

## PROGRAM:

*Destination: Healthcare*

## OBJECTIVES:

*Destination: Healthcare* is an exciting, innovative, fun, educational program designed to provide 9<sup>th</sup> and 10<sup>th</sup> grade students with pathways to careers in healthcare.

## LOCATION:

Community College

## DESCRIPTION:

Big Bend Community College (BBCC) guided and assisted in the development and initial implementation of *Destination: Healthcare*. BBCC continues to oversee the program. Washington Business Week coordinated *Destination: Healthcare* event activities.

*Destination: Healthcare* was a three-day event dedicated to helping students explore careers in healthcare. Learning was achieved on multiple levels including: team work, healthcare career information, healthy living and safety information, world health information, geography, professionalism, creativity and business.

The premise of *Destination: Healthcare* was that students create a “clinic” that will cure a world health problem such as malaria in Honduras, cataracts in Australia, and HIV in Africa. Students assumed different clinician roles, such as: Research and Development (of the “cure”), Marketer, Doctor, Nurse, Radiology Technician, etc. Teams researched the country in which they will open their clinic, the disease and potential cures. They “developed/invented” a cure and built a paper prototype. They developed marketing with the idea of using the funds to support their efforts to cure the disease.

During the event, “Challenges” (competitive events) were held that pushed the students to work faster and harder. Challenges included answering human trivia questions, identifying body parts or building the tallest tinker-toy structure. All activities worked towards meeting objectives identified above.

Approximately 10 students were teamed with a Clinic Advisor, a medical professional who volunteered to help with the event. The Clinic Advisors helped the students through the event and provided direct contact with a healthcare professional.

The culminating activity was a “Trade Fair”, where the clinics competed for “Humanitarian Bucks” given by industry, college, parents and other “judges”. The students discussed their clinic cure, the disease, country, people, etc. with the judges – trying to persuade the judges to invest in their clinic.

The event concluded with an Award Ceremony, when top performing clinics were identified as the winners in various challenges.

*Destination: Healthcare* was a spectacular success, based on the student's self-report of learning, their interest in returning for a second or even third year, and the school district reports of excitement and enthusiasm expressed for the event. The children reported that they learned about healthcare careers, increased their self-confidence in groups, expanded their world knowledge and increased their healthcare knowledge.

### IMPLEMENTATION TIMELINE:

It requires a year to coordinate *Destination: Healthcare*. As soon as one event finishes, BBCC begins the process of talking about the event and inspiring both student and volunteer participation. School Superintendents received regularly scheduled reports-of-progress for *Destination: Healthcare* throughout the year. Part-time staff was hired three or four months in advance of the event to: advertise the event, recruit BBCC student volunteers, arrange for spaces, food, transportation and recruit community volunteers.

### COSTS OR COST CONSIDERATIONS:

*Destination: Healthcare* costs approximately \$15,000 to implement. This includes: BBCC staff time, food for the event, the contract with Washington Business Week for coordination of the event, space rental, goods, services and supplies.

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