

## What is a Wellness Ambassador?

A Wellness Ambassador is an **advocate** for Well-Visits in their community. They are a source of information for their peers, families, and community for using these visits. Our Wellness Ambassadors will play an important role in developing the confidence of others to take charge of their health.

## What are the goals of an Ambassador?

Wellness Ambassadors are advocates for health and wellness in their community. The goals of a Wellness Ambassador are to:

- ✓ Raise awareness of Well-Visits in your community
- ✓ Promote wellness activities and programs for the Culture of Health Newburgh
- ✓ Participate in these activities and programs
- ✓ Encourage your friends and families to use Well-Visits instead of going to the Emergency Room (ER) for issues that are not emergencies.
- ✓ Help to develop the confidence of your friends, families, and the Newburgh community to take charge of their health and their confidence in their wellness.

## Some common factors that are associated with non-urgent Emergency Department use:

1. Age – Studies have shown that younger adults are more likely to have non-urgent visits compared to older adults.<sup>1</sup>
2. Race – According to research blacks are more likely than whites to have a non-urgent visit.<sup>2</sup>
3. Gender – Women are more likely than men to have non-urgent visits.
4. Income – People with low incomes were more likely to make non-urgent ED visits
5. Convenience

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<sup>1</sup> Schwartz MP. Office or emergency department: what's the difference? South Med J. Oct; 1995 88(10):1020–1024. [PubMed: 7481956]

<sup>2</sup> Liu T, Sayre MR, Carleton SC. Emergency medical care: types, trends, and factors related to non-urgent visits. Acad Emerg Med. Nov; 1999 6(11):1147–1152. [PubMed: 10569388]