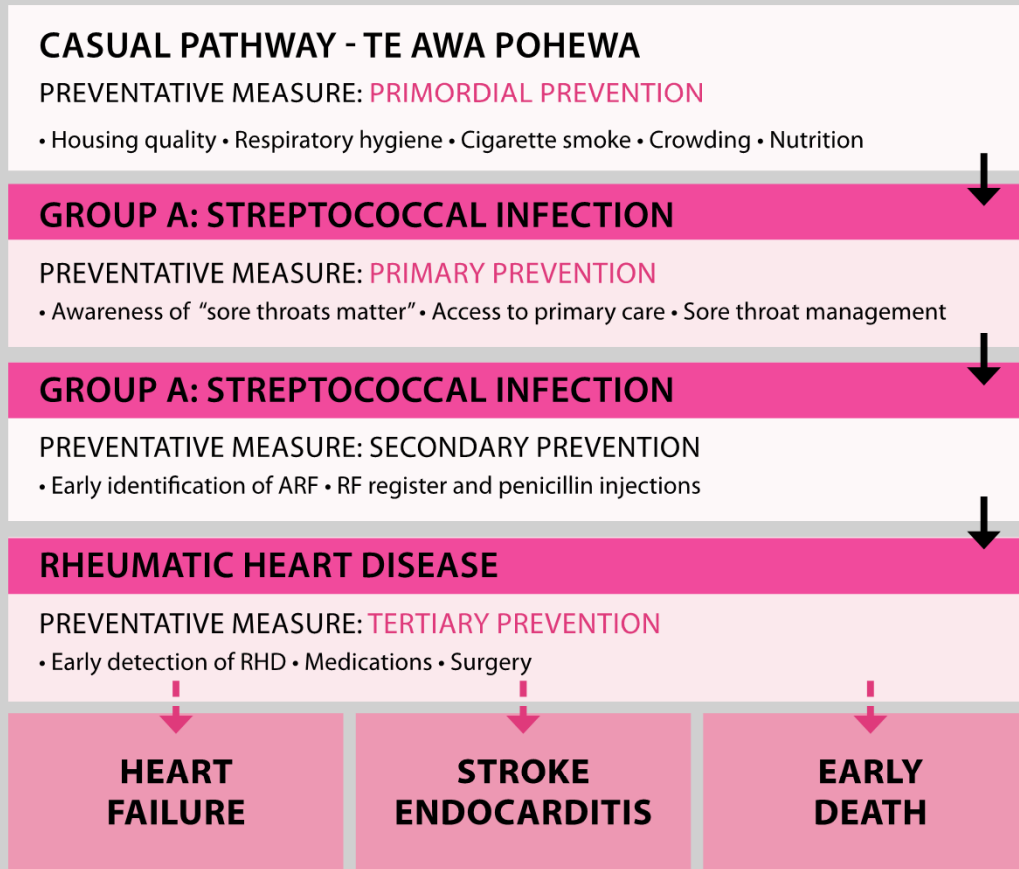
- 11,000 Residents (approx) •
- 54.7% Māori •
- 19.5% Pacific •
- 40% of families were one parent with child(ren) •
- 42% of those in Flaxmere are younger than 20 years •
- 2961 Dwellings •
- 316 Housing NZ houses •
- Has significant health needs •

# Say Ahh begins



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# What we knew about Rheumatic Fever Prevention





October 2010



Local media coverage

Day 1 - 60 swabs taken at first school 25% positive

The screenshot shows a news article from STUFF.co.nz. The headline is "All Black attack on disease of poverty" by DIANE JOYCE. The article features a photograph of three young boys, Terimu Hawkins, Tokatali Rima, and All Black Israel Dagg, who are sticking their tongues out. The article text discusses the high incidence of rheumatic fever in Hastings, New Zealand, and mentions that the All Blacks have been drafted in to help with a campaign to reduce the disease. It also notes that the national average is 18 cases per 10,000 under 14-year-olds a year, but Hastings has 32 cases per 10,000.

# Campaign awareness



A central advertisement featuring a shirtless man with a wide-eyed, open-mouthed expression, sticking his tongue out. The background is dark with a large, faint, stylized grey heart logo. Overlaid on the right side of the image is the "SAY AHH" logo in red and grey. Below the logo, the text reads: "Sore throats can lead to rheumatic fever and heart disease. Get them checked early." At the bottom of the advertisement, a pink banner contains the website "www.kidshealth.org.nz" and the phone number "878 1619 ext 4634". In the bottom left corner of the banner are the logos for Te Taiwhenua o Heretaunga and Hawke's Bay District Health Board.

# Primordial Prevention



## Improving the determinants of health

- Cold + damp housing\*
- Overcrowding
- Employment/income opportunity
- Education + health literacy
- Access to health services

\* **HBDHB Healthy Homes already offered to those who met criteria:**

- Live in decile 8-10
- Have CSC card
- Have a housing related health condition
- Insulation and home safety and some heating

## The social reality



Far more complex needs that we could cope with

### Issues with

Over crowding

Rubbish

Lack of beds

Access to General Practice

Complex health needs

Poor navigation of social service sector

- benefit entitlement, accommodation supplement etc

We needed support!



Addition of 0.6 FTE social worker contracted through  
Presbyterian Support - Family Works

•



# Support from the community



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August 2011



**Addition of:** •

**TE KURA KAUPAPA MAORI O NGATI KAHUNGUNU KI HERETAUNGA**

# Throat swabbing





## Compliance the key



- Single daily dose antibiotic
- Medicine dispensed in single bottle with measuring cup (liquid) OR blister packed (capsules)
- Sticker chart, prize for completing 10 days
- Medication delivered to home
- Free of charge to family
- 5 day check

# Compliance the key



Sore throats can lead to rheumatic fever and heart disease. Get them checked early.

When you have taken the full course of ten tablets you will have completed your treatment!  
*If symptoms persist please consult your nurse or doctor*



Remember to take the full course of medication. Even if you feel better halfway through the treatment it's important to finish the tablets.  
*Use the stickers to keep track of where you are up to!*



Te Taiwhenua o HERETAUNGA



HAWKE'S BAY District Health Board Whakawateaia

An initiative of the Healthy Populations Group.

THE SAY AHH PROJECT. OUR JOURNEY

Eradicating Rheumatic Fever from Flaxmere

## Results 31st October 2011



- 3088 Swabs taken •
- 395 Positive (11.8%) •
- 100% treated •
- 88% of whānau chose nurse treatment •
- 95% Given one-daily Amoxicillyn •
- Once case of Rheumatic Fever •

May 2012



Extension into  
3 new schools:

Pakipaki

Omahu

Bridge Pa

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### Magpies rugby players help throat swab campaign

Monday, May 7, 2012 7:34

Three schools have been added to the Hawke's Bay District Health Board's Say Ahh campaign to help reduce the rates of rheumatic fever.

The primary schools of Pakipaki, Bridge Pa and Omahu all took part in a launch this week with the help of Hawke's Bay Magpies rugby players.

Julia Haydon Carr of the healthy population's team and Say Ahh project manager said the programme began in October 2010, and was originally piloted in the six Flaxmere schools.

At the end of April this year 3714 swabs had been taken, with 441 positive swabs returned.

Rheumatic fever is caused by a strep A infection which left untreated can lead to rheumatic fever and heart disease

GOOD HEALTH: Hawke's Bay Magpies players Trent Boswell-Wakefield (left) and Johan Schoonbee help promote the Say Ahh rheumatic fever promotion at Omahu Bilingual School.

Glenn Taylor

## A typical Say Ahh month



- 315 Swabs •
- 30 Positives •
- 28 Children treated by Say Ahh nurses understanding orders •
- 2 Positive treated by child's own GP •
- 30 Healthy Homes referrals •
- 20 Social work home visits •
- 10 Referral for insulation •

and there's more...



- 3 Referral for heating •
- 1 Referral for ENT investigation •
- 15 Referral for curtains •
- 12 Referral for curtain rails •
- 3 Referral for beds, stove, linen, towels etc •
- 5 Referral to other agencies •

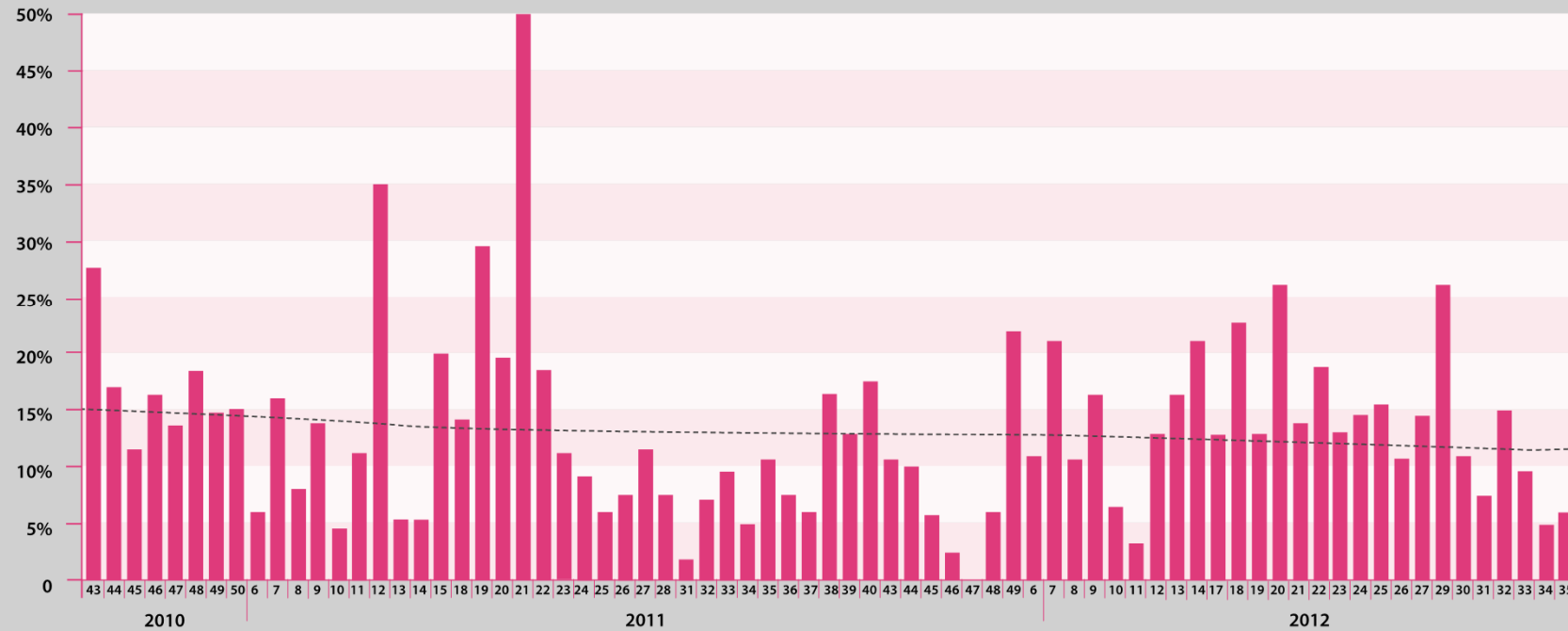
## Results 31st August 2012



- 5702 Swabs taken •
- 704 Positive (12.3%) •
- 100% treated •
- 92% of whānau chose nurse treatment •
- 95% Given one-daily Amoxicillyn •
- Once case of Rheumatic Fever •

# % positive swabs by week

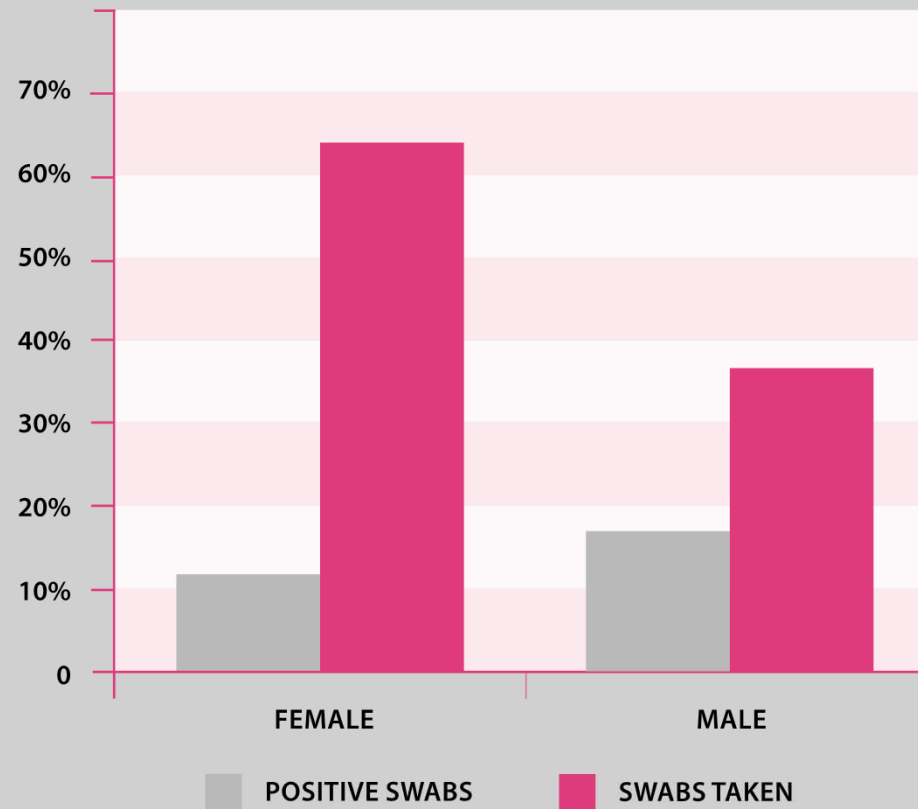
(OCT 2010 TO AUG 2012)



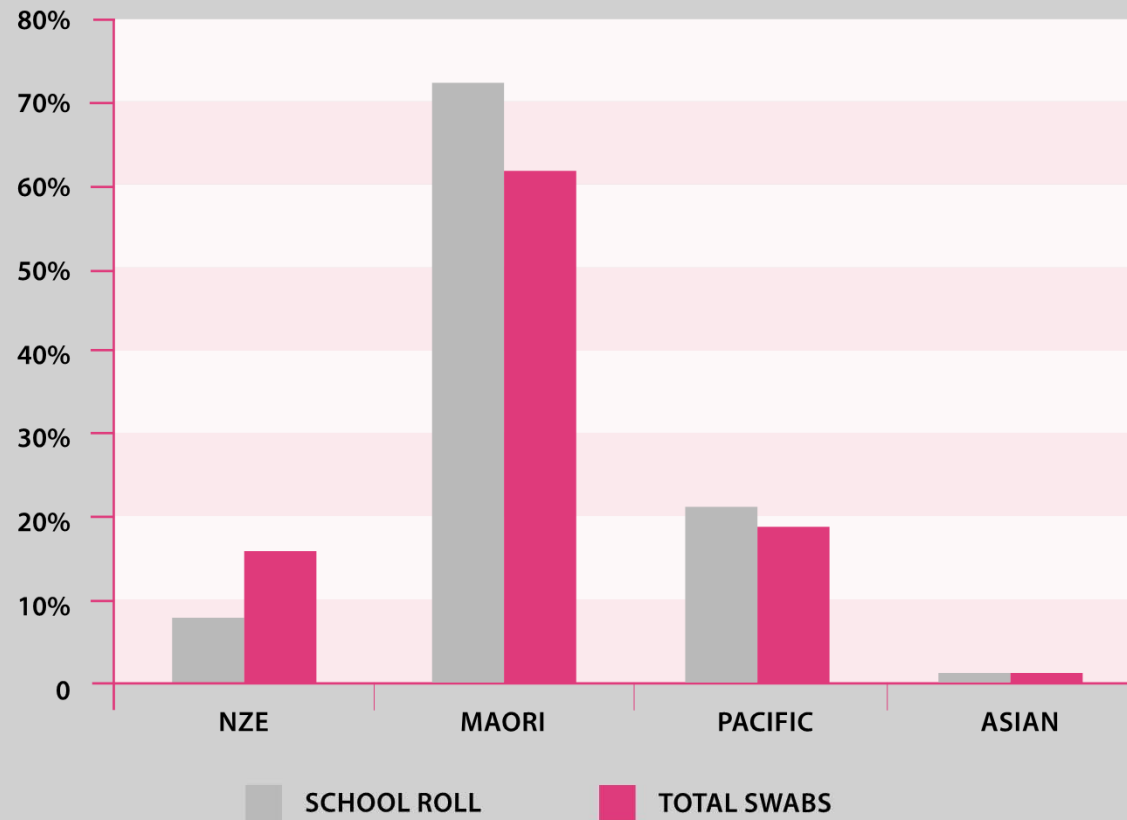


# Swabbing by gender

(OCT 2010 TO AUG 2012)



## Swabbing by ethnicity



## New ARF notifications



**Case 1:** Already in hospital at Say Ahh launch •

**Case 2:** 9 yo Cook Island boy •  
– attended non Say Ahh school

**Case 3 :** 12 yo Samoan girl, no sore throat, •  
Say Ahh consent, last swab 8m prior - neg

**Case 4:** 9 yo Māori boy, sore throat treated •  
by GP 3m earlier, Say Ahh consent

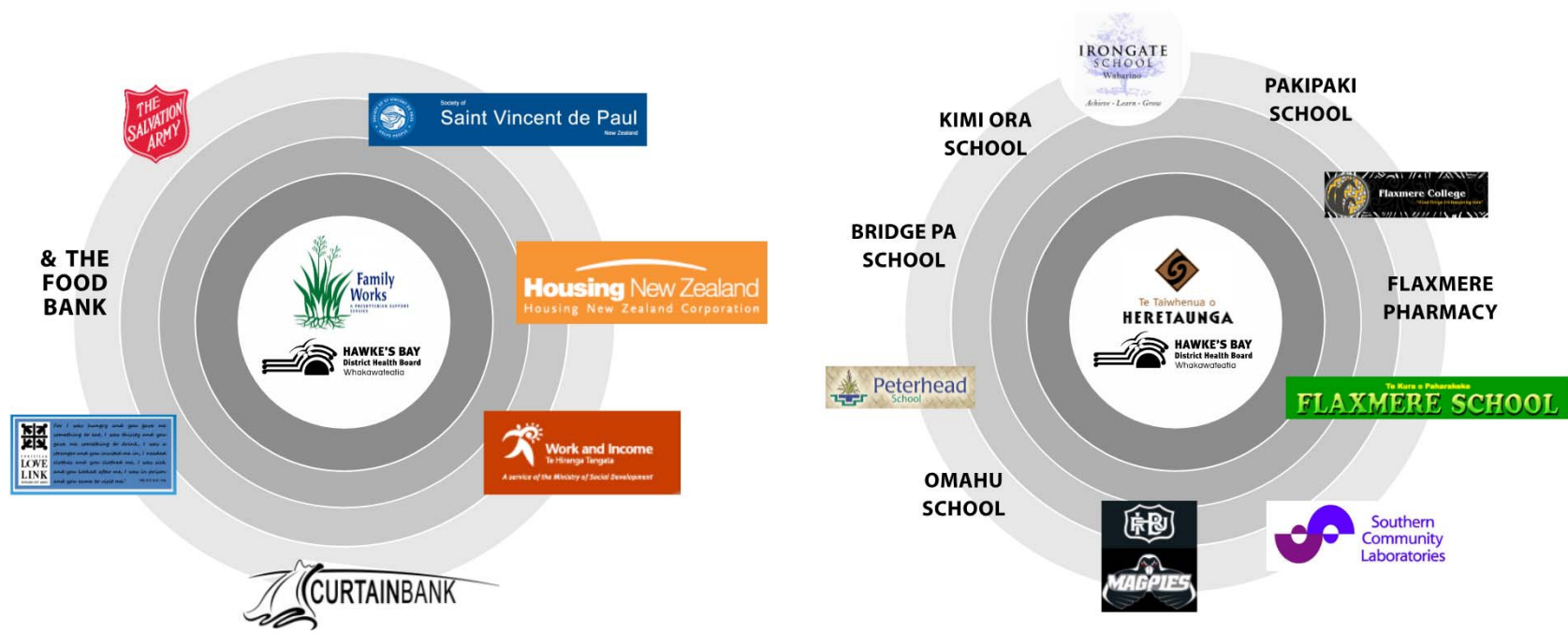
**Case 5:** 8 yo Māori boy, likely Rheumatic •  
Fever before Say Ahh started in school

New ARF notifications



**Current 12 month Rheumatic  
Fever rate for Flaxmere children  
aged 5 - 14 = 92.59 per 100,000**

Support 



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Where to from here?



**What is the end point of the programme?**



**Is eradication of Rheumatic Fever an achievable goal?**



Te Taiwhenua o  
**HERETAUNGA**



**HAWKE'S BAY**  
District Health Board  
Whakawateaia

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# The Say Ahh Project

Eradicating Rheumatic Fever from Flaxmere

# Thank you.