



PRINCETON BAPTIST MEDICAL CENTER Birmingham, AL

August, 2004

Executive Summary:

Princeton Baptist Medical Center is located in a community that is becoming increasingly diverse. The medical center and its employees have partnered with the community to decrease crime and improve the neighborhoods near the medical center. Princeton believes that a strong relationship with the community is important, and it established a program to work with local salons to promote health information. The Salons Saving Sisters program provides nail and hair salon owners with health information on a variety of issues, ranging from breast cancer and prostate cancer awareness to heart disease and diabetes. In addition, the medical center provides speakers to the salon owners who discuss the importance of promoting the health information and the impact it can have on the salon owner's customers. The program provides the medical center with an avenue to reach the area's African American community.

In addition, the medical center recently implemented cultural diversity training in its new employee orientation and established an online educational program for existing employees. The computer-based training is required for all employees, and emphasizes cultural diversity issues in both the workplace and surrounding patient care.

Organization Size: 330 beds

Program/Initiative Descriptions:

Salons Saving Sisters: Princeton Baptist Medical Center reaches out to the local African American community by partnering with local nail and hair salon owners. The medical center provides pamphlets about health issues to salon owners, who make the pamphlets available to their clients. Medical center representatives have also provided presentations for salon owners about the importance of providing the health information to their clients and ways the salon owners can make an impact on their clients' health. Health promotion focuses on a variety of issues, ranging from breast cancer and prostate cancer awareness to heart disease and diabetes.

Cultural Diversity Training: The medical center recently implemented cultural diversity training in its new employee orientation. Princeton Baptist Medical Center also established an online employee training module that is required for all employees. The computer-based program addresses cultural diversity issues in the workplace and surrounding patient care. The medical center will likely

follow-up the program with an annual update highlighting cultural diversity and addressing new issues that emerge.

Establishment of Programs/Initiatives:

- Salons Savings Sisters: 2001
- Cultural Diversity Training: 2004

Racial or Ethnic Disparities Problem the Programs/Initiatives Were Designed to Address: The community surrounding the medical center is growing increasingly diverse as the neighborhood changes, and as the organization strives to improve the housing and businesses located around its campus

Major Objectives

- Enrich the mission statement of providing care to the people in the community, regardless of race
- Place an increased emphasis on the community and the medical center's relationship with the community so that patients feel like family
- Provide health care information to the increasingly culturally and ethnically diverse population surrounding the medical center

Significant Results: The Salons Saving Sisters program has impacted the community; a client recently gave her personal testimony to the public about how the program has impacted her life and health.

External Partners in the Programs/Initiatives

- Joint relationship with the City of Birmingham
- Local community groups
- A beauty supply company
- Avlon industry

Limitations or Problems Encountered: It is easy to become overwhelmed with all the potential programs and initiatives; it is important to set boundaries to ensure that employees and leaders in the organization are not overloaded

Estimated Cost of the Programs, To Date: \$4,632 per year

Advice to Other Organizations That May Want to Start Similar Programs

- Have a commitment and vision that is supported by management and the board of trustees
- The mission and vision should always guide program ideas and implementation
- Employees are the best source for programs and ideas

Contact Name: Dr. Kathleen Ladner

Title: Vice President of Clinical Services

Email address: Kathleen.ladner@bhsala.com

Telephone: (205) 783-3805

Fax: (205) 783-3758