



*community*  
**CONNECTIONS**

**Ideas & Innovations for Hospital Leaders**  
Case Examples 4



American Hospital  
Association

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In 2006, hospital leaders across the country received their first Community Connections resource—a collection of programs that demonstrate the various ways hospitals provide for and benefit their communities. This case example book is the fourth in a series and highlights many more innovative programs. For more examples or to share your own story, visit [www.caringforcommunities.org](http://www.caringforcommunities.org).

Photos in this publication are courtesy of Doug Haight, photographer, and illustrate programs from recent Foster G. McGaw Prize-winning organizations. Since 1986, the Foster G. McGaw Prize has honored health delivery organizations that have demonstrated exceptional commitment to community service. The Prize is sponsored by The Baxter International Foundation, the Cardinal Health Foundation, and the American Hospital Association.

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**T**oday, more than 5,000 hospitals of all kinds – urban and rural, large and small – are making their communities healthier in ways that are as diverse as the needs of each community. The men and women who work in hospitals are not just mending bodies. Their work extends far beyond the literal and figurative four walls of the hospital to where free clinics, job training efforts, smoking cessation classes, back-to-school immunizations, literacy programs, and so many others are brought directly to the people of the community... often with very little fanfare.

This book highlights the unique and innovative ways hospitals are doing this work. Far from a comprehensive

list, *Community Connections* begins to illustrate where and how hospitals are meeting their communities' many needs. The stories cover four broad categories:

- ◆ Social and Basic Needs
- ◆ Health Promotion
- ◆ Access and Coverage
- ◆ Quality of Life

Every day in America's hospitals, there is tremendous good being done. The instantly recognizable blue and white "H" sign signifies more than a place that patients and families can depend on for care. It signifies the heart of a community.



# Table of Contents

Social and Basic Needs.....	3
Health Promotion.....	9
Access and Coverage .....	21
Quality of Life.....	31
Index.....	37





## Social and Basic Needs

Non-medical needs are often intricately tied to personal health and well-being. Hospitals are working to address basic, social, and personal needs as a way to improve their community's health. The programs described on the following pages illustrate approaches hospitals are taking to meet the basic needs of everyday life, from food and shelter to education and self-reliance, ultimately improving the long-term health of communities.

## Social and Basic Needs

### Bon Secours Health System – Richmond, Virginia

**Program:** Good Help

**What is it?** Bon Secours finds and trains potential employees—including recovering alcoholics and new immigrants—for available jobs. New hires are offered GED and English as a second language classes, as well as an essential-skills class that teaches the basics of banking. A wellness group helps employees work through the challenges of remaining sober.

**Who is it for?** All Richmond residents.

**Why do they do it?** The unemployment rate in Richmond hovered around 2% in 1999, and entry-level workers were hard to find, especially in health care environmental services.

**Impact:** Bon Secours has employed approximately 75 people through the program; 31 are currently on staff. A number of employees have been promoted to positions like patient care, operating room, and anesthesia technicians.

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### Dartmouth-Hitchcock Medical Center – Lebanon, New Hampshire

**Program:** Child Advocacy and Protection Program (CAPP)/Child Advocacy Center (CAC)

**What is it?** The multi-disciplinary program helps evaluate and manage child mal-treatment, including physical abuse, sexual abuse, and neglect. An integral part is the CAC, which works closely with professionals from medicine, prosecution, law enforcement, child protection, mental health, and crisis services in cases of suspected child abuse.

**Who is it for?** Children and families who may have been impacted by child abuse where law enforcement and/or child protection is involved.

**Why do they do it?** The team tries to make this difficult time more comfortable for families, while cooperating to ensure family needs are being met and that necessary services are effectively coordinated.

**Impact:** In 2007, the CAC provided services to 247 children and their caregivers.

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### Community Hospital of Bremen – Bremen, Indiana

**Program:** Free Space for Social Service Agencies

**What is it?** The hospital donates space to community service organizations, including the Women's Care Center, which provides pregnancy testing, counseling, and Medicaid enrollment; the county's council on aging, which operates a medication assistance program for low-income seniors; and the county health department, which administers free childhood immunizations.

**Who is it for?** Local health and social service organizations.

**Why do they do it?** Historically, social service agencies have been concentrated in the county seat 18 miles away, a barrier to many. Meanwhile, the high cost of office space was a barrier for agencies.

**Impact:** Immunization rates have increased (about 35 children per month) for low-income families; the number of single women without prenatal care in the first trimester of pregnancy has decreased.

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### Flagstaff Medical Center – Flagstaff, Arizona

**Program:** Childhelp Children's Mobile Advocacy Center of Northern Arizona

**What is it?** Childhelp's mobile center consists of a specially outfitted, 38-foot motor home staffed by a specially trained nurse practitioner and a forensic interviewer from the Safe Child Center (SCC) at Flagstaff Medical Center, who provide forensic medical examinations and interviews with abused children.

**Who is it for?** Abused children in northeastern Arizona's Coconino, Apache, and Navajo counties.

**Why do they do it?** Prior to the mobile advocacy center, it took as long as three hours for a child-abuse victim to be transported to the SCC for a medical exam and forensic interview.

**Impact:** The one-stop multidisciplinary service reduces investigation time and trauma for abuse victims and their non-offending family members. In 2008, the mobile unit worked with 19 families in their homes.

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## Franciscan Health System – Tacoma, Washington

**Program:** Sobering Center of Tacoma

**What is it?** A public/private partnership that includes government agencies and MeritCare Health System, the 11-bed center—located in a building that houses a detoxification facility and several social service agencies—provides public inebriates with a safe place to sober up, shower, and connect with resources that can help them. A case manager helps people find housing and other assistance.

**Who is it for?** Chronic, homeless adults from Tacoma and Pierce counties.

**Why do they do it?** The center is intended to protect homeless, chronic alcoholics, but also to divert unnecessary visits to the community's hospital emergency rooms.

**Impact:** The center has logged more than 8,400 encounters, about 135 to 279 individuals per month. Since the center opened, visits to emergency departments by inebriated adults have declined.

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## Goodall Hospital – Sanford, Maine

**Program:** Senior Advocate Service

**What is it?** The service is a free, centralized support system for the elderly that works with other community agencies to help the elderly get the services they need. In addition to advocacy, assistance commonly includes Medicare Part D enrollment; advance directive planning; assistance and education in preventing fraud, exploitation, and abuse; and connection to resources for transportation, home health care, and meals.

**Who is it for?** Residents age 60 and over, and those acting on their behalf, in Goodall's service area.

**Why do they do it?** Goodall Hospital administration was hearing about the increasing social service needs within the community's elderly population. Physician practices were also struggling to find services for their patients.

**Impact:** Since the program's inception, the Senior Advocate has met with 4,128 individuals in need of support.

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## Harborview Medical Center – Seattle, Washington

**Program:** Injury Free Coalition for Kids of Seattle

**What is it?** The program, aimed at low-income and immigrant families, promotes the use of booster seats; distributes bike helmets at no or low cost; and sponsors a "walking school bus" in inner-city neighborhoods, where parent volunteers walk groups of children to school, with "stops" to collect children along the way.

**Who is it for?** Families in central and south Seattle.

**Why do they do it?** The original intent, to reduce the incidence of childhood injury, has expanded into a goal of making families "physically active, injury free."

**Impact:** Booster seat use in target neighborhoods rose from 25% to 40% over three years. Almost 25 students regularly participated in the first walking school bus program; similar walking programs have now been created in other schools.

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## Mercy Hospital – Independence, Kansas

**Program:** Mercy Kids' Closet

**What is it?** The program, run by volunteers, provides shoes, clothing, and other basic life necessities to local school children and families in need. Access to the free clothing is offered to any local school administrator seeking supplies for a student.

**Who is it for?** Children in need, as identified by school district officials.

**Why do they do it?** The Mercy Hospital Mission worked with public school officials to identify the greatest needs of local children and determined that providing clean, season-appropriate clothing and shoes was of utmost importance.

**Impact:** No official log is kept of items taken from the clothing supply. School administrators and counselors are encouraged to use them at their discretion; access is confidential.

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## Social and Basic Needs

### St. Anthony North Hospital, Centura Health – Westminster, Colorado

**Program:** Growing Home/Interfaith Family Shelter

**What is it?** This program sustains families when they are, or at risk of becoming, homeless. Local congregations and the hospital provide shelter and meals to families on a rotating schedule. When the hospital hosts, it additionally offers case management, showers, laundry facilities, children's programs, and a wellness project.

**Who is it for?** Homeless, or near-homeless, children and their families in Denver's north metropolitan communities.

**Why do they do it?** The average age of a homeless person in the United States today is 10. In the Denver Metro area alone, more than 3,000 children do not have a place to call home each night.

**Impact:** In 2007, 31 families, including 101 individuals, were served. Of these families, 75% secured long-term housing.

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### St. Mary's Community Hospital (SMCH) – Nebraska City, Nebraska

**Program:** Reach Out and Warm Up

**What is it?** The hospital provides funds to Southeast Nebraska Community Action (SENCA) for families needing assistance in paying their heating bills. Funds are raised through soup luncheons. Hospital associates donate soup and baked goods, with a free-will offering—matched by SMCH—accepted for the luncheon. SMCH additionally runs a winter clothing drive.

**Who is it for?** Families in southeast Nebraska who qualify for assistance through SENCA.

**Why do they do it?** The hospital became aware that a number of Otoe County families were unable to pay high winter fuel costs and that there was a lack of available funds for heat assistance.

**Impact:** In the winter of 2007–2008, hospital-donated funds enabled SENCA to provide heat assistance to approximately 25 families in Otoe County.

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### St. Mary's Regional Medical Center – Reno, Nevada

**Program:** Kids to Senior Korner Program

**What is it?** This alliance between local police departments and health and social service agencies provides services to low-income, underserved children, families, and seniors. A law enforcement officer and a nurse talk with people in their neighborhoods to assess their social, security, and health needs. Using a 40-foot mobile clinic, services—which can include health education, referrals to community providers, and benefits enrollment assistance—are coordinated to meet recipients' needs. A follow-up home visit ensures that people follow through on referrals.

**Who is it for?** Underserved residents in Washoe County.

**Why do they do it?** The goal is to connect disenfranchised residents of Washoe County's low-income neighborhoods with medical and social services.

**Impact:** Since 2001, medical and social services have been provided to more than 58,000 residents.

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### University Medical Center (UMC) – Las Vegas, Nevada

**Program:** Safe Sitter Program

**What is it?** In this free two-day program, teens are taught about handling emergency situations when caring for children. Instruction on basic child care, first aid, choking prevention, rescue breathing, when to call for emergency help, and babysitting business skills are part of the curriculum. Upon successful completion, participants earn a certificate, which can be shown to parents looking to hire a babysitter.

**Who is it for?** Adolescents age 11–13.

**Why do they do it?** The motto of the program is "Better sitters today... better parents tomorrow." The program allows UMC to provide babysitters with medically accurate information. Participants additionally get hands-on practice in basic life-saving techniques so they are prepared to act in a crisis.

**Impact:** Seventy-five adolescents attended Safe Sitter sessions during summer 2008.

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### University of South Alabama Children's and Women's Hospital – Mobile, Alabama

**Program:** K.I.S.S. (Kohl's Infant Safe Sleep)

**What is it?** The project educates infant caregivers and the general public about the risk of sudden infant death syndrome (SIDS). Registered nurses from the hospital's Mother/Baby Unit conduct discussions throughout the community, and distribute brochures, magnets, and posters highlighting safe sleep practices. Announcements targeting high-risk populations air on the radio and run in the newspaper to raise awareness.

**Who is it for?** All infant caregivers in the Mobile community.

**Why do they do it?** The program aims to reduce the number of infant deaths and educate the public about how safe sleep practices may minimize the risk of SIDS.

**Impact:** Registered nurses speak to approximately 46 groups annually at churches, community organizations, day care centers, and other locations.

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### The Westerly Hospital – Westerly, Rhode Island

**Program:** The Sensational Child

**What is it?** The Sensational Child is a free support group for parents of children with special needs. During each informal session, participants share experiences, learnings, and advice. Topics covered have included: navigating the insurance process, avoiding pitfalls when working with various service agencies, and how to find appropriate therapists, physicians, and programs for your child. Parents of newly diagnosed children receive invaluable guidance on how to start the process of ensuring their children receive the services they need.

**Who is it for?** Parents of children with special needs.

**Why do they do it?** The goal is to provide information, comfort, and support to parents of special needs children from others who share a common bond.

**Impact:** In the past 12 months, approximately 40 parents participated in 12 sessions.

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### White County Medical Center – Searcy, Arkansas

**Program:** A Day of Caring

**What is it?** This outreach event takes place every July, providing free medical, dental, and eye exams to those who cannot afford them. Haircuts, immunizations, pap exams, school supplies, food, Bibles, socks, underwear, diapers, and personal care products are available. Various health screenings and social service information are also provided.

**Who is it for?** The uninsured and needy in the community.

**Why do they do it?** A large population in White County is medically underserved. The event catches serious medical needs in people who would otherwise have fallen through the cracks in the health care system.

**Impact:** Each year, between 1,300 and 2,200 people receive services. More than 500 volunteers work, representing more than 100 organizations.

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## Health Promotion

It takes more than blood pressure checks and medications to sustain a healthy lifestyle. It takes an understanding of the behaviors that cause poor health. The programs in this section combine education and support to promote healthier lifestyles and improve health, one person at a time.

# Health Promotion

## Alegent Health – Omaha, Nebraska

**Program:** Y Kids Be Fit

**What is it?** This 10- to 12-week program combats youth obesity through nutrition education, physical activity, and behavioral coaching. Participants have free access to any YMCA in the greater Omaha area.

**Who is it for?** Adolescents age 10-14, with a weight or BMI at or above the 95th percentile. Participants must be referred by their physician.

**Why do they do it?** In Nebraska, one in every three K-12 students is overweight or at risk of being overweight. The program teaches the importance of diet and exercise in overall good health.

**Impact:** Of the first 12 program participants, 50% decreased their BMI, and 58% had improved lipid levels. Cumulatively, the group lost 38.7 pounds and decreased waist circumference by 11 inches.

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## Alta View Hospital – Sandy, Utah

**Program:** Slim Down Sandy

**What is it?** This 10-week program launched in February 2008 encouraged residents to lose 10 pounds in 10 weeks. E-mail blasts on fitness and nutritional tips were sent out weekly, and more than 100 participants walked together on Monday nights at local parks.

**Who is it for?** All Sandy residents, with family participation encouraged.

**Why do they do it?** This is just one of the many programs hosted by Healthy Sandy Partnership, a coalition of area business, government, school, and community representatives to improve the health and wellness of the community.

**Impact:** More than 400 people registered for the program; the group lost a total of 795 pounds. The Monday night weekly walks proved so popular, the Parks & Recreation Department extended them through October.

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## Arkansas Children's Hospital – Little Rock, Arkansas

**Program:** Fire Safety Houses

**What is it?** The mobile Fire Safety House instructs school-aged children on how best to respond should their home catch fire. With two training rooms, props, and non-toxic smoke, the house teaches children about smoke alarms, checking doors, two ways out, and the importance of not hiding during a fire.

**Who is it for?** Children in the state, primarily those in elementary school.

**Why do they do it?** The hospital's community outreach programs aim to teach Arkansas residents about child safety, wellness, and prevention.

**Impact:** In school year 2006-2007, the houses traveled to 129 sites and educated 36,350 children. In 2007-2008, 115 sites were visited, impacting 29,791 children. Many fire departments around the state have now purchased or built their own houses to use locally.

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## Aultman Hospital – Canton, Ohio

**Program:** Trauma Outreach

**What is it?** These community outreach programs include "Think First" for tenth graders, which discusses brain and spinal cord injuries resulting from risky behaviors, such as not wearing a seat belt and drug use when behind the wheel; "Risk Watch," which educates first graders on choking, suffocation, and strangulation; and a fall prevention program for senior citizens on how to stay safe in their homes.

**Who is it for?** Organizations and individuals throughout the hospital's five-county service area.

**Why do they do it?** The trauma outreach program is an effort to fulfill Aultman Health Foundation's mission to "lead the community to improved health."

**Impact:** In 2007, about 1,200 students participated in "Think First," 35 "Risk Watch" classes were conducted at local elementary schools, and eight fall prevention seminars were held.

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### Avera – Sioux Falls, South Dakota

**Program:** School-Based Health Program

**What is it?** This two-year pilot program, launched in fall 2008 at Washington High School, is South Dakota's first high school-level, school-based health program.

**Who is it for?** All Washington High School students.

**Why do they do it?** The program seeks to reduce emergency department (ED) utilization for non-emergent conditions. Washington High School was selected because a high percentage of its students are eligible for free or reduced meals, an indicator of possible health needs due to nutritional deficiencies and low economic status.

**Impact:** The program aims to reduce ED use, absenteeism, and parent time lost from work; it is also expected to impact health education, nutrition, dental, and behavioral health, and management of chronic conditions such as diabetes and asthma.

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### Baptist Health Care – Pensacola, Florida

**Program:** Mole Patrol

**What is it?** Baptist Health Care teams up with the Moffitt Cancer Center and AAA Auto Club South during one of Pensacola Beach's busiest weekends to offer a free skin-cancer screening event. Participants are screened by an oncologist or dermatologist and are given local resources on how to proceed if additional follow-up is needed.

**Who is it for?** All residents and tourists in the Pensacola Beach area.

**Why do they do it?** Skin cancer is the most common form of cancer in the United States. More than one million skin cancers are diagnosed annually, but prevention and education can save the body's largest organ from a lifetime of damage.

**Impact:** The 2008 program, held July 11–12, yielded 522 screenings, a 30% increase from the year before.

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### Bayhealth Medical Center – Dover, Delaware

**Program:** STEPS to Healthy Aging

**What is it?** The free program offers community members the opportunity to meet with a registered nurse to confidentially monitor their blood pressure, pulse, and weight; and to discuss issues such as managing chronic conditions and reviewing medications. Members also receive discounts at select vendors; free periodic health screenings; and regular health education sessions and wellness workshops.

**Who is it for?** Adults over age 50 who reside in Bayhealth's service area.

**Why do they do it?** Bayhealth endeavors to empower residents with the tools necessary to maximize their health and well-being.

**Impact:** More than 600 individuals have signed up for participation and to receive the newsletter. Approximately 45 people attend monthly educational events; about 60 attend the more in-depth quarterly workshops.

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### Beebe Medical Center – Lewes, Delaware

**Program:** School-Based Wellness Programs

**What is it?** The centers, operated at three high schools in Sussex County, provide students with routine physical examinations, sports or employment physicals, treatment of minor illnesses and injuries, immunizations, prescriptions for routine medications, and mental health counseling. Health educational programs that focus on stress reduction, anger management, healthy eating and obesity, smoking, and alcohol abuse are also provided.

**Who is it for?** The students of Cape Henlopen, Sussex Central, and Indian River high schools.

**Why do they do it?** The schools are located in a rural area where significantly low-income populations reside. The centers focus on prevention and promotion of positive physical and mental health practices.

**Impact:** Each center has attracted more than 85% of its student body annually.

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# Health Promotion

## Brattleboro Memorial Hospital (BMH) – Brattleboro, Vermont

**Program:** Athletic Trainer Makes Sports Safer for Student-Athletes

**What is it?** In cooperation with Cheshire Medical Center, BMH provides a certified athletic trainer at Brattleboro Union High School (BUHS) to prevent and manage athletic injuries. BMH assumes the cost of the trainer's salary and benefits, and Cheshire provides educational support to the school's trainer.

**Who is it for?** Student-athletes at BUHS.

**Why do they do it?** An on-site trainer creates the best environment for student-athletes to return to their sport quickly and safely, should they suffer acute or chronic injuries during practices or games.

**Impact:** The trainer sees an average of 25 patients each day, averting 25 potential visits to the emergency department, a family physician, or other specialist.

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## Chilton Memorial Hospital – Pompton Plains, New Jersey

**Program:** New Vitality

**What is it?** This free health and wellness program offers exercise classes, lectures, and workshops on a variety of issues such as substance abuse and older-adult safety, support groups, and social events for older adults. New Vitality also provides prescription discounts, help with insurance issues, and an information and referral service.

**Who is it for?** Adults age 50 and over.

**Why do they do it?** The program was a response to the growing needs of the older adult population in the hospital's service area.

**Impact:** In 2007, New Vitality had approximately 20,500 encounters through its 850 program sessions, with an average satisfaction rate of 98%. Exercise participants indicated they had lower blood pressure, improved flexibility, increased energy, increased strength, and better balance.

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## Clarendon Memorial Hospital – Manning, South Carolina

**Program:** External Defibrillators for County's High Schools

**What is it?** The hospital provided automatic external defibrillators (AEDs) for Clarendon County public and private high schools for use at athletic events. Athletic directors were trained to use the AEDs, and follow-up training is conducted as needed at individual schools by the hospital's emergency medical technicians.

**Who is it for?** The county's five high schools.

**Why do they do it?** At the suggestion of two physicians, the hospital purchased the potentially life-saving AEDs so that they would be available at high school sporting events.

**Impact:** The cost of the five defibrillators was \$9,000, a small price to pay for the knowledge that help is readily available should a life-threatening incident happen. To date, none of the schools have had to use their AEDs.

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## Door County Memorial Hospital/Ministry Health Care – Sturgeon Bay, Wisconsin

**Program:** MRSA Education

**What is it?** These trainings for hospital staff and community providers discuss how to recognize, treat, and prevent community-associated (CA) methicillin-resistant staphylococcus aureus (MRSA) staph infection. The prevention message includes a pamphlet that is distributed through multiple means, and focuses on proper hygiene and reducing unnecessary use of antibiotics.

**Who is it for?** Physicians and other providers in the community.

**Why do they do it?** MRSA used to be found only in health care facilities and caused infection in people who were sick. More recently, it has emerged in the community and can cause infections in otherwise healthy people.

**Impact:** Hundreds of people have gone through the trainings and received pamphlets detailing ways to control the spread of CA-MRSA.

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### Elliot Hospital – Manchester, New Hampshire

**Program:** Cook Better! Live Better!

**What is it?** The program, presented at local businesses, senior centers, and schools, teaches people how to shop, cook, and eat healthy. Monthly classes are led by a chef and dietitian, and are tailored for specific groups, such as seniors, children, and parents. The program is also offered as part of the Elliot weight management program curriculum.

**Who is it for?** Interested community members.

**Why do they do it?** Elliot Health System is committed to improving the health of the community and recognizes the importance of reducing the risks of obesity through a healthy diet.

**Impact:** Food tastings and basic cooking techniques are presented in a relaxing and entertaining atmosphere. The program has been successful because it is fun and has a widespread appeal across many demographics.

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### Halifax Regional Medical Center – Roanoke Rapids, North Carolina

**Program:** HIV/AIDS Case Management

**What is it?** This program consists of case management for inpatients and outpatients; patient education, focusing on communication skills to encourage compliance with physician orders; a support group; and testing for HIV/AIDS accompanied by educational counseling.

**Who is it for?** HIV/AIDS patients in Halifax, Northampton, and Warren counties, and community members at risk for HIV/AIDS.

**Why do they do it?** The incidence of HIV/AIDS is increasing in this region, especially among adults under age 30.

**Impact:** The program, which served 30 patients in 2003, now serves more than 140. In a recent 18-month period, 590 people in the community were tested. The support group has increased from seven members to 18-25 weekly. The program has improved medication compliance among patients by an estimated 50%.

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HIV Case Management

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### HealthEast Care System – St. Paul, Minnesota

**Program:** Pathways to Better Health

**What is it?** A chronic-care self-management program for all disease types, the six-class self-help program teaches people how to become more active, eat a balanced diet, control fatigue and pain, cope with despair and frustration, and communicate better with their health care providers and families.

**Who is it for?** People who suffer from chronic health conditions, and their caregivers.

**Why do they do it?** Health care providers often do not have the time or training to help patients deal with the day-to-day aspects of managing their chronic conditions.

**Impact:** In 2007, 67 participants completed the course; by October 2008, there were 90 more. The number of participants who have completed the Pathways program is expected to double by the end of 2008.

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### Howard County General Hospital – Columbia, Maryland

**Program:** Quarterly Clinics

**What is it?** Quarterly health education and screening clinics, held on Saturdays at the mall to maximize attendance, promote wellness, prevention, and early detection for a wide range of diseases. A different topic is addressed for each clinic, such as cardiovascular, fitness and sports medicine, and cancer prevention and early detection. Clinics generally include a presentation, question and answer session, and pertinent screenings and demonstrations. The hospital additionally provides information on a variety of health-related issues, such as nutrition, smoking cessation, MRSA prevention, fitness, and safety.

**Who is it for?** All Howard County residents.

**Why do they do it?** This program is intended to assist community residents to live healthier, happier, and more productive lives.

**Impact:** Approximately 200–250 members of the community benefit from each clinic.

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# Health Promotion

## Johnston Memorial Hospital – Abingdon, Virginia

**Program:** Harry L. Coomes Recreation Center Walking Trail

**What is it?** This 1.1-mile walking trail, which loops around the recreation center, has five fitness stations positioned along it to provide the opportunity for resistance and balance/coordination training. These circuit stations emphasize the importance of stretching and strength training in overall wellness.

**Who is it for?** All area residents.

**Why do they do it?** Given the region's high rate of obesity, the project aims to promote a healthy lifestyle by providing a safe, accessible place for people to walk.

**Impact:** Residents use the trail in numerous capacities—the area swim team uses it as part of its training regimen, fitness classes incorporate the trail into some of their routines, and several youth programs have used it for nature walks.

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## Kapiolani Medical Center at Pali Momi – Aiea Kapiolani Medical Center for Women & Children – Honolulu; and Straub Clinic & Hospital – Honolulu, Hawaii

**Program:** Kids Fest

**What is it?** This free family event promotes a healthy and active lifestyle, exercise and proper nutrition, prevention of injuries, and drug awareness. The 2008 event included health-related booths, free food, a drawing for bikes and helmets, and a chance to meet 2008 Olympic Gold Medalist Bryan Clay.

**Who is it for?** All families in the community.

**Why do they do it?** A sports medicine physician and an orthopedic surgeon created Kids Fest because of their concern about childhood obesity and injury prevention, and to emphasize to parents the importance of being healthy role models for their children.

**Impact:** The fourth annual event attracted more than 5,200 participants.

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## Kings County Hospital Center (KCHC)– Brooklyn, New York

**Program:** KCHC Wellness Center

**What is it?** This hospital-based fitness center provides patients with free, supervised programs of exercise training.

**Who is it for?** Diabetics and those suffering from the insulin-resistance syndrome and its related co-morbidities, as well as overweight and obese adolescents.

**Why do they do it?** The center seeks to limit progression of disease severity, improve symptomatology, increase functional capacity, promote health by reducing risk factors for cardiovascular disease, and encourage individuals to lead a more physically active lifestyle.

**Impact:** In 2006, the Wellness Center recorded 3,400 patient visits.

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Director

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## King's Daughters Hospital – Temple, Texas

**Program:** Diabetes Drive-Thru

**What is it?** On a designated Saturday each year, people can drive through the circular drive in front of the hospital and get their blood taken, receive an information packet, and drive away, without ever having to leave their vehicle. Results are mailed to participants, and those with out-of-range glucose levels are contacted by the hospital's diabetes nurse educator and connected with a physician for follow-up.

**Who is it for?** Adults 18 and over who may be at risk for developing diabetes or pre-diabetes.

**Why do they do it?** More than five million Americans have diabetes and don't even know it, and nearly 200,000 Americans die each year from the disease.

**Impact:** Every year several participants are diagnosed as pre-diabetic; at least one participant is ultimately diagnosed with diabetes.

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### Kootenai Health – Coeur d'Alene, Idaho

**Program:** Heart to Heart™ Screenings

**What is it?** Heart-disease risk screening is offered every February and at various community events throughout the year. Screenings include a lipid profile, blood pressure measurement, body mass index, and a review of the results compared with healthy values.

**Who is it for?** Anyone who may be served by Kootenai Medical Center.

**Why do they do it?** Heart disease strikes people of both sexes, at all ages. After age 45, the risk of heart disease doubles every 10 years. These screenings can save lives by detecting the potential risk for cardiovascular disease.

**Impact:** In the last six years, the program has screened more than 7,000 area residents. More than 300 participants have been referred to their physician for follow-up testing.

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Screening Program

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### Mary Greeley Medical Center – Ames, Iowa

**Program:** Diabetes and Nutrition Education Center

**What is it?** This new outpatient center, focused on diabetes and obesity, provides public education and conducts group and one-on-one counseling. It is staffed by dietitians and nurses who specialize in diabetes and nutritional disorders.

**Who is it for?** The entire community, especially those who struggle with obesity and diabetes, plus people impacted by nutritional issues, such as Celiac disease, eating disorders, and weight management.

**Why do they do it?** Diabetes and obesity are major problems in the center's service area.

**Impact:** The goal was to have 70% of patients seen in the center improve their A1c to 8% or below following their education. In 2006, almost 70%, or 1,262 of 1,813, met the goal; in 2007, more than 73%, or 1,423 of 1,944, did.

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### Massachusetts General Hospital – Boston, Massachusetts

**Program:** Senior HealthWISE (Wellness, Involvement, Support, and Education)

**What is it?** This free program helps people manage their health and connects them to ongoing care through weekly wellness clinics at each of three senior housing buildings in the neighborhood. Clinics are staffed by a nurse and social worker. Senior HealthWISE also offers recreational programs, exercise classes, and educational and social activities.

**Who is it for?** People who are at least 60 years old.

**Why do they do it?** Despite proximity to the hospital, many seniors are isolated and do not make the connection to care. HealthWISE strives to improve health management through education and support, as well as provide opportunities for socialization and exercise.

**Impact:** More than 600 people have joined the program; many more use its services.

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Improvement

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### Memorial Health System – Abilene, Kansas

**Program:** Impact Kids Fitness Clinic

**What is it?** This six-week, free clinic taught elementary and middle school students to set personal fitness goals, exercise, and maintain a healthier lifestyle. Sixty-minute sessions were held twice weekly at local schools, followed by a healthy snack. The clinic culminated with the students' participation in an annual community-wide 5K run/2-mile walk.

**Who is it for?** Students K–8 in Abilene.

**Why do they do it?** Studies show that 60% of children age 9–13 engage in no physical activity other than school physical education classes. More than 18% are overweight.

**Impact:** More than 190 kids participated, and walked or ran a combined total of 2,065 miles. Some local schools are now installing walking trails and implementing walking programs as a result.

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# Health Promotion

## Memorial Hospital of Carbon County – Rawlins, Wyoming

**Program:** Diabetic Expo

**What is it?** The expo, held in November 2007, offered 23 educational and informational booths on the latest products, services, and medications related to diabetes treatment. Several speakers provided information about medications and hypoglycemia, the diabetic foot, retinopathy, oral care, and metabolic syndrome. Live cooking demonstrations highlighted diabetes-friendly foods and promoted healthy eating. Free health screenings were available, including a foot screening offered by a podiatrist.

**Who is it for?** Those living with or at risk for diabetes.

**Why do they do it?** The mission of this event was to promote diabetes awareness by encouraging a healthy and active lifestyle.

**Impact:** Approximately 150 people attended the event. Five professional speakers offered valuable information about diabetes and the effects of this disease.

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## Mobridge Regional Healthcare Foundation – Mobridge, South Dakota

**Program:** “Tough Enough to Wear Pink” Cancer Awareness Program

**What is it?** For the cancer awareness program, businesses held fundraisers, people bought pink T-shirts to show their support, and Miss Rodeo America spoke at a banquet about her fight against cancer. Every Tuesday from June 1 to July 3 was designated “Pink Tuesday,” where people wore their pink T-shirts to raise awareness. The event culminated in a rodeo.

**Who is it for?** Residents of a four-county area in North Central South Dakota.

**Why do they do it?** The purpose was to create awareness of a disease that takes so many lives every day. The event got people thinking of their health and the health of their families.

**Impact:** The program raised close to \$33,000 for cancer awareness and education.

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## Norman Regional Health System – Norman, Oklahoma

**Program:** Healthy Community

**What is it?** The program offers health-related interventions and events, such as community-wide walking programs, and blood pressure booths at local venues. A Web site with health and wellness resources also is available.

**Who is it for?** Adult population residing in Cleveland County and surrounding areas.

**Why do they do it?** Data from community health assessments identified four primary areas negatively affecting the community's health status: hypertension, obesity, smoking, and lack of physical activity. The program's purpose is to improve the health of Norman residents in these four areas and to decrease the number of deaths related to cardiovascular disease.

**Impact:** From 2004 to 2006, each health status area showed at least a 2% improvement. To date, Healthy Community has served more than 20,000 Oklahoma residents.

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## North Suburban Medical Center – Thornton, Colorado

**Program:** Stroke Alert

**What is it?** The program brings training, equipment, and expedited stroke care to two of the state's fastest growing communities.

**Who is it for?** Residents of Adams and Weld counties, located north of Denver.

**Why do they do it?** Stroke is a leading cause of serious, long-term disability in the communities served by the hospital and the third-leading cause of death across the country. Recognizing the signs of stroke early is key to the success of treatment.

**Impact:** Since May 2006, a total of 287 emergency department admissions were screened and/or received care for stroke. According to the American Heart Association, 87.5% of ischemic stroke patients at North Suburban received IV tPA within three hours of onset of symptoms, compared with national averages of 60%.

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### Overlook Hospital – Summit, New Jersey

**Program:** Breast Health Outreach to Minority Women

**What is it?** This program helps reduce racial and cultural disparities in the early detection of breast cancer through culturally sensitive outreach education. Interactive discussions and educational materials are employed in a variety of settings. Patient navigator services guide women through clinical breast examinations, mammography screening, and follow-up medical care.

**Who is it for?** Minority women living in Union County.

**Why do they do it?** In the past several years, the minority population has increased, underscoring the need to reduce health disparities for these women.

**Impact:** The program has reached more than 24,000 women, detected 552 women needing mammograms, motivated women to perform monthly breast self-exams, and taught participants to have an annual physical check-up.

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### Port Huron Hospital Foundation – Port Huron, Michigan

**Program:** Thumbs Up for Helmets

**What is it?** The helmet safety program sponsors bike rodeos; long and short tours via bikes, rollerblades, and skateboards; and presentations by a professional precision bicycle stunt team. Local celebrities have recorded radio and television public service announcements. Educational packets are distributed to local businesses, physicians, and elementary schools, encouraging them to promote helmet safety.

**Who is it for?** St. Clair and southern Sanilac counties.

**Why do they do it?** The program is a result of a community health needs assessment related to head injuries.

**Impact:** The program reaches more than 4,000 elementary students each year.

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### Providence Kodiak Island Medical Center – Kodiak, Alaska

**Program:** Kodiak KINDNESS

**What is it?** This free program provides support about breastfeeding and infant nutrition. Lactation educators and trained volunteer counselors visit every family before discharge from the hospital and call participants regularly to check in. Parents can also call a hotline with questions about feeding or growth. Home visits may be made to check the baby's weight or help with breastfeeding issues. Finally, an infant nutrition workshop teaches about feeding solid foods.

**Who is it for?** Families with infants under 18 months old who are breast- or formula-fed.

**Why do they do it?** The program seeks to improve overall children's health by lengthening the duration of breastfeeding, promoting healthy bottle-feeding practices, and ensuring the healthy introduction of solid food.

**Impact:** Current enrollment is 95% of the infants born at PKIMC.

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### Reedsburg Area Medical Center – Reedsburg, Wisconsin

**Program:** Feelin' Good Mileage Club

**What is it?** Each week at recess, elementary school students walk on a designated track on the school playground. A volunteer marks children's Mile Marker cards each time they complete a lap, and rewards are given at various mileage goals.

**Who is it for?** Students in area elementary schools, grades K–5.

**Why do they do it?** Childhood obesity and lack of physical activity is an issue facing many communities. While getting fit, children in the program also learn responsibility, mathematics (counting fractions of miles in laps), goal setting, record-keeping skills, and self-esteem building.

**Impact:** About 850 children are currently participating in five area schools; 3,400 children have been involved since the program's inception. Enthusiasm from the program participants has resulted in requests for an adult program for school staff.

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# Health Promotion

## Shands Jacksonville Medical Center – Jacksonville, Florida

**Program:** Little Miracles

**What is it?** Little Miracles connects expectant mothers to prenatal care and relevant social services. Three times a year, it hosts a citywide baby shower where expectant mothers can learn about nutrition, breastfeeding, child support enforcement, car seat safety, baby care, CPR, and financial assistance from area organizations.

**Who is it for?** All expectant mothers in the community.

**Why do they do it?** Duval County's infant mortality rate was much higher than the state's and, in fact, higher than rates of some Third World countries.

**Impact:** Since October 2000, Little Miracles has assisted 30,617 mothers. The county infant mortality rate has decreased from 11.2% in 2001 to 10.6% in 2006. The region's rate among minority populations has dropped dramatically, from 17.5% in 2001 to 12% in 2006.

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## Sibley Memorial Hospital – Washington, DC

**Program:** Knowledge Is Power – Oncology Educational

**What is it?** This free annual seminar series features sessions on breast, lung, colorectal, and ovarian health. The very first seminar featured breast cancer survivor and U.S. Supreme Court Justice Sandra Day O'Connor as the keynote speaker, and included a panel of medical experts that discussed advances in diagnosis and treatment.

**Who is it for?** All interested members of the community, particularly those touched by cancer.

**Why do they do it?** There are disproportionately high rates of cancer diagnosis in the District of Columbia and nearby areas of Maryland and Northern Virginia.

**Impact:** The breast cancer seminar, having just finished its ninth year, attracts about 250 people per year; lung, 80 per year; and colorectal, 80 per year. The first ovarian seminar attracted 100 people.

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## Signature Healthcare – Brockton, Massachusetts

**Program:** Youth Athletic First Responder Program

**What is it?** The program trains the general public to become first responders in the event of grave sports injuries or sudden cardiac arrest. Basic CPR and automatic external defibrillator (AED) use are part of the training. The program is co-presented by emergency department physicians and nurses, along with the town's fire department.

**Who is it for?** Youth sports coaches, players, and parents.

**Why do they do it?** Each year, a growing number of youth athletes suffer sudden cardiac arrest while playing sports. Immediate attention by first responders can mean the difference between life and death.

**Impact:** Hundreds of participants have been trained. One participant ended up performing CPR and assisting responders with an AED only two weeks after the program, saving her co-worker's life.

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## St. Elizabeth Medical Center – Edgewood, Kentucky

**Program:** Northern Kentucky Women's CARE (Cardiovascular Assessment, Risk Reduction, and Education) Collaborative

**What is it?** This three-year initiative aims to raise awareness about hypertension and encourage women to adopt healthy lifestyle habits to reduce their risk of cardiovascular disease, heart attack, and stroke. Included are blood pressure screenings, cardiovascular health education, and intensive lifestyle interventions if necessary.

**Who is it for?** Women in the eight-county northern Kentucky area, particularly those with hypertension.

**Why do they do it?** Of all deaths in Kentucky, 38% are caused by heart disease or stroke. Kentucky ranks 47th in state mortality rates for heart disease among Caucasian women and has the greatest number of smokers in the nation.

**Impact:** The program is anticipated to reach more than 75,000 women by August 2010.

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### St. Joseph's Hospital – Elmira, New York

**Program:** Adopt-a-School

**What is it?** In this educational program, 40-minute presentations take place once a month from October through March. Topics include: infection control (kindergarten); persons with disabilities and physical therapy (first grade); rehab, persons with disabilities, and occupational therapy (second grade); nutrition (third grade); dangers of smoking (fourth grade); and first aid (fifth grade). Each student in the class completes a community service project correlating to the presentation.

**Who is it for?** Students K–5 at three local schools.

**Why do they do it?** The program began in 1991 in response to an expressed desire from area schools for health care programs. Topics are chosen based on needs and issues school administrators feel are important to address.

**Impact:** An estimated 5,000 children have participated.

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### Sutter Lakeside Hospital and Center for Health – Lakeport, California

**Program:** Healthy Kids Are Contagious

**What is it?** These school programs directly address MRSA education and prevention.

**Who is it for?** Students in grades 7–12 for “Playing It Safe”; early elementary students for “Flu Crew to the Rescue.”

**Why do they do it?** The hospital reports a 1000% increase since 2004 in patients arriving at outpatient areas with community-acquired MRSA. The program targets schools because the close contact of students puts them at greater risk.

**Impact:** “Playing it Safe” has educated approximately 1,500 middle and high school students; “Flu Crew to the Rescue” has educated about 1,000 students in grades K–2. Teachers report an increase in student hand-washing and general awareness of the importance of hygiene.

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### Tipton Hospital – Tipton, Indiana

**Program:** “Flu Fighter” Campaign

**What is it?** Tipton Hospital provides elementary and daycare students with supplies to help keep them healthy during the flu season. Every classroom in nine local elementary schools and daycare centers receives an educational flyer with flu-fighting tips and a 16-oz. bottle of antibacterial hand sanitizer. The hospital’s superhero, “Flu Fighter,” dressed in a mask and cape, visits schools to discuss how students can avoid sharing germs.

**Who is it for?** Elementary school children and younger kids in daycare settings in the Tipton community.

**Why do they do it?** A few years ago, the flu was a major factor affecting attendance at area schools. The hospital created the program to keep as many children as possible in school during flu season.

**Impact:** The campaign touches hundreds of kids each year.

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### Trident Health System – Charleston, South Carolina

**Program:** Spirit of Women Day of Dance for Health

**What is it?** The program was part of a national effort with 60 other cities—which all held dances on February 23, 2008—to demonstrate that exercise can be both fun and beneficial to the heart. Held at a local mall, the program combined different types of dancing with health screenings and consumer education on heart disease and other women’s health issues.

**Who is it for?** Women in the Charleston area.

**Why do they do it?** Nearly 500,000 women die each year of cardiovascular disease, making it the leading cause of death for American women. Dancing is a fun form of exercise that also boasts numerous health benefits.

**Impact:** Approximately 250 women danced for heart health at the event.

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## Access and Coverage

Nearly 47 million Americans are uninsured. Every day, the caregivers in America's hospitals see that the absence of coverage is a significant barrier to getting people the right care, at the right time, in the right setting. Knocking down those barriers to care is a big part of the work hospitals do. The programs that follow demonstrate the strong commitment hospitals have to ensuring that everyone gets the care they need regardless of their ability to pay.

# Access and Coverage

## Adventist HealthCare System (AHC) – Rockville, Maryland

**Program:** Center on Health Disparities

**What is it?** The center focuses on training and education, research, and health services to address the disparities in health and health care access among different populations.

**Who is it for?** Health care providers.

**Why do they do it?** AHC is serving an increasingly diverse community. In the county where AHC is located, for example, 15.7% of the population are African-American; 13.6% are Latino; and 13% are Asian-American. More than 30% of the residents are foreign born, and 40% of the Asian-American community and 28% of the Latino community face linguistic isolation.

**Impact:** The center has trained more than 120 employees and certified more than 60 in using proper interpreting skills in a medical environment. More than 400 health care providers have undergone culturally competent care training.

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## Advocate Illinois Masonic Medical Center – Chicago, Illinois

**Program:** Deaf and Hard of Hearing Program

**What is it?** The program provides comprehensive mental health care in American Sign Language (ASL) to deaf, hard-of-hearing, and deaf-blind children and adults in the six-county Chicago area. The hospital also developed the nation's first ASL interactive health education Web site, [www.advocatehealth.com/deaf](http://www.advocatehealth.com/deaf).

**Who is it for?** Deaf and hard-of-hearing individuals who communicate using American Sign Language.

**Why do they do it?** Community leaders saw a critical unmet need 25 years ago for mental health services for deaf children and adults living on Chicago's North Side. The program's mission has since broadened to provide holistic care, due to the link between mental health issues and a number of other diseases.

**Impact:** The program serves more than 500 deaf people each year.

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## Baptist Memorial Health Care – Memphis, Tennessee

**Program:** Baptist Operation Outreach Health Care Van for the Homeless

**What is it?** The van travels weekly to a local homeless shelter and a residential treatment and counseling center for the homeless, providing medical examinations, health information, medications, and referral services. The van is staffed by a certified nurse practitioner.

**Who is it for?** The homeless in Memphis.

**Why do they do it?** More than 7,000 people in Memphis are homeless. The program, which started in 1997 as the HOPE Health Center, transitioned to a mobile unit in 2003 to better serve the patient population.

**Impact:** Since 2003, the van's staff has treated more than 3,000 patients, with 82% receiving free medications. The van averages 25 to 35 patient visits a week.

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## Bozeman Deaconess Hospital – Bozeman, Montana

**Program:** Greater Gallatin United Way/Bozeman Deaconess Mammogram Program

**What is it?** This program offers reduced-income women a free or low-cost screening mammogram or diagnostic breast image. A coordinator contacts each patient one month after the screening to discuss the outcome.

**Who is it for?** Low-income women with no health insurance or a plan with prohibitively high co-pays for mammography.

**Why do they do it?** Often it is low-income women, or those without adequate health insurance, who are not diagnosed with breast cancer until it is too late. The program aims to make this lifesaving detection procedure available to all women, regardless of income.

**Impact:** Of the 37 women that applied to the program in 2007, 67% received mammograms.

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### Bridgeport Hospital – Bridgeport, Connecticut

**Program:** Child FIRST (Child & Family Interagency Resource, Support, and Training)

**What is it?** This early-childhood system of care conducts community-based screening, consultation, and home-based intervention for high-risk, underserved young children with emotional, behavioral, and developmental concerns.

**Who is it for?** Vulnerable children, from birth through age five, in greater Bridgeport.

**Why do they do it?** By addressing the needs of the highest-risk young children and families, the program helps prevent serious emotional disturbance, abuse, and neglect, and closes the achievement gap. It prevents conditions that would require much more costly and less effective services later in life.

**Impact:** Today more than 1,000 vulnerable children are screened each year. Approximately 500 families receive consultation in early care and pediatrics, and 200 families receive intensive home-based services at no charge.

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### Buena Vista Regional Medical Center – Storm Lake, Iowa

**Program:** Accessing Healthcare in Storm Lake (Tener Acceso al Cuidado Medico en Storm Lake)

**What is it?** This video tutorial, developed with Buena Vista University, answers many of the questions of Spanish-speaking residents about accessing health care services. Physicians, employees, interpreters, and university students acted for the video, and the entire presentation features a voice-over in Spanish. An English version is also available.

**Who is it for?** Community residents whose primary language is Spanish.

**Why do they do it?** For many local Spanish speakers, accessing health care was a challenging and mysterious effort.

**Impact:** Local employers, such as Tyson, the school district, parenting groups, and health organizations, have integrated the video into their orientation programs. An estimated 600 new hires at Tyson saw the video last year.

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### College Station Medical Center – College Station, Texas

**Program:** College Station Community Health Center

**What is it?** This federally qualified health center (FQHC) and medical clinic are for women and children who cannot afford to see a private physician. The clinic is staffed by a full-time pediatrician, a nurse practitioner, and two obstetrician/gynecologists. The hospital is contributing funds to cover about one-third of the clinic's costs for its first year and about 15% for its second year.

**Who is it for?** Low-income, underserved women and children throughout College Station's seven-county region.

**Why do they do it?** As the first for-profit hospital to partner with an FQHC to open a clinic that serves low-income patients, College Station Medical Center is breaking new ground in what is possible between the private and public sectors.

**Impact:** From October 2007 through May 2008, the clinic served 1,227 women and children, 928 of whom live at or below the federal poverty line. Patient levels continue to increase: In January 2008, the clinic saw 331 patients; in April, that number climbed to 760.

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### CoxHealth Medical Center – Springfield, Missouri

**Program:** Family Medical Care Center – A Winning Combination

**What is it?** The clinic, staffed by interns, residents, and CoxHealth's faculty physicians, enables new physicians to train in family medicine while serving the community's uninsured and underinsured.

**Who is it for?** The Springfield community, and family-practice intern and resident physicians at CoxHealth.

**Why do they do it?** The clinic contributes to the population's long-term wellness and minimizes more costly visits to the hospital's emergency department. Meanwhile, interns and residents build their family practice expertise and gain exposure to indigent care and the management of chronic conditions.

**Impact:** In 2008, the average caseload was 2,900 patients per month. Most residents leave the program with a desire to continue servicing communities in need and continue to care for underinsured and uninsured patients in private practice.

# Access and Coverage

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## Douglas County Hospital – Alexandria, Minnesota

**Program:** Caring Hands Dental Clinic

**What is it?** The dental clinic is a product of a collaboration between the hospital auxiliary and the community's dentists, physicians, and social services. Nine dentists volunteer their time in the clinic on Fridays.

**Who is it for?** Indigent and lower-income dental patients of all ages.

**Why do they do it?** Only one dental provider in the county was accepting new medical assistance clients. Meanwhile, between six and eight patients a month came to the hospital emergency department (ED) with severe pain and infection related to dental problems.

**Impact:** Since August 2006, more than 100 patients have been seen at the clinic, which treats 15 to 20 patients per week. Patients now coming to the ED with dental pain or tooth infections are treated by one of the clinic dentists.

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Administrator  
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## East Alabama Medical Center – Opelika, Alabama

**Program:** Parish Nurse Program's Free Screenings and Education

**What is it?** A collaborative effort between several organizations, the program provides free health and blood pressure screenings and health education to the community.

**Who is it for?** The community's uninsured, underinsured, seniors, and others with limited income.

**Why do they do it?** A 2005 needs assessment indicated that people overwhelmingly wanted health screenings and education to be offered in the community. Monthly screenings enable patients to better manage their chronic conditions and see a physician before a crisis occurs.

**Impact:** From March to September 2008, the program has served 107 people. In addition, approximately 50 people are screened monthly at

food banks and beauty/barber shops, with 8 to 10 people being referred to physicians or a charity care clinic each month.

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## INTEGRIS Baptist and Southwest Medical Centers – Oklahoma City, Oklahoma

**Program:** Baptist Community Clinic

**What is it?** Opened in 1993, the Baptist Community Clinic is the largest free, all-volunteer medical clinic in Oklahoma. Staffed by at least 40 volunteer physicians, nurses, pharmacists, and clerical workers, the clinic is open three nights a month. Services include medical, dental, eye, and pharmaceuticals, as well as referrals for additional medical care. A women's health program, added in 2003, includes free clinical breast exams, pap tests, and mammograms.

**Who is it for?** Low-income and uninsured Oklahoma City residents.

**Why do they do it?** The clinic was established to better address specific community needs, such as access to care, education, and crime prevention.

**Impact:** The clinic sees an average of 120 patients each night; more than 3,410 patients visited in 2007.

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## Meadville Medical Center – Meadville, Pennsylvania

**Program:** Meadville Area Free Clinic

**What is it?** The clinic has provided free primary care in the area for the past 10 years. Retired doctors, nurses, and others volunteer their services.

**Who is it for?** Anyone without health insurance.

**Why do they do it?** The need for free medical care in the area was identified by a health needs assessment. The clinic helps the hospital reduce overcrowding in the emergency department (ED), and many of the clients with chronic ailments are now receiving preventive treatment.

**Impact:** Of the 1,200 patients seen at the clinic each year, about one-third report that they would have gone to the hospital's ED if the clinic had not existed.



Slightly more than one-third report that they would not have sought care at all.

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### Monongalia General Hospital – Morgantown, West Virginia

**Program:** Mon General HealthFair

**What is it?** The annual health fair, held at the local mall, offers a variety of low-cost and free health screenings. These include the multiphasic blood analysis, which can show evidence of diabetes, cancer, gout, liver disease, and other diseases; screenings for skin cancer and bone density; electrocardiograms and pulmonary function tests; and more.

**Who is it for?** Residents of Morgantown and the surrounding area, particularly those who are uninsured.

**Why do they do it?** For many uninsured or under-insured individuals in the community, HealthFair has become their annual physical examination.

**Impact:** On average, 50,000 area residents attend the fair. Every year, the screenings find abdominal aortic aneurysms, prostate cancer, blocked carotid arteries, heart arrhythmias, and other disorders. Often potential health issues are detected early enough for people to make lifestyle modifications.

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### Munson Healthcare System – Traverse City, Michigan

**Program:** Healthy Futures

**What is it?** The project offers free education and support services to area women during pregnancy until two years postpartum, with a focus on breastfeeding, immunization, and access to health care.

**Who is it for?** Pregnant women and children under age two in a seven-county area of northwestern Michigan.

**Why do they do it?** The need for access to quality health care is substantial during this age period, and research findings highlight the critical importance of early intervention.

**Impact:** To date, the program has served nearly 17,000 children. Breastfeeding and immunization rates for two-year-olds in the program are better than national, state, and regional averages. Nearly all (99%) newborns and children in the program have a primary provider, and 96% of pregnant women are connected with an obstetrical provider.

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### Provena Saint Joseph Medical Center – Joliet, Illinois

**Program:** Will-Grundy Medical Clinic (WGMC)

**What is it?** The free clinic offers quality primary, diagnostic, and therapeutic care at no cost to patients in need. Provena Saint Joseph Medical Center provides funding, free services, and volunteer hours from clinical staff.

**Who is it for?** Underserved and underprivileged members of the community.

**Why do they do it?** The clinic was created 20 years ago because an increasing segment of the population—at that time, approximately 14,000 people in the two-county area—lacked access to health care.

**Impact:** In 2007, clinic patients received 2,980 diagnostic procedures and more than \$630,000 worth of prescription assistance. The hospital accepted 44 WGMC patients for surgical procedures and related services. More than 774 related services, including pathology, radiology, and diagnostic testing and treatments, were also donated.

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## Access and Coverage

### Providence Milwaukie Hospital – Milwaukie, Oregon

**Program:** Community Health in Motion

**What is it?** This program offers basic health screenings, childhood immunizations, sports physicals, emergency dental services, fall prevention workshops, and information and education on health and safety issues.

**Who is it for?** Indigent individuals and families in Clackamas County.

**Why do they do it?** The program emerged from a community needs assessment in 2003, which identified three areas of concern: barriers to accessing health care, lack of transportation, and lack of adequate primary and preventive care for children and adults.

**Impact:** From 2005 to 2007, seven immunization clinics and six sports physical clinics were offered, immunizing an average of 189 children and providing an average of 239 sports physicals each year.

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### Sky Lakes Medical Center – Klamath Falls, Oregon

**Program:** Family Maternity Outpatient Services

**What is it?** The medical center provides first-time moms with an at-home visit by a registered nurse who is also a certified lactation consultant. Home visits, made within one to three days of the time of discharge, include a complete head-to-toe physical assessment of the baby and an assessment of the mother's physical and emotional recovery.

**Who is it for?** Any first-time mother who gives birth at Sky Lakes and lives in the medical center's service area.

**Why do they do it?** Breastfeeding support is the primary reason for the program. Also, some visits and triage phone calls are instrumental in preventing readmissions of infants due to weight loss, dehydration, poor nutrition, jaundice, or infection.

**Impact:** In 2007, 257 home visits were made and 411 telephone triage sessions were conducted.

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### SouthEast Georgia Health System – Brunswick, Georgia

**Program:** Seafarers Health and Wellness Project

**What is it?** The project, which provides health care for mariners, includes expedited emergency care for ill and injured mariners and free, preventive health screenings.

**Who is it for?** Merchant seamen who come into the Brunswick Port.

**Why do they do it?** As migrant workers who are at sea weeks and months at a time, merchant seafarers work in ships with poor sanitary conditions, poor nutrition, and no access to medical care. Quickly addressing any health problems helps prevent the spread of disease and reduces the need for quarantine at other ports. The program also offers local nursing students hands-on experience with a diverse population.

**Impact:** The program treats approximately 15,000 international merchant seafarers each year.

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### St. Francis Medical Center – Monroe, Louisiana

**Program:** St. Francis School-Based Health Center

**What is it?** Based at Carroll Junior High School, which is located in an underserved area, the health center handles both medical and behavioral health cases.

**Who is it for?** Medically underserved adolescents between the ages of 12 and 18.

**Why do they do it?** The center provides health care to adolescents who might otherwise not have access to appropriate, timely care.

**Impact:** School attendance has increased 1.21%, and only 16 students were sent home due to illness in the 2007–2008 school year. The health center has also reduced the number of unnecessary emergency department visits, from 2,356 in FY 2007 from the ZIP code where most of the students reside, to an expected 1,163 in FY 2008.

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### St. John's Medical Center – Jackson, Wyoming

**Program:** El Puente Language Translation at St. John's and Beyond

**What is it?** A nonprofit organization, El Puente (“the bridge”), provides medical interpreting at the medical center and for health care providers throughout Teton County. The organization receives financial support from the hospital. The hospital and area physicians can access El Puente’s certified health care translators 24 hours a day, seven day a week.

**Who is it for?** Non-English speaking individuals seeking medical care throughout Teton County.

**Why do they do it?** In the past 10 years, St. John’s has seen a significant growth in the Spanish-speaking population in its service area. This project bridges the cultural gap between the growing Latino community and local health care providers.

**Impact:** El Puente provides services in person and over the telephone, conducting more than 6,000 appointments annually.

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### University of New Mexico Hospital – Albuquerque, New Mexico

**Program:** Health Commons

**What is it?** This program offers a one-stop, seamless system of social, behavioral, and medical services for the uninsured. It is made possible through collaboration and pooled resources among many community stakeholders.

**Who is it for?** Uninsured, underserved populations in inner-city neighborhoods and rural communities.

**Why do they do it?** Intractable health problems, such as higher rates of illness among the poor and uninsured, have their roots in social and economic determinants that cannot be adequately addressed by the health care system alone. An integrated partnership with other sectors of the community was crucial to effectively serving diverse populations.

**Impact:** By integrating primary care, and oral, behavioral, and social services, duplication is decreased, visit time is reduced, no-show rates drop, and use of clinician time is maximized.

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### Van Wert County Hospital – Van Wert, Ohio

**Program:** Family Caring Clinic

**What is it?** Opened in 2004, the clinic offers complete primary care physician, pediatrician, and nurse practitioner services. It accepts most insurance, Medicare, Medicaid, and self-pay patients. Self-pay patients are placed on a sliding fee scale.

**Who is it for?** Residents with limited resources in Van Wert, Mercer, and Paulding counties.

**Why do they do it?** The community has a significant number of uninsured and underinsured who rely heavily on the hospital’s emergency department for their basic health needs. Many of these individuals can be treated more appropriately in the clinic.

**Impact:** During the past 12 months, the clinic has provided 3,703 visits to 1,585 unduplicated patients. Due to increased staffing and number of exam rooms, the clinic is anticipated to serve more than 3,000 patients annually.

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### Watauga Medical Center – Boone, North Carolina

**Program:** Appalachian Healthcare Project (AHP)

**What is it?** This initiative provides comprehensive, coordinated health care for low-income, uninsured persons living with a chronic condition. Patients have access to diagnostic testing, needed medications, inpatient care, and some specialty care.

**Who is it for?** Individuals in Watauga and Avery counties who are below the 200% poverty level, are uninsured, and have a chronic disease.

**Why do they do it?** The AHP aims to improve the overall health and quality of life of area residents, be proactive in preventing acute episodes for those unable to afford care, and reduce the charity care burden on area health care services providers.

**Impact:** During the first six months of 2008, the program served 174 patients at a cost of \$1.3 million.

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# Access and Coverage

## Yavapai Regional Medical Center – Prescott, Arizona

**Program:** Partners for Healthy Students (PHS)

**What is it?** This school-based health service provides free basic medical and dental care to uninsured or underinsured children at 26 schools across three school districts. Services include treatment of minor illness, management of chronic illness, well-child visits, sports physicals, lab tests, x-rays, and prescription medicines.

**Who is it for?** Uninsured or underinsured school-age children who attend one of the participating schools and their younger siblings.

**Why do they do it?** In 2006, 20% of Arizona's population—more than 1.2 million people—did not have health insurance. PHS aims to reduce the human and financial costs that result from a delay in a child's health care.

**Impact:** Since 1999, PHS has treated more than 3,000 children and more than 1,100 visits each year.

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## Quality of Life

Recognizing that the role of a hospital is not simply to treat illness but to strengthen communities, the programs in this section illustrate how hospitals provide peace of mind and better tomorrows for the communities they serve by building strong families, fostering safety, and creating opportunities for people to improve their lives.

# Quality of Life

## Cardinal Hill Rehabilitation Hospital – Lexington, Kentucky

**Program:** The Brain Injury University

**What is it?** The monthly educational series is facilitated by health care professionals who specialize in the treatment of brain-injury clients. Topics include: memory strategies, organization/time management, personal development, brain structure/function, emotional strategies, relationships, assistive technology, anger/stress management, peer support, sexuality, and medication management.

**Who is it for?** Brain injury survivors, family members, and caregivers.

**Why do they do it?** The series aims to enhance the quality of life for brain injury survivors, family members, and caregivers, and to help clients identify strategies to meet the challenges they face every day.

**Impact:** More than 30 brain-injury survivors and their family members participate in the series each rotation. Participants report increased life satisfaction, coping skills, and psycho-social adjustments.

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Program Manager

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## Freeman Health System's Ozark Center – Joplin, Missouri

**Program:** Ozark Center for Autism

**What is it?** The center provides intensive one-on-one therapy to prepare preschoolers with autism to function as independently as possible. Family members learn to reinforce the training at home.

**Who is it for?** Children with autism and their families in Missouri, Arkansas, Oklahoma, and Kansas.

**Why do they do it?** Autism is the fastest-growing childhood developmental disability. Research suggests that early intervention provides increased structure, direction, and organization in children with autism. Previously, families were forced to relocate or go without services for their autistic children.

**Impact:** Thirteen children are currently enrolled for year-round schooling. Two have graduated from the program to regular kindergarten, while two others have been successfully transitioned to typical preschool programs. Some children are now speaking for the first time in their lives.

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## Griffin Hospital – Derby, Connecticut

**Program:** Farmers Market

**What is it?** The farmers market sells locally grown produce just outside the hospital's main entrance every Friday from July through October. The market is one of many health-related programs sponsored by the hospital's worksite wellness program. A particular vegetable or fruit is highlighted every week, and a taste testing and sample recipes are offered on market days.

**Who is it for?** Members of the Griffin Hospital family and the local community.

**Why do they do it?** The wellness program aims to create an environment that makes the healthy choice the easy choice, and having a selection of fresh foods conveniently available makes it easy to shop for healthy ingredients.

**Impact:** Griffin Hospital held its first Farmers Market in 2007. It was brought back in 2008 by popular demand.

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## Henry County Medical Center – Paris, Tennessee

**Program:** Industrial Wellness Program

**What is it?** This program offers comprehensive health care screenings and information to employees at their work sites. Four industries in the county partner in the program, paying less than \$100 per person for over \$800 worth of tests and counseling. Participants receive their health profile and recommendations for improving their health. All profiles are confidential, but each company receives an overall summary.

**Who is it for?** Employees of the four industries.

**Why do they do it?** The program offers employees a health screening without having to lose time and wages, while reducing employers' health-related costs and employee absences.

**Impact:** The program has discovered approximately 750 previously unknown disease processes and saved about 125 lives since it began nine years ago.

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### King's Daughters Medical Center – Brookhaven, Mississippi

**Program:** AARP 55 Alive Safe Driving Classes

**What is it?** This eight-hour safe-driving class is designed specifically for mature drivers. It covers a variety of topics, including possible changes in vision, hearing, and reaction time in drivers over age 50 and how to compensate for those changes. General information on roads and highways, including signage, is covered. Those who complete the class might be eligible to receive a discount on their automobile insurance for three years.

**Who is it for?** Area residents 55 years or older.

**Why do they do it?** The class assists the community's seniors in refreshing and sharpening their skills behind the wheel.

**Impact:** The medical center has offered the class, taught by a certified community educator, a couple of times a year for five years. About 25 individuals attend each session.

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Community Educator

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### Lancaster General – Lancaster, Pennsylvania

**Program:** Miracles through Education and Development (Milagro House)

**What is it?** This long-term residential program, sponsored by the hospital and Lancaster General (LG) College of Nursing and Health Sciences, educates disadvantaged mothers for a career in health care. The program helps participants secure state and federal financial aid and find affordable daycare for their children. The college develops a program to enable the success of each learner, and the hospital assists students in obtaining part-time employment.

**Who is it for?** Homeless mothers and their children.

**Why do they do it?** The program is designed to empower women to become financially and emotionally self-sufficient and to build future health care workers.

**Impact:** Enrollment in the program, which began in the summer of 2008, not only enables Milagro House residents to become students at LG College, they grow and thrive in the process.

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### Memorial University Medical Center (MUMC) – Savannah, Georgia

**Program:** GenerationOne

**What is it?** In this social and educational enrichment program for seniors, members meet regularly to take part in social activities; participate in exercise and wellness classes; and/or attend educational seminars on computers, insurance, financial planning, and more. Members also receive a variety of free or discounted medical screenings, prescription drug discounts at participating pharmacies, members-only discounts at certain local businesses, and assistance during hospital stays at MUMC.

**Who is it for?** Adults age 55 or older; an annual \$15 membership fee is required.

**Why do they do it?** The program aims to promote healthy aging by encouraging a physically, mentally, and intellectually active lifestyle.

**Impact:** Nearly 4,000 individuals are enrolled in the program, and approximately 25% are very active.

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Manager

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### MeritCare Health System – Fargo, North Dakota

**Program:** Adopt-a-School

**What is it?** In 1999, MeritCare became the first corporation in the area to adopt a school. MeritCare employees volunteer at the adopted school, Roosevelt Elementary in Fargo, offering mentoring, classroom reading, and other activities.

**Who is it for?** Roosevelt elementary school students and teachers.

**Why do they do it?** The decision to adopt Roosevelt was based on America's Promise, a nonprofit organization that encourages people to volunteer to help kids stay healthy.

**Impact:** The Roosevelt program has grown from nine mentors to 39 mentors and nine classroom readers. Of the students matched with a mentor for the 2007–2008 school year, 82% did not receive a discipline referral; 89% made positive gains on math and reading achievement tests; and 70% missed fewer than 10 days of school.

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# Quality of Life

## Northern Montana Hospital – Havre, Montana

**Program:** Senior Connection

**What is it?** Through a variety of activities, services, and satellite clinics—that span the range from health screenings and foot care services to weekend bus tours and day trips—this program promotes the mental, physical, social, and emotional health and wellness of the community's senior population.

**Who is it for?** Seniors living within a 100-mile radius of the hospital.

**Why do they do it?** The hospital realized the increasing age of the population within its demographic area. Because there is much more to health and wellness than the physical component, structured activities are offered to promote independence and add to seniors' emotional and social support systems.

**Impact:** Roughly 1,500 people are involved in the program, with more than 250 volunteering regularly at the hospital and care center.

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## Opelousas General Health System – Opelousas, Louisiana

**Program:** Camp Azzie

**What is it?** Camp Azzie meets the specialized needs of the asthmatic child, with education on asthma (how to breathe better, exercising with asthma, how asthma medicine works, etc.) and fun activities, such as swimming, nature walks, arts and crafts, and canoeing. On-site medical supervision is provided.

**Who is it for?** Children age 6–13 who suffer from asthma.

**Why do they do it?** An asthma attack can be frightening, but knowing what is happening to your body can alleviate some fears. Through education and training, Camp Azzie hopes to reduce the rate of absenteeism due to asthma, the most frequent cause of school absenteeism for this age group.

**Impact:** The camp is celebrating 25 years of continuous summer camp activities in 2009. On average, 50 children attend each year.

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Camp Coordinator  
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## Parkview Adventist Medical Center – Brunswick, Maine

**Program:** Going Green

**What is it?** Parkview has embarked on a program to go green, purchasing food from local organic farmers; using green cleaning supplies in its kitchen; providing disposable products, like cups made from corn rather than plastic; and recycling paper products. Community classes have been held on growing organic food, preserving seasonal food, green cleaning products, and natural health care remedies.

**Who is it for?** Any member of the community.

**Why do they do it?** The medical center aims to provide a healthy, environmentally respectful atmosphere, and educate community members on what they can do to improve both their health and that of the environment.

**Impact:** Twenty-five programs have been conducted since January 2008. Attendance varies depending on the topic but has ranged from 25 to 200 participants.

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## Providence Seward Medical and Care Center – Seward, Alaska

**Program:** Connecting Seniors to Health and Wellness

**What is it?** The hospital helps Seward seniors improve their health status. A physical therapist from the medical center's rehabilitation department conducts an hour-long core strengthening and balance class at the senior center twice a week.

**Who is it for?** The class helps seniors increase their strength, balance, and activity level. Some participants need support or assistance walking. Building strength, balance, and activity can help them become more independent.

**Why do they do it?** In a small town, the hospital is often the resource for community wellness. By holding classes at the senior center, the hospital is creating relationships that benefit both the seniors and the medical center staff. Providence donates its physical therapist's and other staff time, so that the program can be run at a minimal cost to participants.

**Impact:** This program has helped to decrease falls, improve overall health, educate about healthy lifestyles and life balance, and provide socialization opportunities.

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## Rehabilitation Hospital of the Pacific – Honolulu, Hawaii

**Program:** “Day at the Beach” with AccesSurf Hawaii

**What is it?** The program provides adaptive surfing, shoreline flotation, and swimming instruction for people with disabilities. Meanwhile, senior mechanical engineering students from the University of Hawaii (UH) participate in designing projects to improve beach and ocean accessibility.

**Who is it for?** People with physical or cognitive disabilities who desire to enter the water.

**Why do they do it?** Hawaii’s beaches are a vital part of many families’ activities. This program offers a way to add the ocean as part of the rehabilitation process.

**Impact:** In the past two years, this program has served more than 400 people with disabilities. The UH engineering team has designed and manufactured an adaptive kayak and will be working on an adaptive beach wheelchair this year.

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Recreation Therapist

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## Roger Williams Medical Center – Providence, Rhode Island

**Program:** Farmers Market

**What is it?** The hospital hosts a farmers market, which takes place every other Wednesday from May through October. The in-season food is supplied by a local organic farm, which also provides healthy recipes that utilize the fruits and vegetables available that week.

**Who is it for?** Hospital employees, patients, visitors, and residents of the local community.

**Why do they do it?** A survey by the Rhode Island Department of Health revealed that only one out of four Rhode Islanders eats the five servings of fruits and vegetables recommended for better health.

**Impact:** The 2008 farmers market was a huge success. At least 50% of the medical center’s employees visited the market at least once, and 60 to 100 individuals visited the outdoor market each day.

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## Sierra Vista Regional Medical Center – San Luis Obispo, California

**Program:** Liberty Tattoo Removal (LTR) Program

**What is it?** LTR removes unwanted, antisocial, and/or gang-related tattoos that inhibit employment or otherwise interfere with life. Clients are required to perform 16 hours of community service in exchange. Community physicians donate their time to the program.

**Who is it for?** San Luis Obispo or Santa Maria residents with a gang-related or antisocial tattoo that prevents them from finding employment.

**Why do they do it?** People with tattoos often find themselves being stereotyped, making it difficult to find employment or be promoted. The program also helps individuals break free from their former gang lifestyles.

**Impact:** In 2007, LTR provided 191 treatments to more than 60 clients, resulting in 3,056 community service volunteer hours. Since 2000, 2,107 treatments have been performed.

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## Southwestern Vermont Regional Cancer Center (SVRCC) – Bennington, Vermont

**Program:** Creating Art Helps Heal

**What is it?** Breast cancer patients are invited to participate in hour-long, private art therapy sessions with an art therapist. The program is supported by a grant from Susan G. Komen for the Cure.

**Who is it for?** Anyone diagnosed with breast cancer and undergoing treatment at SVRCC.

**Why do they do it?** Individuals diagnosed with a serious disease may feel confused, out of control, or overwhelmed with emotions. Creating art with an experienced art therapist offers a safe, contained way to explore those difficult feelings. Someone with cancer can feel like the disease has taken over every aspect of life, especially during treatment.

**Impact:** Cancer patients who participate in art therapy report feeling more relaxed and empowered, and exhibit higher self-esteem than those not engaged in art therapy.

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# Quality of Life

## St. Dominic Health Services – Jackson, Mississippi

**Program:** The Phoenix Initiative

**What is it?** This grant program assists qualified homeowners with façade renovations and repairs to their homes. It offers up to \$5,000 in grants, with a 25% match up to \$1,250 from homeowners, for a total project budget of \$6,250.

**Who is it for?** Qualified homeowners in the hospital's Fondren District, in the heart of Jackson.

**Why do they do it?** St. Dominic's is committed to the Fondren District, which has been home to the hospital for more than 60 years. Most of the homes in the neighborhood are 50 years old or more, and the majority of homeowners exist on fixed incomes.

**Impact:** Now in its third year, the initiative has helped area residents renovate and/or repair 40 homes.

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## Washington Hospital Center – Washington, DC

**Program:** Medical House Call Team

**What is it?** An interdisciplinary team of geriatricians, nurse practitioners, and social workers provide primary health care through house calls to homebound, frail elders.

**Who is it for?** The frail elderly in the city; the population served is more than 80% African American and more than 80% women.

**Why do they do it?** The program's goal is to preserve elders' health and dignity, and help them remain in their homes as long as possible.

**Impact:** By treating chronic illness before problems become acute, the team has reduced the use of emergency care, hospitalizations, and nursing home placement for this population. Hospital stays average two days shorter than before program enrollment; less than 5% of patients who are hospitalized require care in the intensive care unit.

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# Index





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