



SHORE MEMORIAL HOSPITAL **Somers Point, NJ**

August, 2004

Executive Summary:

Shore Memorial Hospital recently began a series of initiatives addressing diversity in its workforce as well as health care disparities that exist in the community's Latino population. The hospital established a fellowship program in collaboration with another local health system for Latino individuals interested in earning a registered nurse or radiologic technology degree. Ten fellowship positions will be available each year, funding tuition and fees for the Latino students in exchange for a work commitment at the organization. In addition to this educational opportunity, the Shore Memorial Hospital also has an internal Diversity Champion addressing workforce development and health care disparity issues.

The hospital also collaborated with local Latino organizations, community members, and another local health system to develop a multi-disciplinary task force identifying the health needs of the Latino Community. A key issue emerging from the task force was the need to address diabetes prevalent in the area's Latino population. At the same time, Shore Memorial also formed internal focus groups to identify effective methods for communicating and providing information the Latino Community. Based on the results of the two groups, Shore Memorial Hospital will soon launch a campaign featuring both informational spots on the local Spanish television network during prime time and copies of bilingual documents with health information and community resources available. These copies will be distributed at local bodegas, or grocery stores. The campaign's emphasis will be focused on diabetes management and prevention, and will include a "call to action" that will help the organization track its success.

Organization Size: 195 beds

Program/Initiative Descriptions:

Workplace Diversity: Shore Memorial Hospital recently established a fellowship program in collaboration with another local health system for Latino individuals interested in earning a degree in registered nursing or radiologic technology. Although programs to offer health care scholarships to Latino students have been in place in the region for some time, 2004 will be the first year Shore Memorial Hospital will provide such a program. There will be ten full-ride fellowships annually, most of which require a work commitment after graduation. If a student chooses to continue with further education immediately after earning

his or her RN or radiologic technology degree, the hospital may waive the work commitment on a case-by-case basis.

In addition to providing educational opportunities for Latino residents, the hospital has representation in the local Hispanic Alliance and has an internal Diversity Champion assigned to workforce development and health care disparity issues. The current Diversity Champion earned the position through mentorship with the CEO. Mentorship is a key aspect of the leadership development at Shore Memorial Hospital.

Community Involvement and Media Campaign: Shore Memorial Hospital collaborated with local Latino Groups as well as another local health system to develop a multi-disciplinary task force geared toward identifying the health needs of the Latino community. The group identified diabetes as a key health problem in the community. At the same time, the hospital also established internal focus groups to identify specific forms of media that would be effective for distributing information to the Latino Community. Meetings with the internal focus groups resulted in identifying two key methods for outreach: 1) A local Spanish cable network, by airing health education spots during peak evening hours while the Latino “soaps” are broadcast, and 2) Providing hard copy distribution in Spanish in the bodegas, or local grocery stores. Using the results from the multi-disciplinary task force, the hospital will promote diabetes care and prevention among other health issues in a targeted television and bodega-distribution campaign. Specific goals of the campaign include identifying resources in the community that are available for the Latino Community; providing general health information in bilingual format; and emphasizing diabetes management and prevention. The campaign’s success will be measured by tracking responses to an included “call to action.”

Establishment of Programs/Initiatives: Winter 2003

Racial or Ethnic Disparities Problem the Programs/Initiatives Were Designed to Address

- The Latino Community represents approximately 13 – 14 percent of population served
- The multi-disciplinary task force identified diabetes as the key health problem to be addressed in the Latino Community
- Need for greater integration between the Latino Community and the hospital as a community service organization

Major Objectives

- Make an impact on improving the health status of the Latino Community
- Provide the Latino Community access to information that is normally available to the general population through traditional media

- Increase the pool of candidates interested in nursing or radiologic technology education while simultaneously providing educational opportunities for Latino individuals

Significant Results:

- The hospital is currently implementing each of its programs
- Developing each program's strategies and initiatives has helped Shore Memorial Hospital establish relationships with local Latino groups

External Partners in the Programs/Initiatives

- Local Latino groups, including the local Hispanic Alliance
- Community members
- Another local health system

Limitations or Problems Encountered

- Within the Latino community there is diversity between different heritages and backgrounds, causing additional challenges
- A sub-economic culture within the Latino community required consideration

Estimated Cost of the Programs, To Date:

- Media costs are projected to be \$50,000 annually
- The fellowship program will provide ten full-ride scholarships per year, but the cost may vary depending on whether the student chooses nursing or radiologic technology

Advice to Other Organizations That May Want to Start Similar Programs: It is important to have a campaign led by bilingual individuals, as it brings trust to hospital and its initiative

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