



**SAN YSIDRO
HEALTH**



SHOES FOR WELLNESS HEALTH FAIR

A challenge of post pandemic recovery has been getting patients to come in to the clinics to complete physicals and screenings.

The San Ysidro Health (SYHealth) Population Health Department partnered with its External Affairs and Philanthropy team to create the El Zapatón (Spanish for Big Shoes) Wellness Health Fair.

Funds were privately fundraised for \$50 gift cards for a partnering shoe store given to patients that were in compliance. The event benefited the entire family as well with pop up COVID and Flu vaccinations, food baskets, toys, books, PPE and socks.

Scripts were developed and patient outreach completed by staff from April to November with the intent to provide the gift card at the December El Zapatón Wellness Health Fair.



WHO BENEFITED?

SYHealth identified nearly 1,000 adolescent patients who were overdue for an HPV vaccine to be fully compliant.

At the beginning of 2022, SYHealth's compliance rate was 22.5% and post the El Zapaton Shoes for Wellness Health Fair, compliance rates jumped to 45.8%

El Zapaton Shoes for Wellness Health Fair proved to be an effective strategy with increased immunization results reaching beyond 2022 into 2023.

