



community
CONNECTIONS

Ideas & Innovations for Hospital Leaders
Case Examples 6



American Hospital
Association

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 sixth in a series and highlights many more innovative programs. For more examples or to share your own story, visit 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 2011 Prize is sponsored by The Baxter International Foundation, the American Hospital Association and the Health Research & Educational Trust.

Today, 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.....	11
◆ Access and Coverage.....	19
◆ Quality of Life.....	27
◆ Index.....	33



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 communities' 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

◆ Baptist Health Medical Center – Little Rock, Arkansas

Program: Heaven's Loft

What is it? This program incentivizes expectant mothers and parents of young children to receive prenatal and well-baby care and attend classes on childbirth, breastfeeding, infant/child care and parenting. For their participation, parents earn vouchers that can be used for needed baby supplies.

Who is it for? Low-income, expectant mothers and parents of young children.

Why do they do it? The program assists any parent who needs help getting items for his or her child as long as they have utilized the services of a participating physician's office or health agency.

Impact: In 2009, more than 2,500 women and children visited Heaven's Loft for service. Participants redeemed approximately 11,000 vouchers for cribs and mattresses, diapers, baby clothes, other necessities and toys. Additionally, more than 150 infant/child car seats are given to parents each year.

Contact: Teresa Conner
Manager, Community Outreach

Telephone: 501-202-2815

E-mail: teresa.conner@baptist-health.org

◆ Baptist Memorial Hospital Union City – Union City, Tennessee

Program: Hometown Walk of Hope

What is it? This year-long community effort centers around a walking event that utilizes corporate sponsors and teams to raise money, and helps meet the needs of Obion County residents who have been diagnosed with cancer. Funds are used for medication, medical and utility bills as well as other necessary expenses.

Who is it for? Area residents who have cancer.

Why do they do it? Local cancer patients need financial help.

Impact: The Walk of Hope has raised \$1.3 million over 10 years, and helps approximately 50 patients per month. The hospital has been a lead sponsor since the Walk's inception, and has—with its staff—contributed more than \$90,000.

Contact: Kara Ward
Director, Marketing and Public Relations

Telephone: 731-884-8750

E-mail: Kara.Ward@bmhcc.org

◆ Brattleboro Memorial Hospital – Brattleboro, Vermont

Program: New Moms Network

What is it? The New Moms Network is a free service of the Brattleboro Memorial Hospital (BMH) Birthing Center. Moms meet weekly for 1.5 hours; programs range from handling a crying baby to immunizations to fire safety. New moms are able to network and support each other and learn from community experts who provide education each week.

Who is it for? Area new moms and dads.

Why do they do it? Rural mothers often experience isolation. BMH chose to reach out as a part of their women's health initiative, which includes education and resources for women throughout their lifespan.

Impact: About 12 to 15 mothers from three states attend weekly with their babies. Breastfeeding rates have exceeded Healthy People 2010 goals; area maternal child programs thrive with added exposure to their programs.

Contact: Dawn Kersula, RN
Perinatal Specialist, The Birthing Center

Telephone: 802-257-8278

E-mail: dkersula@bmhvt.org

◆ Castle Medical Center – Kailua, Hawaii

Program: Kahiau – To Give Generously

What is it? Kahiau means, "To give generously or lavishly from the heart, without expectation of return." The project helps local, at-risk individuals and families that have an emergent, non-medical need. Hospital associates identify those in need, Chaplain Services reviews the cases, and then unique projects are created to meet selected needs.

Who is it for? Area at-risk individuals and families.

Why do they do it? The problems of the homeless, the near-homeless and at-risk seniors and children have grown phenomenally in Hawaii. Recent reports name Hawaii as one of 10 states with the highest rate of homelessness.

Impact: Targeted interventions, such as repairing homes to be safe and livable, are a viable way of combating the multifaceted problems many near-homeless individuals face.

Contact: David Rasmussen
Director, Pastoral Care Department

Telephone: 808-222-3259

E-mail: rasmusdl@ah.org



◆ Catholic Medical Center – Manchester, New Hampshire

Program: Health Care for the Homeless Program (HCH)

What is it? Catholic Medical Center's HCH Program is a "clinic without walls" that provides primary medical care, mental health care, nursing case management, addiction counseling, social services and health education to homeless individuals and families on-site at clinics located in shelters and transitional housing programs.

Who is it for? Homeless individuals and families in Manchester.

Why do they do it? Established in 1988, HCH is based on an innovative program developed in 1969 by Philip W. Brickner, MD, at St. Vincent's Hospital in New York City.

Impact: The HCH team collaborates with many local health care providers and human service agencies to increase access to health care for more than 1,000 people struggling with homelessness.

Contact: Marianne Savarese
Project Director, Health Care for the Homeless Program

Telephone: 603-663-8716

E-mail: msavarese@cmc-nh.org

◆ Colorado Plains Medical Center – Fort Morgan, Colorado

Program: Backpacks for Needy Children

What is it? Hospital employees contributed backpacks, filling them with various school supplies for area children in need.

Who is it for? Students at four Morgan County school districts.

Why do they do it? It's exciting for children to have new things to start the new school year. Having adequate school supplies helps children achieve a positive mindset for the year.

Impact: For the past three years, more than 70 backpacks have been purchased annually and filled with paper, pens, pencils, crayons, notebooks and other items. Students, their families and school administrators are grateful for these gifts.

Contact: Sandy Engle
Director, Marketing and Community Relations

Telephone: 970-542-3346

E-mail: sandy.engele@lpnt.net

◆ Hartford Hospital – Hartford, Connecticut

Program: LIFE STAR Medical Transport: DUI Awareness for Teens

What is it? To educate students about the dangers of distracted and drunk driving, prom-time presentations are made to high school students about decision-making. Some presentations include mock crash drills and are conducted with the Fire Department and EMS staff.

Who is it for? Area high school students.

Why do they do it? During prom season, the hospital-based LIFE STAR Air Ambulance team sees an increase in young adult injuries from auto accidents.

Impact: LIFE STAR's training reached more than 1,000 high school students at 12 high schools this year. School administrators find this service so beneficial that the program is requested by an increasing number of schools each year.

Contact: William Muskett, RRT, EMTP
Outreach Coordinator, LIFE STAR

Telephone: 860-337-1519

E-mail: wmusket@harthosp.org

◆ Immanuel St. Joseph's—Mayo Health System – Mankato, Minnesota

Program: Health Care Career Promotion

What is it? The hospital's career programs expose students to the countless health career options available. Middle school students participate in the health careers' two-day summer camp; high school students acquire knowledge of hospital-based health careers during career day tours; and college students participate in a 128-hour job shadow program throughout the hospital.

Who is it for? Middle school, high school and college students.

Why do they do it? Students learn about a variety of career options in the health care field and are provided instruction and support in their career pathway.

Impact: Four hundred students from middle school, high school and college participate in hospital-sponsored career promotion programs each year.

Contact: Human Resources Generalist

Phone: 507-385-2632

E-mail: buboltz.tara@mayo.edu

Social and Basic Needs

◆ Inova Health System – Springfield, Virginia

Program: Inova Juniper Program (IJP)

What is it? Helping people living with HIV/AIDS, IJP provides a full complement of comprehensive outpatient ambulatory medical care; nurse and social work medical case management; mental health services; substance abuse counseling; specialty medical care; oral health care; nutritional services; and medical transportation. IJP staff manage clients through the complete life cycle of their disease, with the goal of enhancing quality of life by helping them to maintain health and delay the onset of disease and disability.

Who is it for? Uninsured or underinsured people living with HIV in northern Virginia.

Why do they do it? The region has many individuals living with HIV/AIDS.

Impact: In 2009, the program collaborated with several local agencies to provide services to 1,221 clients.

Contact: Karen Berube
Director

Telephone: 703-321-2623

E-mail: karen.berube@inova.org

◆ Jackson Hospital and Clinic – Montgomery, Alabama

Program: Sports Medicine Physicals

What is it? In cooperation with the Alabama Orthopaedic Specialists and Rehab Associates, the hospital offers free sports physicals to student athletes throughout Montgomery. Children receive comprehensive sports physicals including screenings for height and weight; heart and lungs; vision, blood pressure, flexibility; and an examination by a physician.

Who is it for? Approximately 2,000 student athletes participating in inter-scholastic sports during the school year; all are eligible for a free physical.

Why do they do it? This free community service project helps parents and coaches ensure that students are healthy and can participate in athletic programs.

Impact: Some 1,560 student athletes were given a physical in 2010. Nearly 100 individuals (physicians, nurses, trainers and non-clinicians) give of their time to provide services at a central location one Saturday in May.

Contact: Charles Lee
Sports Medicine Director

Telephone: 334-293-8966

E-mail: charles.lee@jackson.org

◆ Jackson-Hinds Comprehensive Health Center (JHCHC) and River Region Medical Center (RRMC) – Vicksburg, Mississippi

Program: Project Re-Direct

What is it? JHCHC and RRMC are collaborating to educate the community about the benefits of having a medical home. The project coordinator meets with eligible patients in the emergency department (ED) to explain the benefits of having a medical home at the health center, where patients can receive follow-up care, ongoing care for chronic conditions and preventive care and screenings.

Who is it for? Uninsured and underserved residents of central Mississippi.

Why do they do it? The inappropriate use of a hospital ED for routine medical treatment creates unnecessary expense to both the hospital and to the community.

Impact: Services include adult medicine, pediatrics, obstetrics, gynecology, social services and Medicaid screening. For patients who are not eligible for Medicaid or Medicare, there is a sliding-fee scale and discount prescription medications. The Mississippi Primary Health Care Association provides funding for this project.

Contact: Jasmin Chapman, DDS
Chief Executive Officer, JHCHC

Telephone: 601-364-5142

E-mail: jhchc@comcast.net

◆ Lee Memorial Health System – Fort Myers, Florida

Program: Community-based Alternatives to the Emergency Department

What is it? A consortium of community representatives, led by Lee Memorial Hospital, conducted a community needs assessment, which found a lack of appropriate behavioral health care services and a need for primary care treatment.

Who is it for? Area residents who have multiple behavioral health care and social service needs, many of whom are referred by law enforcement or hospital emergency departments (EDs).

Why do they do it? The Fort Myers area has higher-than-average rates of suicide, substance abuse, homicide and accidental deaths. Further, the community lacked alternatives to incarceration for minor offenses, such as inpatient psychiatric beds, mental health providers and substance abuse treatment options.

Impact: A wide range of health and human services were brought together in a Behavioral Triage Center/ Low Demand Shelter to meet various needs and help individuals avoid unnecessary ED visits as well as arrest and possible incarceration.



Contact: Sally A. Jackson
System Director, Community Projects
Telephone: 239-466-4455
E-mail: sally.jackson@leememorial.org

◆ **Mat-Su Regional Medical Center – Palmer, Alaska**

Program: Little Ones, Big Questions
What is it? This health fair is an educational, fun and family-friendly event that provides answers to questions from parents and soon-to-be parents. For children, screenings are performed and there are giveaways and safety games; for parents, information and advice is available.
Who is it for? Children, parents and soon-to-be parents.
Why do they do it? The aim is to provide screenings for children and to inform the community about the numerous local health care resources.
Impact: More than 500 individuals attended the fair and toured the hospital. The day's activities included a demonstration of the da Vinci surgical system and other technologically advanced hospital systems as well as meetings with health professionals in various departments. Children's vision, hearing and dental screenings were performed; approximately 150 prospective parents visited the birthing facilities.
Contact: Kerry Aguirre
Director, Marketing and Public Relations
Telephone: 907-861-6849
E-mail: k.aguirre@msrmc.com

◆ **Nanticoke Health Services – Sanford, Delaware**

Program: Stroke Education – Minutes Matter
What is it? Nanticoke is providing stroke education through multiple venues including print and radio advertisements, information on risk factors at outreach events and health fairs and speaking to various community groups. The hospital also provides motivational speakers for survivors of stroke and their caregivers.
Who is it for? Residents of Sussex County.
Why do they do it? Stroke is the third leading cause of death and a leading cause of serious, long-term disability in the United States.
Impact: Over the past year, Nanticoke health care providers have attended or hosted nearly 20 health events related to stroke education; there are plans to continue to provide additional health education within the community and online.
Contact: Annedreea Webber, NP
Stroke Program Coordinator
Telephone: 302-629-6611, ext. 1806
E-mail: webbera@nanticoke.org

◆ **Norton Healthcare – Louisville, Kentucky**

Program: Healthy Start Initiative
What is it? Norton Healthcare, through the Norton Healthcare Community Trust Fund, provided a \$308,227 grant to help Healthy Start provide case management, education and preventive health services to families enrolled in the program.
Who is it for? High-risk infants and their families.
Why do they do it? In West Louisville neighborhoods, infant mortality rates are more than double the rate of the community as a whole.
Impact: The grant will allow an additional 200 families—an estimated 425 infants, toddlers and women—to receive help through two additional full-time registered nurses, three case managers and complementary outreach and evaluation services, as well as health education and transportation to health care appointments.
Contact: Rita Hayes
Director, Public Relations
Telephone: 502-629-8668
E-mail: rita.hayes@nortonhealthcare.org

◆ **Robley Rex VA Medical Center – Louisville, Kentucky**

Program: Changing Attitudes, Changing Lives
What is it? During Mental Health Awareness Week, the hospital sponsored a Recovery Celebration allowing veterans to share personal stories surrounding their “creative” journey to recovery.
Who is it for? Veterans recovering from a mental disorder; their family and friends; employees and members of the community.
Why do they do it? The program aims to showcase the accomplishments of veterans who once felt overwhelmed, but did not give up and now lead productive lives, helping others do the same.
Impact: Veterans shared stories through oral presentations, poetry about combat experience, music, painting, photography, sculpture and other means. During a post-program reception, veterans and their families connected with audience members and other participants, recognizing that they are not alone in their recovery journey.
Contact: Judy Williams
Public Affairs Officer
Telephone: 502-287-5502
E-mail: judy.williams@va.gov

Social and Basic Needs

◆ San Juan Regional Medical Center – Farmington, New Mexico

Program: Community Van

What is it? For more than 15 years, the hospital's community van has provided free, convenient and reliable transportation to San Juan Regional Medical Center facilities and to physicians who have privileges at the hospital.

Who is it for? Area residents needing transportation to medical appointments.

Why do they do it? If not for the van, it would be more difficult for many elderly and disabled persons who use the service to get to and from their doctor's office.

Impact: Van drivers cover a large and rural area, working diligently to provide this valuable service to patients within an approximate 25-mile radius of the hospital. From July to September 2010, the community van made 254 round trips, traveled 5,742 miles and dedicated 480 staff hours.

Contact: Kathryn Tracy
Marketing Assistant

Telephone: 505-609-2239

E-mail: ktracy@sjrmc.net

◆ St. Joseph's Hospital Health Center – Syracuse, New York

Program: Community-Building/Vocational Services Initiatives

What is it? St. Joseph's has made a commitment to help revitalize the neighborhood by further establishing itself as an economic anchor as well as a catalyst for community development. In addition to announcing a facilities expansion, the hospital network introduced a strategy that includes a green affordable housing development, a home ownership initiative and a job training program.

Who is it for? Residents of Syracuse's Northside.

Why do they do it? The Northside community has struggled economically.

Impact: Two blocks of once-blighted, crime-ridden properties have been transformed into an \$11 million housing development that includes 50 affordable housing units. Nearly 20 deteriorating properties are being renovated and developed into owner-occupied housing. More than 75 residents have participated in the workforce development program.

Contact: Kathryn Ruscitto
Senior Vice President, Strategy, Development and Governmental Affairs

Telephone: 315-448-5880

E-mail: community.relationships@sjhsyr.org

◆ Syringa General Hospital – Grangeville, Idaho Clearwater Valley Hospital and Clinics – Orofino, Idaho

St. Mary's Hospital – Cottonwood, Idaho

Program: Protecting the Golden Hour

What is it? Bringing together regional ambulance services, emergency units and rural hospital emergency departments, the program developed an adaptable system of training and coordination among 18 rural emergency medical service (EMS) units in northern, rural Idaho to increase the number of emergency medical technicians (EMTs).

Who is it for? Residents and visitors in the region.

Why do they do it? EMT training required long travel, a commitment many interested individuals were unable to make. That created a shortage of trained emergency responders, many of whom are emergency health providers for rural residents and an essential part of the health infrastructure.

Impact: The online training component eliminated the need for travel associated with EMT training. A Web page was developed to coordinate information and communicate among EMS units. The training continues and has helped area EMS maintain the quality and number of trained personnel needed to meet demand.

Contact: Bill Spencer
Facilities Director/Ambulance
Syringa Hospital
Telephone: 208-983-8562
E-mail: bspencer@syringahospital.org

◆ Texas Health Harris Methodist Hospital – Azle, Texas

Program: Good NEWS for a Better LIFE

What is it? The program improves seniors' health status through better education, fitness classes, transportation and stronger social support, helping less capable seniors continue to live in their homes.

Who is it for? The full range of seniors in the community.

Why do they do it? Many in the area's growing senior population find it increasingly difficult to perform basic tasks. Injuries caused by falls and suicide are leading causes of death among Azle seniors.

Impact: Frail seniors are shopping more and going to doctors less, and twice as many able-bodied seniors are exercising—56 percent of exercisers report better overall health status. Also, mammograms for participants doubled from 2007 to 2008, and rose by another 50 percent in 2009.

Contact: David J. Tesmer, MPA
Senior Vice President, Advocacy and Community Benefit
Telephone: 682-236-7937
E-mail: davidtesmer@texashealth.org



◆ Verde Valley Medical Center – Cottonwood, Arizona

Program: “Every 15 Minutes:” Saving Lives in Verde Valley

What is it? “Every 15 Minutes,” a nationwide, two-day high school program, impresses upon students and their parents the tragedies related to impaired drinking and driving. All participating students witness a mock accident, and selected students engage in mock activities demonstrating the consequences of a fatal DUI accident. All activities are videotaped for replay to juniors and seniors.

Who is it for? Area junior and senior high school students.

Why do they do it? Every 15 minutes, someone dies from an alcohol-related driving accident, many during prom or graduation night events.

Impact: The program often leads to enhanced communication between parents and teens. Following the program’s presentation prior to prom and graduation at area high schools, there were no alcohol-related arrests following prom or graduation activities.

Contact: Pat Schultz
Assistant, Customer Relations/Marketing
Telephone: 928-639-5058
E-mail: pat.schultz@nahealth.com

◆ Via Christi Hospital – Pittsburg, Kansas

Program: Summer Skin Safety

What is it? In an effort to prevent childhood sunburns, the hospital teamed up with the cities of Pittsburg and Frontenac to distribute sunscreen at local pools during “Summer Safety in the Sun” events and during the annual Farm Show.

Who is it for? Patrons of the Pittsburg Aquatic Center, Frontenac City Pool and the Four State Farm Show.

Why do they do it? Childhood sunburns may increase the risk of skin cancers in adults, including malignant melanoma. The purpose of the program is to teach children and their families the importance of protecting their skin from sunburn and to make sunscreen available to pool patrons.

Impact: In 2010, an estimated 500 people were supplied sunscreen and information about skin safety. The hospital has received a grant that will enable it to expand the program. Next summer, sunscreen will be available via dispensers placed in concession areas at local pools, and periodic announcements will be made to remind people to reapply sunscreen. Portable kiosks will be designed to display sunscreen and promote skin safety.

Contact: Marlene Willis
Community Outreach Manager
Telephone: 620-235-3581
E-mail: marlene.willis@viachristi.org

◆ Washington Hospital Center – Washington, District of Columbia

Program: Rebuilding Together

What is it? The hospital’s Community Relations department partnered with Rebuilding Together, a national nonprofit organization with a network of affiliates, to help preserve and revitalize houses in the Northwest section of the District of Columbia. For five years, it has participated in providing free rehabilitation and critical repairs to homes of qualified residents.

Who is it for? Low-income homeowners including the elderly, disabled individuals and families with children.

Why do they do it? The goal is to preserve affordable homeownership and revitalize the community by making homes safer, more accessible and more energy efficient.

Impact: The hospital makes a monetary contribution to the program to fund this effort; associate volunteers from throughout the hospital contributed their time, labor and specialized skills to revitalize the homes of community residents living in deteriorating conditions.

Contact: Ruby Price
Administrative Coordinator, Community Relations
Telephone: 202-877-6213
E-mail: Ruby.Price@Medstar.net



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

◆ Banner Baywood Medical Center and Banner Heart Hospital – Mesa, Arizona

Program: Ask the Expert

What is it? A cadre of health care professionals offers their expertise on myriad topics to community groups, primarily residents of retirement communities.

Who is it for? Members of various community organizations that host educational health seminars.

Why do they do it? The hospital is affiliated with thousands of health care professionals that provide excellent patient care; a critical part of that expert care is patient education.

Impact: The Ask the Expert program brings doctors, nurses and other medical experts directly to communities to help educate residents about important health issues and answer questions about medical concerns. More than 300 individuals attended nearly a dozen events in the first two months of the program.

Contact: Corey Schubert
Public Relations Specialist

Telephone: 480-3214978

E-mail: Corey.Schubert@bannerhealth.com

◆ Butler Hospital – Providence, Rhode Island

Program: Social Media Initiative/Ask the Experts Campaign

What is it? In fall 2009, Butler Hospital, a psychiatric hospital, set out to build a virtual community where social media users could interact with the hospital—and one another—about brain-based illnesses. An Ask the Experts campaign was created, providing a mechanism for people to ask questions through Facebook and Twitter, or via the hospital's Web site.

Who is it for? Area residents seeking mental health-related information.

Why do they do it? Social media sites can be used to bring mental health into the mainstream and reduce the stigma related to mental illness.

Impact: As of October 2010, the hospital has 350 fans on Facebook and 518 followers on Twitter. Community members posed 15 questions; all were answered by Butler's clinical experts and posted to the sites.

Contact: Patti Melaragno
Director, Marketing Communications

Telephone: 401-455-6265

E-mail: pmelaragno@butler.org

◆ Cabell Huntington Hospital – Huntington, West Virginia

Program: Jamie Oliver's Food Revolution

What is it? As part of a reality TV show, the hospital worked with chef Jamie Oliver to reduce processed foods in school lunches and train cooks in the county's 26 schools to prepare meals using fresh

ingredients, and to establish a community kitchen that offers healthy cooking classes.

Who is it for? School children and underserved citizens in Cabell County.

Why do they do it? The goal is to improve eating and cooking habits, and decrease the community's high rate of obesity and obesity-related disease.

Impact: Most processed food in the schools is gone, replaced with from-scratch meals, and the community kitchen is now offering close to 20 classes each week.

Contact: Doug Sheils
Director, Marketing and Public Relations

Telephone: 304-526-6392

E-mail: Doug.Sheils@chhi.org

◆ The Christ Hospital – Cincinnati, Ohio

Program: Project Heart ReStart

What is it? Launched in May 2006, Project Heart ReStart is The Christ Hospital's initiative to increase the awareness of sudden cardiac arrest (SCA) and support placement of lifesaving automated external defibrillators (AEDs) throughout the community. The project's goal is to place an AED within five minutes of any potential SCA event. Project Heart ReStart also provides instruction on AED usage and cardiopulmonary resuscitation.

Who is it for? Greater Cincinnati organizations and residents.

Why do they do it? The American Heart Association estimates that up to 295,000 Americans experience SCA each year.

Impact: Project Heart ReStart has provided more than 150 AEDs to non-profit organizations, including faith-based organizations, schools, parks, social service organizations and senior centers. Additionally, more than 1,300 individuals have received related CPR training.

Contact: Mark Johnston
Project Heart ReStart Coordinator

Telephone: 513-585-1415

E-mail: mark.johnston@thechristhospital.com

◆ Community Hospital – McCook, Nebraska

Program: FROG (Fitness Reaching Older Gen's)

What is it? Southwest Nebraska Public Health Department partnered with Community Hospital to offer FROG to area adults age 55 and older. This free program helps adults improve their mobility and strength to prevent falls as well as improve their overall health. Sessions include a workout combining warm-ups, stretches, endurance, strength, balance and flexibility.

Who is it for? Area adults age 55 and older.

Why do they do it? FROG was developed to complement 55PLUS, a free health-related organization provided by BryanLGH Medical Center in Lincoln, Neb., helping rural Nebraska's aging population stay healthy.



Impact: The program has grown and now averages 130 members. FROG members experience increased flexibility, strength and balance.

Contact: Sarah Wolford
Community Outreach Coordinator
Telephone: 308-344-8550
E-mail: skwolford@chmccook.org

◆ Dauterive Hospital – New Iberia, Louisiana

Program: Diabetes Drive-Thru

What is it? Dauterive Hospital conducted a unique drive-thru diabetes screening and consultation event. Fasting prior to their participation, individuals drove up, held out their hand and a technician checked their glucose level. Physicians from the hospital's accredited diabetes education team were on-site to provide consultations to anyone with suspicious glucose numbers.

Who is it for? Area residents.

Why do they do it? Nearly six million people with some form of diabetes go undiagnosed. This program helps community residents determine if they have diabetes and helps them get their diabetes under control.

Impact: Individuals had an opportunity to ask questions and discuss their concerns with physicians and members of the hospital's diabetes self-management team. Some with abnormally elevated fasting blood sugar levels received recommendations to have a full A1C workup promptly.

Contact: Trevis Badeaux
Marketing and Public Relations Coordinator
Telephone: 337-374-4314
E-mail: Trevis.Badeaux@hcahealthcare.com

◆ Duncan Regional Hospital – Duncan, Oklahoma

Program: Duncan Regional Hospital Learning Center

What is it? In 2007, Duncan Regional Hospital (DRH) opened the Duncan Regional Hospital Learning Center (DRHLC), which includes two programs: a nursing school facility and the Hands On Health (HOH) Interactive Learning Center.

Who is it for? University of Oklahoma Health Sciences Center nursing students and Duncan Public Schools students.

Why do they do it? Oklahoma faces a critical shortage of health care professionals, and the state ranks 45th in the nation in overall health of its citizens.

Impact: The Learning Center produced 26 nurses in 2008 and 38 nurses in 2009. Of the students graduating in 2009, 60 percent became DRH team members. HOH provides area schools with an ideal field trip opportunity, as the curricula are directly based on Oklahoma Priority Academic Student Skills standards.

Contact: Cyndi Crook
Director, DRH Health Foundation
Telephone: 580-251-8844
E-mail: cyndi.crook@drhhealthfoundation.org

◆ Elliot Hospital – Manchester, New Hampshire

Program: *Working Well* Program

What is it? The *Working Well* program, offered through the Elliot Live Better Institute, provides on-site wellness programming to New Hampshire employers and assists companies in developing a wellness culture. The program also provides on-site health screenings, counseling, information on risks and wellness strategies to manage these risks.

Who is it for? New Hampshire employers and their employees.

Why do they do it? Local businesses had frequently inquired about having a wellness-focused program that could work in tandem with Occupational Health Services.

Impact: *Working Well* has provided more than 1,300 wellness classes and educational sessions in less than two years. In the past 21 months, they have also held nearly 3,500 individual screenings and have worked closely with more than 35 repeat partnering companies.

Contact: P. Meagan Tarrier
Working Well Program Coordinator
Elliot Live Better Institute
Telephone: 603-663-8280
E-mail: ptarrier@elliott-hs.org

◆ Ellis Hospital – Schenectady, New York

Program: "It's All About ME" Diabetes Program

What is it? Based on the concept of "ME"—Move more, Eat right/less and take care of ME, "It's All about ME" encourages participants to make lifestyle changes to prevent diabetes. The program includes six weeks of one-hour group sessions facilitated by certified diabetes educators, behavior goals and weekly pledges, incentives for attendance and accomplishments and a follow-up class to evaluate participants' progress.

Who is it for? Employee groups at area employers/partners.

Why do they do it? When the program started in 2005, 41 million people in the United States were estimated to have pre-diabetes, an increase of almost 60 percent over 10 years.

Impact: Participants report increased consumption of fruits and vegetables, and almost 80 percent reported losing weight.

Contact: Joanne DeNovio
Program Coordinator, Center for Diabetes
Telephone: 518-347-5422
E-mail: denovioj@ellismedicine.org

◆ Grace Cottage Hospital – Townshend, Vermont

Program: 12th Annual Poker Walk

What is it? The hospital's Poker Walk is a free two-mile walk/run to encourage everyone to exercise. Playing cards and door prizes are distributed along the way, and

Health Promotion

larger prizes—including an overnight stay for two at an inn—are awarded at the end for the best poker hands.

Who is it for? Residents of the Townshend community and surrounding area.

Why do they do it? October is Physical Therapy Month, and a walk/run was chosen to illustrate one way to promote healthy activity for all ages.

Impact: In 1999, the event's first year, the Poker Walk attracted 82 walkers. Last year, there were 334 walkers. Also, the numbers of children and adolescents participating have increased substantially, even from 2008 (166 students) to 2009 (273 students).

Contact: Crystal Mansfield, OTR/L, DOR
Director, Rehabilitation and Wellness Services

Telephone: 802-365-3616

E-mail: cmansfield@gracecottage.org

◆ Grant Memorial Hospital – Petersburg, West Virginia

Program: Eastern Panhandle IDS Rural Health Outreach Project

What is it? The project supports healthier living initiatives, provides screenings and created a Web-based regional health care resources directory as a centralized source of opportunities and services for new retirees as well as their family members and providers.

Who is it for? Residents age 55+ in the state's six most medically underserved counties.

Why do they do it? The goal is to promote health, prevent disease and increase access to health care services for elderly individuals by providing outreach and education about existing health care and social services.

Impact: Before this project, no prostate, osteoporosis or diabetes screening services were available in the region. Today, many area health care providers refer patients to the program to receive affordable screenings. Those requiring follow-up care receive referrals for further evaluations.

Contact: Fran Welton
Project Coordinator

Telephone: 304-257-1026, ext. 106

E-mail: fwelton@grantmemorial.com

◆ Henry County Medical Center (HCMC) – Paris, Tennessee

Program: CPR in the Schools

What is it? This program consists of an annual high school cardiopulmonary resuscitation (CPR) training program.

Who is it for? All ninth-graders in Henry County.

Why do they do it? The county is ranked number one in heart disease deaths in the state, so CPR training is vital.

Impact: In 2007, the first year of the program, 237 students were trained and five nurses became certified to teach CPR. It was a total community effort, with

the hospital, the Healthcare Foundation, the HCMC Auxiliary, many businesses and a school endowment fund working together. To date, approximately 980 ninth-graders have been trained in CPR.

Contact: Tory Daugherty

Director, Marketing and Public Relations

Telephone: 731-644-8266

E-mail: tdaugherty@hcmc-tn.org

◆ Hillcrest Medical Center – Tulsa, Oklahoma

Program: “Don’t Bug Me” Flu Prevention Campaign

What is it? “Don’t Bug Me” is a collaboration between Hillcrest Medical Center and the Tulsa Health Department to educate its community about how healthy lifestyle habits can prevent the flu. Using Louie Achooe, the campaign's friendly flu-bug, “Don’t Bug Me” teaches simple yet effective steps to prevent the spread and contraction of the flu virus.

Who is it for? School-age children in the Tulsa area.

Why do they do it? The 2003 flu-vaccine shortage highlighted the importance of flu prevention.

Impact: Each year, more than 135,000 local children in 200 schools receive the “Don’t Bug Me” message. A recent survey indicated that 84 percent of Tulsa-area mothers with school-age children were aware of the program and believed it improved their children's health.

Contact: Elizabeth Ann Wallace
Director, Marketing

Telephone: 918-579-1077

E-mail: ewallace@hillcrest.com

◆ Huron Regional Medical Center – Huron, South Dakota

Program: South Dakota Women's Expo: A Day for Women

What is it? Now in its tenth year, the daylong event has become a partnership with the South Dakota State Fair and several other local and regional businesses, which drew nearly 1,200 women in 2010 to learn about health-related, as well as beauty, décor, gardening and cooking information, in a relaxing, pampering environment.

Who is it for? Women of all ages in eastern South Dakota.

Why do they do it? It began as a way to educate women about breast cancer and its prevention during Breast Cancer Awareness Month, but has become a much larger event that addresses all aspects of women's health and well-being.

Impact: In 2010, more than 370 attendees completed health screenings. This number is up 45 percent over 2009.

Contact: Kim Rieger

Vice President, Marketing and Communications

Telephone: 605-353-6573

E-mail: krieger@huronregional.org



◆ **IASIS Healthcare, Intermountain Healthcare, MountainStar Healthcare and University of Utah Hospitals and Clinics – Salt Lake City, Utah**

Program: Bluetooth to First Responders

What is it? Salt Lake County's community hospitals banded together—with the support of Utah Hospitals and Health Systems Association—to provide Bluetooth technology to area fire departments, allowing first responders to transmit real-time EKG data directly from the ambulance to the hospital, and enabling faster diagnosis of heart attacks.

Who is it for? Residents and visitors of Salt Lake County.

Why do they do it? Each year, one million Americans have heart attacks, and roughly half of them die. A 2007 national study found that patients receiving proper treatment within 90 minutes of arriving at a hospital greatly improved their chances of survival.

Impact: The county's nine fire departments now have this technology, which is estimated to save 25 to 30 lives annually. Efforts are underway to expand the project to all areas of the state.

Contact: Jill Vicory
Director, Member and Community Affairs
Utah Hospitals and Health Systems Association
Telephone: 801-486-9915, ext. 140
E-mail: jill@utahhospitals.org

◆ **Lawrence Memorial Hospital – Walnut Ridge, Arkansas**

Program: Lawrence County Get Fit!

What is it? This project addresses childhood obesity by working with students, parents, health partners and the media to provide information about nutrition and fitness via a dietician, counselor and fitness expert. Children and their parents will be invited to attend educational programs and fitness classes that promote healthy lifestyles. Parent-specific seminars will address practical lifestyle issues such as healthy cooking on a budget.

Who is it for? Students in Lawrence County schools.

Why do they do it? The project aims to help combat the epidemic of childhood obesity.

Impact: Short-term results are expected to include immediate health improvements for program participants.

Contact: Shirley Murphy
Executive Director
Lawrence Memorial Health Foundation
Telephone: 870-886-1275
E-mail: smurphy@lawrencehealth.net

◆ **Marquette General Hospital – Marquette, Michigan**

Program: Prostate Cancer – The Risks, The Realities

What is it? Local physicians presented a free informational meeting on prostate cancer for the

community, followed by a panel discussion and question-and-answer session. Topics included prostate screenings and prostate-specific antigen levels; advances in prostate surgery, including cryotherapy and da Vinci robotic surgery; radiation treatment for prostate cancer; and the overall prognosis and difficulty of demonstrating survival advantages to various forms of treatment.

Who is it for? Area residents.

Why do they do it? More than 70 percent of men over age 65 are diagnosed with prostate cancer, making it the most common cancer among American men.

Impact: The session hosted 160 individuals; a drawing for tickets to an upcoming Green Bay Packers game was held as an incentive for program attendance.

Contact: Dave Edwards
Senior Director, Community Relations and Marketing
Telephone: 906-225-4770
E-mail: Dave.Edwards@mghs.org

◆ **Mercy Hospital Cadillac – Cadillac, Michigan**

Program: Monster Cigarette and Alveoli Adventure

What is it? Adapted from an initiative originally designed for Spectrum Health, this program uses a large model cigarette and 20-foot by 24-foot plastic lung for the Alveoli Adventure, teaching children in age-appropriate ways about the harmful effects of the chemicals contained in cigarettes with examples of those products.

Who is it for? Children in the fourth and fifth grades.

Why do they do it? Typically, children try smoking between the ages of 12 of 14, and have an addiction by age 19.

Impact: Evidence shows that educating youth about the effects of smoking on their health helps create negative perceptions of smoking, leading to a decrease in tobacco use. Program surveys also demonstrate that information is retained a year later.

Contact: Dawn Ewald, RN
Director, Community Outreach, Medical Education, Medical Library
Telephone: 231-876-7359
E-mail: ewaldd@trinity-health.org

◆ **Mountain View Hospital – Madras, Oregon**

Program: Community Health Improvement Partnership (CHIP)

What is it? CHIP was started in 2006 with funding from the Oregon Office of Rural Health targeting critical access hospitals. The partnership brings together local residents and health care providers to find ways to improve the health of residents and to address their health and health care needs.

Who is it for? Jefferson County residents and members of the Confederated Tribes of Warm Springs Reservation.

Health Promotion

Why do they do it? Jefferson County is diverse, rural and economically challenged.

Impact: CHIP-sponsored health programs are improving community health. For example, the Movin' Mountains Health Challenge 2010 participants collectively lost 1,660 pounds over 16 weeks. And school-based fluoride varnish and screening activities reach all kindergarten and Head Start classes in Madras and Culver.

Contact: Beth Ann Beamer
Director, Community Health Improvement Partnership
Telephone: 541-460-4023
E-mail: bbeamer@mvhd.org

◆ Ogden Regional Medical Center – Ogden, Utah

Program: Health To You (H2U)

What is it? This health membership program helps participants recognize health issues early and empowers them to be proactive in managing their health and improving their lifestyle.

Who is it for? Adults 21 and older.

Why do they do it? The HCA Corporation offers this program to local HCA affiliates as a community outreach initiative. H2U also offers the community opportunities to get acquainted with local physicians and with hospital services.

Impact: Prior to 2005, when H2U became available, a former version of the program, Senior Friends, had averaged 800 members. The year H2U kicked off, the program attracted a total of 1,700 members. Today, the program maintains 2,000-2,200 members.

Contact: Sally Gale
H2U Director
Telephone: 801-479-2019
E-mail: Sally.Gale@Mountainstarhealth.com

◆ Penrose-St. Francis Health Services – Colorado Springs, Colorado

Program: The Healthy Neighborhood Project

What is it? This collaborative effort between the hospital and the Old North End Neighborhood (ONEN) nurtures and improves the health of the community. The project helps individuals learn about, improve upon and track their health status. Participants enjoy basic health screenings, one-on-one wellness coaching, self-directed care and access to free and low-cost wellness classes and events.

Who is it for? ONEN residents, 18 years of age or older, that register and complete a health assessment.

Why do they do it? The goal is to motivate and inspire participants to make healthy lifestyle changes to improve their health status.

Impact: Some 300 neighborhood residents have registered for this program.

Contact: Chris Valentine
Public Information Officer
Telephone: 719-776-5250
E-mail: ChristopherValentine@centura.org

◆ Pomona Valley Hospital Medical Center – Pomona, California

Program: H1N1 Flu Prevention

What is it? In 2009, in an effort to help prevent the spread of H1N1 flu in the community, the medical center provided portable antibacterial dispensers at the Los Angeles County Fair, one of the largest county fairs in the country. These dispensers were placed in high-traffic areas to encourage cleanliness and good hygiene during the H1N1 flu pandemic.

Who is it for? Residents of Pomona and surrounding communities who attended the fair.

Why do they do it? The community is important to the hospital; Pomona leaders wanted to help prevent the spread of H1N1 throughout the fair's crowded environment.

Impact: Nearly 1.5 million people attend the county fair each year.

Contact: Leigh Cornell
Manager, Administrative Affairs
Telephone: 909-865-7785
E-mail: Leigh.Cornell@pvhmc.org

◆ Rockingham Memorial Hospital – Harrisonburg, Virginia

Program: Toward No Tobacco (TNT)

What is it? TNT is a two-week, evidence-based tobacco prevention class for all seventh-graders in the state's two largest agricultural counties as well as all Harrisonburg public schools. A follow-up, two-day workshop is provided for all eighth-graders. TNT also participates in five large community events and conducts community-wide assessments.

Who is it for? Area middle-school-age children.

Why do they do it? In 2004, a reported 24 percent of adults in Rockingham County and 28 percent of adults in Harrisonburg smoked tobacco, which exceeds the national average and is substantially above the Healthy People 2010 target.

Impact: More than 2,400 seventh-graders participate in the two-week program taught by hospital staff. In 1998, 34 percent of eighth-graders reported using tobacco monthly; by 2010, that number was down to 19 percent. In 1998, the average age of onset for using tobacco was 12 years; by 2010, it had increased to 13 years.

Contact: Carrie Willetts
Director, Market Development
Telephone: 540-564-5120
E-mail: cwilletts@rhcc.com



◆ Southeast Missouri Hospital – Cape Girardeau, Missouri

Program: Southeast Wellness Connection

What is it? Staffed by Southeast personnel, the Wellness Connection integrates the hospital's many wellness services, including screenings, classes and seminars, support group meetings, patient and family teaching, prenatal care program, lactation education and counseling, and community resources networking.

Who is it for? Area residents.

Why do they do it? Southeast established the program as part of its mission to provide family-focused health and wellness services to the region.

Impact: Attendance at all programs is tracked, recorded and categorized based on location, topic and regularity of offering. In 2010, mall visits and phone calls totaled 3,266, an increase of more than 1,000 over 2009. Participation in classes and screenings totaled almost 2,000, the same as in 2009. Advertised program attendance totaled over 1,000, an increase of more than 50 percent.

Contact: Cindy Seyer, BSHA, RRT, CWC
Director, Wellness Services

Telephone: 573-332-1587

E-mail: cseyer@sehosp.org

◆ The Sunrise Health System – Las Vegas, Nevada

Program: Health To You (H2U)

What is it? The hospitals of the Sunrise Health System—Sunrise Hospital, MountainView Hospital, and Southern Hills Hospital—provide southern Nevada residents with Health To You (H2U), a health and wellness program. H2U members enjoy benefits such as monthly education programs, health screenings, social events, a health magazine subscription and discounts from local and national community partners. Individual H2U memberships are \$20 for one year or \$35 for two years.

Who is it for? Adults in Southern Nevada.

Why do they do it? Mature adults have unique needs.

Impact: Currently, the Sunrise Health System's H2U program is 3,400 members strong. H2U members are given the opportunity to meet physicians and clinical program directors, offering easy accessibility to the best possible care.

Contact: Rita Moore
H2U Supervisor, MountainView Hospital
Interim H2U Supervisor, Southern Hills Hospital

Telephone: 702-255-5404

E-mail: rita.moore@hcahealthcare.com

◆ Tift Regional Medical Center – Tifton, Georgia

Program: Childhood Obesity Initiative

What is it? This program raises awareness about childhood obesity by providing information about healthy food choices and the benefit of physical activity. Tift Regional Medical Center (TRMC) works with numerous community partners to offer education, guidance, support and screening activities related to child nutrition and fitness.

Who is it for? Families in the four-county area served by TRMC.

Why do they do it? The program aims to combat the high incidence of obesity in children.

Impact: More than 2,000 people were reached through programs presented in schools, at housing authority facilities and at county recreation departments. An additional 80,000 households received TRMC publications that featured stories on childhood obesity and offered preventive information and health tips for parents. TRMC also worked with area schools regarding healthier cafeteria and vending machine choices.

Contact: Chris Efaw
Director, Outreach and Development

Telephone: 229-353-6310

E-mail: cefaw@tiftregional.com

◆ Trinity Health – Minot, North Dakota

Program: FASTER Injury Prevention Program

What is it? Trinity Health launched its FASTER (Flexibility, Agility and Strength Together Equals Ready) injury prevention program in summer 2007. The program, which consists of a variety of exercises with and without equipment, is designed to prevent specific common injuries athletic trainers typically see with secondary school athletes.

Who is it for? Area students, grades 5 through 12, involved in school athletic programs.

Why do they do it? Student athletes experience a variety of injuries that can be prevented or reduced with exercise and conditioning.

Impact: Trinity's Sports Medicine team piloted the program with a local high school baseball team. Before the start of the program, the team averaged five overuse injuries per year. Since then, the baseball team has had a *total* of only one overuse-type injury. FASTER is now standard at eight schools and has expanded into a hockey-specific program.

Contact: Mary Muhlbradt
Community Relations Coordinator

Telephone: 701-857-5116

E-mail: mary.muhlbradt@trinityhealth.org

Health Promotion

◆ The University Hospital – Newark, New Jersey

Program: Children’s RESPIRA Education Program

What is it? The Children’s RESPIRA Education Program was developed in 2005 to address the high rate of asthma in Newark. RESPIRA, which means “to breathe” in Spanish, provides bilingual asthma education to adults and children at churches, schools, community centers and on-site at the University Hospital.

Who is it for? Asthmatic children and their families in eight New Jersey counties.

Why do they do it? Latino and African-American children in New Jersey have the highest prevalence of asthma in the state. Many families lack the knowledge necessary to treat their children’s asthma.

Impact: More than 540 families and more than 655 children have benefitted from RESPIRA. Since the program’s inception, emergency department visits and hospitalizations for RESPIRA families have been reduced.

Contact: Evelyn Montalvo-Stanton, MD
Director, The Children’s RESPIRA Education Program

Telephone: 973-972-8801

E-mail: montalev@umdjn.edu

◆ Wamego City Hospital – Wamego, Kansas

Program: Get Fit Wamego

What is it? The hospital, in collaboration with Wamego Recreation Department, Community Health Ministries and others, offers a program designed to support and encourage community residents to pursue a healthier lifestyle. All participants complete a health assessment and then accumulate points throughout the four-month challenge by exercising, eating a healthy diet, drinking water and participating in education and recreational sessions. Winners are selected based on the number of points earned.

Who is it for? Residents of Wamego and surrounding communities.

Why do they do it? The goal is to increase awareness of the benefits of healthy eating and engaging in physical activities.

Impact: The program increases awareness of the benefits of healthy eating and physical activity.

Contact: Angie Barber
Administrator

Telephone: 785-458-7117

E-mail: angie.barber@wamegocityhospital.com

◆ West Park Hospital – Cody, Wyoming

Program: Planetree Health Resource Center

What is it? When space wasn’t available to create a health care library in its own facility, the hospital partnered with the Park County Public Library to develop the Planetree Health Resource Center. The library houses and manages the collection, while the hospital provides materials that offer bilingual health care information; a medical reference section; children’s books on health subjects; and computers for medical research.

Who is it for? Residents of Cody and surrounding areas.

Why do they do it? Participating in their own care requires that patients have a clear understanding of their diagnosis, so education is essential.

Impact: The Planetree Health Resource Center collection currently holds 1,130 items. For FY2010, the circulation of materials was 9,629 and 323 individuals used the computer, which is a 39 percent increase over usage in FY2009.

Contact: Dawn Garrison

Planetree Coordinator

Telephone: 307-578-2667

E-mail: dgarrison@wphcody.org

◆ Women & Infants Hospital of Rhode Island – Providence, Rhode Island

Program: ESCUCHE (Listen) Health and Science Literacy Program

What is it? Researchers at Women & Infants Hospital and Latino Public Radio developed ESCUCHE (“listen” in Spanish)—Evaluating the Spanish Radio Community’s Understanding of Clinical Research and Health Topics. ESCUCHE’s purpose was to improve health and science literacy in the Latino community.

Who is it for? The Latino community in the Providence area.

Why do they do it? Non-English speaking communities are the most vulnerable to low rates of health and science literacy.

Impact: After participating in the ESCUCHE Program, 51 participants (29 percent men and 71 percent women with a range of ages and educational backgrounds) showed an overall improvement in health and science literacy based on the mean score for the ESCUCHE Science Literacy Assessment.

Contact: May Kernan

Senior Vice President, Marketing Communications

Telephone: 401-681-2815

E-mail: mkernan@carene.org



Access and Coverage

More than 50 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

◆ Alaska Native Medical Center – Anchorage, Alaska

Program: Field Clinics for the Region

What is it? Alaska Native Medical Center (ANMC) provides primarily Specialty Clinics in 12 different specialties as well as Physical Therapy Clinics at 14 communities across the state, six of which are located near Regional Tribal Hospitals. ANMC also provides tele-radiology and tele-medicine consults through the Alaska Federal Health Care Access Network, which provides tele-medicine solutions to 273 sites across six states and three tribal nations.

Who is it for? Alaskan Natives and American Indians residing in rural areas.

Why do they do it? Medical services would not otherwise be available in remote communities throughout the state, whose residents often experience a disproportionate share of diabetes, cancers and other conditions.

Impact: ANMC provides more than 770 clinic days of care per year and has an estimated 11,000 patient visits annually. These visits may result in referrals to ANMC for follow-up diagnostic and interventional care in either an outpatient or inpatient setting.

Contact: Fiona Brosnan
Public Relations Manager

Telephone: 907-729-1967

E-mail: fmbrosnan@anthc.org

◆ Altoona Regional Health System – Altoona, Pennsylvania

Program: Free Clinic/Hospital-Based Insurance

What is it? Altoona Regional Partnership for Health Services is a free medical clinic to address the primary care needs of the working underinsured or uninsured. In summer 2010, the partnership created a low-cost, hospital-only insurance plan designed to give patients access to surgery, anesthesia and all related inpatient care. This plan, only \$99 per month for individuals, is offered to qualifying clinic patients.

Who is it for? Low-income area residents.

Why do they do it? A high number of low-income area residents are uninsured or underinsured; many do not qualify for Medicaid.

Impact: Volunteer medical staff has expanded to nine on-site physicians and 86 physicians from 27 off-site private practices who volunteer their time. The physicians serve 4,000 patients annually. Approximately 160 clinic patients have subscribed to the hospital insurance plan.

Contact: Jerry Murray
President/Chief Executive Officer

Telephone: 814-889-2011

E-mail: jmurray@altoonaregional.org

◆ AtlantiCare – Egg Harbor Township, New Jersey

Program: Special Care Center

What is it? AtlantiCare opened the doors of its Special Care Center (SCC) in summer 2007. A primary care medical home practice designed to care exclusively for patients with chronic conditions, the SCC charges payers or employers a flat monthly fee or a share of the operating cost. In addition, insurance benefit design is adjusted to remove barriers to patient adherence and provide participation incentives (waiver of visit and pharmacy co-pays).

Who is it for? Low-income area residents with complex medical needs or chronic conditions.

Why do they do it? The program was developed to remove barriers to care for low-income, at-risk individuals.

Impact: The SCC has achieved greater than 90th percentile performance on chronic condition clinical outcomes and customer satisfaction. The program has seen decreased hospitalizations and emergency department visits.

Contact: Sandy Festa
Administrative Director

Telephone: 609-572-6051

E-mail: sandy.festa@atlanticare.org

◆ Berkshire Medical Center – Pittsfield, Massachusetts

Program: Community Outreach Van

What is it? The outreach van is equipped with two state-of-the-art treatment and exam rooms that also provide a confidential space for visitors to discuss insurance eligibility, be screened for health risk factors or referred for other social services.

Who is it for? Berkshire County residents.

Why do they do it? State legislation requires all adults to have health insurance. The van provides a way to reach communities where large numbers of individuals were thought to be uninsured.

Impact: In 2009, the van visited 35 community health fairs, social service agencies, homeless shelters and other venues—providing access to health insurance enrollment information, health education materials, free health screenings and referrals. The outreach team saw more than 2,500 individuals in need of service, and 1,300 referrals were made for various health care services.

Contact: Bobbie Orsi
Director, Community Health and Wellness

Telephone: 413-395-7678

E-mail: borsi@bhs1.org



◆ BJC HealthCare – St. Louis, Missouri

Program: Healthy Kids Express (HKE)

What is it? HKE, a mobile van program operated and fully staffed by BJC HealthCare's St. Louis Children's Hospital, has been bringing free health care services to children in need for more than 10 years. This mobile health program literally drives health care services such as hearing and vision screenings, lead and anemia tests, immunizations, asthma management and dental care directly to children.

Who is it for? St. Louis' lower-income children.

Why do they do it? HKE helps families overcome barriers, such as lack of transportation and health insurance, that prevent them from obtaining regular health care.

Impact: In 2009, HKE provided 24,905 encounters with area children, including 797 dental screenings and 41,500 screenings comprising hearing, otoscopic, vision, binocularity, lead, anemia and scoliosis. The asthma program enrolled 1,069 students.

Contact: Kimberly Kitson
Communications Director
Telephone: 314-286-2047

E-mail: kkitson@bjc.org

◆ Blue Ridge Regional Hospital – Spruce Pine, North Carolina

Program: Toe River Project Access (TRPA)

What is it? TRPA, a core program of the Blue Ridge Regional Hospital (BRRH) Foundation, was launched in November 2003 to help residents gain access to comprehensive health care. TRPA operates in partnership with area physicians, dentists, optometrists and BRRH.

Who is it for? Low-income, uninsured residents of Mitchell and Yancey Counties.

Why do they do it? Many of the communities' most vulnerable residents did not have access to the care they needed and could not afford their medications.

Impact: TRPA has provided 795 uninsured residents with more than \$3.5 million in free medical care. In exit surveys, 90 percent of TRPA's clients say their health has stabilized or improved as a direct result of the program.

Contact: Aubrey Stewart
Coordinator, Toe River Project Access
Telephone: 828-766-1850

E-mail: aubrey.stewart@msj.org

◆ Christiana Care Health System – Wilmington, Delaware

Program: Health Screenings at the Farmers Market

What is it? Christiana Care's outreach professionals discovered a non-traditional means of reaching individuals who do not have insurance or are underserved. Shoppers and vendors can receive on-site health screenings, information on important health issues, referrals for low-cost or free cancer screenings and prenatal care, assistance with access to financial support, information about where to find help to quit smoking and more.

Who is it for? People with limited resources in need of health care services.

Why do they do it? By taking services to the people, the program reaches neighbors with potentially life-saving screenings and information.

Impact: Outreach workers have connected with diverse community groups—Amish, Asians and Hispanics—that rarely attend health fairs. Hospital workers are building trust with vendors, many of whom are independent business people with no health coverage.

Contact: Nora Katurakes
Manager, Community Health Outreach and Education
Telephone: 302-623-4628
E-mail: nkaturakes@christianacare.org

◆ CHRISTUS St. Patrick Hospital – Lake Charles, Louisiana

Program: School-Based Health Centers

What is it? The school-based health center provides convenient access to preventive and primary health services for students who might otherwise have limited or no access to health care.

Who is it for? Elementary, middle and high school students in five schools in Southwest Louisiana.

Why do they do it? Providing accessible, affordable, quality health care and health education to students enables them to stay in school and their parents to remain at work.

Impact: More than 1,849 students were served last year. Services provided include care for minor illnesses and prescriptions from physicians, over-the-counter medicines, immunizations, comprehensive and sports physicals, behavioral health services and hearing and vision tests. In 2009, the state provided about \$419,000 in funding; the hospital contributes nearly \$595,000.

Contact: Karen Stubblefield
Assistant Administrator
Telephone: 337-436-2511
E-mail: karen.stubblefield@christushealth.org

Access and Coverage

◆ Community Hospital of Anaconda – Anaconda, Montana

Program: Montana Frontier Health Network

What is it? In September 2007, Community Hospital of Anaconda (CHA), Granite County Medical Center, Prairie Community Health Center and McCone County Health Center formed the Montana Frontier Health Network (MFHN). The goal of the network is to implement an integrated ambulatory performance network and quality improvement program using shared staffing, clinical technology and workflow approaches.

Who is it for? Area residents, especially those with chronic conditions.

Why do they do it? With severely limited human and capital resources, very small and isolated frontier hospitals cannot address the entire spectrum of unmet community needs without developing collaborative programs with other facilities.

Impact: With the MFHN fully implemented in 2010, community health is starting to be improved by better preventative care, chronic disease management and disaster preparedness.

Contact: Meg Hickey-Boynton
Director, Human Resources and Marketing
Telephone: 406-563-8540
E-mail: mhickey@chofa.net

◆ Cook Children's Health Care System – Fort Worth, Texas

Program: Cook Children's Homeless Initiative

What is it? In 2008, Cook Children's brought together representatives from multiple parts of the health system to help create a seamless continuum of care for children living in local homeless shelters.

Who is it for? Children whose families are living in one of three homeless shelters in Tarrant County.

Why do they do it? In 2007, of the more than 4,000 homeless in the county, more than 1,000 were children. The goal of the program is to provide a medical home for these children with case management to minimize the negative impact of being homeless.

Impact: As of September 2010, 127 children had maintained one of the neighborhood clinics as their medical home after leaving the shelters. Primary care has been provided to 495 children while living at the shelters, on-site enrollment in Medicaid was provided to 197 children and two pregnant mothers, and 104 children were successfully brought up-to-date with immunizations.

Contact: Ginny Hickman
Assistant Vice President, Community Health Outreach
Telephone: 682-885-6804
E-mail: ginn.hickman@cookchildrens.org

◆ Day Kimball Healthcare – Putnam, Connecticut

Program: Free Cancer Care

What is it? Preventive services and cancer treatments such as mammograms, ultrasounds, medications, surgical procedures as well as travel assistance are provided for community residents who need financial assistance. Costs are paid for through the organization's Deary Memorial Cancer Fund.

Who is it for? Residents of Northeast Connecticut who have no insurance or have insurance with a deductible or co-payment greater than \$500.

Why do they do it? The goal is to provide residents in need with access to appropriate preventive care and/or necessary cancer-related treatment or services.

Impact: From January to October of 2010, more than \$58,000 in cancer-related services has been provided to 66 patients. Forty-one patients received mammograms, and 25 received assistance with other services.

Contact: Pamela Watts
Interim Director, Development
Telephone: 860-928-7141
E-mail: pwatts@daykimball.org

◆ Froedtert Hospital – Milwaukee, Wisconsin

Program: Neighborhood School Nurse Initiative

What is it? This initiative is a collaboration among the hospital, a K-8 public school and a federally qualified health center. A hospital-sponsored school nurse works with school leadership and community health center staff to meet basic health needs for 700 students and their families.

Who is it for? Children in a medically underserved neighborhood.

Why do they do it? The hospital determined that a nurse in a public school adjacent to a community health center would strengthen the connection between the students and their families with a community health center in a high-need neighborhood.

Impact: During the 2008-2009 school year, the school nurse provided 1,285 health visits to students, a series of health education sessions and a health fair.

Contact: Clare Reardon, APR
Director, Strategic Initiatives and Program Development
Telephone: 414-805-2817
E-mail: creardon@fmh.edu

◆ Hancock Regional Hospital – Greenfield, Indiana

Program: Heartbeats Health Festival

What is it? This annual event offers low-cost and no-cost health screenings to community members. The festival has grown over the years to address the



changing needs of the community. For example, the festival now provides a venue for the safe disposal of unwanted prescription medications and sharps.

Who is it for? Residents of Hancock County and surrounding communities.

Why do they do it? The goal is to educate individuals about health issues and enable them to obtain screenings and monitor their health at little to no cost.

Impact: In 2010, more than 1,300 individuals participated and received free screenings such as blood pressure measurement, pulmonary function testing and body composition screening. The hospital processed nearly 2,000 laboratory tests, more than 300 people donated their time to the event and 40 different health agencies participated.

Contact: Becky Molnar, PhD
Organizational Development Specialist

Telephone: 317-468-4280

E-mail: bmolnar@hancockregional.org

◆ Kaiser Permanente Health Plan – Honolulu, Hawaii

Program: Bridge Program

What is it? This program provides free health coverage for eligible young adults, allowing eligible Oahu residents to get coverage for up to 12 months without paying a monthly premium. Plan benefits include office visits, imaging and labs, prescription drugs, hospital care, outpatient surgery and procedures, emergency services, mental health care and chemical dependency services. Enrollees are responsible for co-payments and coinsurance whenever they receive services.

Who is it for? Young adults, 19 to 24 years of age, who reside in Oahu.

Why do they do it? Young adults represent a significant number of the uninsured in Hawaii. Kaiser Permanente's Bridge Program provides free health coverage for eligible individuals who are unable to afford health insurance.

Impact: Enrollment is limited to 200 individuals. To date, more than 100 young adults have enrolled.

Contact: Jan Kagehiro
Director, Marketing Communications

Telephone: 808-432-5460

E-mail: Jan.Kagehiro@KP.org

◆ Lehigh Valley Health Network – Allentown, Pennsylvania

Program: AIDS Activities Office

What is it? Lehigh Valley Health Network's AIDS Activities Office (AAO) is the largest HIV/AIDS care provider in the greater Lehigh Valley. Established in 1989, the AAO provides a full continuum of HIV services, including counseling and rapid HIV testing, primary medical care, adherence, mental

health counseling, nutritional counseling, prevention and outreach services, case management and referral services.

Who is it for? Individuals with HIV/AIDS living in the Lehigh Valley region.

Why do they do it? The region has a higher-than-average rate of both existing and new HIV infection in comparison with other urban areas in Pennsylvania with similar populations.

Impact: In 2009, more than 720 individuals with HIV received services from the AAO. In the first six months of 2010, 731 clients had been seen.

Contact: Charles Lewis
Senior Vice President, Development and Marketing

Telephone: 610-402-7520

E-mail: chuck.lewis@lvhn.org

◆ Mercy Health System – Janesville, Wisconsin

Program: Community Health Center at Mercy Clinic South

What is it? This first-of-its-kind partnership—whereby a health system provides physicians and support staff under contract to a federally chartered community health center—is the result of more than three years of work with local partners and the federal government to design a new model of care for the underserved.

Who is it for? Low-income uninsured and underinsured county residents.

Why do they do it? The local, free-clinic resources had been stretched beyond capacity, so these patients were mostly unable to access consistent care for chronic conditions, and they were straining the local hospital's emergency department (ED) and foregoing preventative care.

Impact: The clinic sees more than 200 new Medicaid-eligible patients each month, has significantly improved patient outcomes, and has saved nearly \$12 million in unnecessary ED costs.

Contact: Barbra Bortner
Vice President, Marketing and Public Relations

Telephone: 608-743-2052

E-mail: bbortner@mhsjvl.org

◆ Mercy Iowa City – Iowa City, Iowa

Program: Healthy Kids Community Care

What is it? This community collaboration was formed in December 2007 to provide free services to children who do not have access to health care. Clinic sites are currently available at two Iowa City schools, one high school and one junior high. Mercy Iowa City helped make this project possible by pledging \$100,000 per year over five years, for a total of \$500,000.

Who is it for? Children in the Iowa City school district and their younger siblings who do not have access to health care.

Access and Coverage

Why do they do it? The program aims to ensure that students with obvious health concerns receive medical care in a timely manner.

Impact: Attendance and academic performance have improved for the students served in the clinic, and the district's immunization rates have greatly improved.

Contact: Tim Ahlers
Vice President, Marketing and Community Relations
Telephone: 319-688-7340

E-mail: tim.ahlers@mercyic.org

◆ Mississippi Baptist Health Systems – Jackson, Mississippi

Program: Healthy Life Screening Packages

What is it? Low-cost screening packages help individuals evaluate their health status and detect if their health is headed in a bad direction. The comprehensive screening packages are available in three tracks: Heart, Stroke and Women's Health.

Who is it for? Residents of the hospital's service area; screening packages are targeted to individuals based on their age, gender and risk factors.

Why do they do it? The program aims to help uninsured and underinsured individuals maintain their health. Heart and stroke packages help people with a family history and risk factors for those conditions, and women's packages screen for conditions that commonly affect women.

Impact: Approximately 3,000 people take advantage of the screenings annually at a cost of \$50 to \$100 for packages that would normally cost between \$450 and \$1,500.

Contact: Sandra Holman, RN, MSN
Community Health Manager

Telephone: 601-292-4624

E-mail: sholman@mbhs.org

◆ Morehead Memorial Hospital – Eden, North Carolina

Program: Rockingham County Student Health Centers (RCSHC)

What is it? Opened in 1994, RCSHC is a collaborative community partnership between Annie Penn Hospital, Morehead Memorial Hospital, Rockingham County Department of Public Health and Rockingham County Schools. The centers' mission is to provide comprehensive health care to Rockingham County high school students through education, treatment, prevention and referral.

Who is it for? Rockingham County adolescents.

Why do they do it? Adolescents previously had to travel to the public health department to receive private and confidential health services—10 to 15 miles from each of the county's four towns.

Impact: Parental consent has grown to 97 percent from 54 percent the first year of operation. Visits to RCSHC have also grown and have become more comprehensive in nature.

Contact: Cathy DeMason
Student Health

Telephone: 336-623-9711, ext. 2341

E-mail: cdemason@morehead.org

◆ Penobscot Bay Medical Center – Rockport, Maine

Program: Access to Dental Care

What is it? The medical center reached an agreement with a local dentist to help MaineCare patients with acute dental pain connect with the dentist.

Who is it for? People with dental pain who seek treatment in the medical center's emergency department (ED).

Why do they do it? Patients' dental care needs were not being met. They would come to the ED in pain and infected. When discharged, they had temporary solutions with antibiotics and pain medication, but there was no treatment plan or provider with whom to follow up.

Impact: For patients that seek care during regular office hours, the ED staff will make an appointment for the patient to see a dentist. Patients seen after-hours or on weekends are given contact information for follow-up on their own with a dentist that will treat MaineCare patients.

Contact: Christopher Burke
Development and Communications

Telephone: 207-594-6715

E-mail: cfburke@penbayhealthcare.org

◆ Providence St. Peter Hospital – Olympia, Washington

Program: CHOICE Regional Health Network

What is it? This nonprofit consortium of providers, schools and community members facilitates access to health and social services, including health insurance and primary care. CHOICE also provides more intensive care coordination for clients with complex needs, such as those with frequent emergency department (ED) visits, mental health service needs and language barriers.

Who is it for? Approximately 180,000 low-income, rural individuals who live in CHOICE's five-county area.

Why do they do it? Individuals living in rural areas have access to fewer health care resources and often face financial barriers, including lack of insurance.

Impact: To date, CHOICE has helped more than 30,000 individuals secure and retain health insurance. Hospitals participating in the ED Consistent Care Program experienced a 55 percent reduction in ED visits over a two-year post-intervention period.



Contact: Kristen West
Executive Director, CHOICE Regional Health Network
Telephone: 360-493-4550
E-mail: westk@crhn.org

Contact: Corey Surber
Director, Advocacy and Community Benefit
Telephone: 208-367-7078
E-mail: coresurb@sarmc.org

◆ **Saint Agnes Medical Center – Fresno, California**

Program: Holy Cross Clinic at Poverello House
What is it? In 1982, Saint Agnes Medical Center joined the Sisters of the Holy Cross to create Holy Cross Clinic at Poverello House in downtown Fresno to meet the medical needs of the area homeless individuals. The clinic is staffed by a full-time nurse practitioner and medical team composed of volunteers — physicians, dentists, nurses and allied health practitioners, who provide free medical and dental services to the community’s uninsured and underinsured.

Who is it for? The uninsured and underinsured in California’s Central Valley.

Why do they do it? The clinic provides needed health care to those who would otherwise go without and demonstrates Saint Agnes Medical Center’s mission to improve the health of the community.

Impact: Last year, the clinic received more than 7,900 medical visits and 660 dental visits, valued at more than \$1.3 million.

Contact: Sister Mary Clennon, CSC
Director, Holy Cross Clinic at Poverello House
Telephone: 559-442-4108
E-mail: Sr.Mary.Clennon@samc.com

◆ **Saint Alphonsus Regional Medical Center – Boise, Idaho**

Program: Culturally Appropriate Resources and Education (CARE) Clinic

What is it? The program provides prenatal exams, well-baby checkups and immunizations, and childbirth and parenting education; it also trains refugee women as peer health advisors to educate refugee families and help them navigate the American health system.

Who is it for? Refugee families in Boise.

Why do they do it? Refugees arrive with few possessions, limited English proficiency and little understanding of “Western medicine.” Many refugees have complex medical needs after years of malnutrition, physical violence and limited access to health care. Expectant mothers face the anxiety of childbirth in a system where everything is overwhelmingly foreign.

Impact: During the past six months, the CARE clinic provided prenatal services to 62 maternity patients, well-baby checkups and immunizations to 55 infants, education to 315 parents and caregivers and health advise to 72 maternity patients.

◆ **Saint Mary’s Regional Medical Center – Reno, Nevada**

Program: Mobile Health Outreach Programs
What is it? Saint Mary’s established its first mobile dental program in 1994. Since that time, Saint Mary’s mobile care has expanded to four robust programs comprising medical, dental and social services, with four vans serving those most in need of care.

Who is it for? Low-income area families, seniors and homeless individuals.

Why do they do it? Preventable medical issues stemmed from lack of dental care. Programs were expanded to reduce barriers to care.

Impact: In the last school year, 1,719 children received dental screenings, with more than 4,000 sealants placed. Last year, the Dental Clinic had more than 2,400 patient visits, and the Kids to Senior Korner program had more than 9,800 client visits.

Contact: Kathy Barlow
Director, Mission Outreach
Telephone: 775-770-3558
E-mail: kathy.barlow@chw.edu

◆ **St. John’s Lutheran Hospital – Libby, Montana**

Program: Paint It Pink
What is it? St. John’s Lutheran Hospital and Glacier Bank, a local financial institution, teamed up to provide free or discounted mammograms. The effort is called “Paint It Pink” (PIP) and is celebrated throughout the month of October with educational and fundraising events. St. John’s and NW Imaging both discount their prices so that the money raised can help as many women as possible.

Who is it for? Uninsured and underinsured women in Libby and Troy.

Why do they do it? PIP aims to fill the gap between women with comprehensive insurance and women who qualify for mammograms under federal or state programs.

Impact: Since the program’s inception two years ago, \$8,000 has been raised, and 59 area women have received both screening and diagnostic mammograms.

Contact: KC Hoyer
Marketing Manager
Telephone: 406-293-0106
E-mail: kc@sjlh.com

Access and Coverage

◆ St. Joseph's/Candler Health System – Savannah, Georgia

Program: St. Mary's Health Center

What is it? The St. Joseph's/Candler (SJ/C) St. Mary's Health Center provides a medical home for individuals who do not have insurance and do not qualify for Medicaid, but have a non-emergent need for medical care, including women's services. SJ/C physicians volunteer their time, and the nurses help clients find affordable or free medications. What began as screenings at an outreach center in a poor neighborhood has grown to meet demand and now is open Monday through Friday at its own location.

Who is it for? Uninsured adults between the ages of 19-64 who do not qualify for Medicaid.

Why do they do it? The health center provides primary care and a medical home to individuals with limited resources.

Impact: Each month, 220 people are treated, and in 2009, the health center became the first free medical office in Georgia to implement electronic health record technology.

Contact: Scott Larson
Public Relations Manager

Telephone: 912-819-8139

E-mail: larsons@sjchs.org

◆ Union Memorial Hospital – Baltimore, Maryland

Program: Shepherd's Clinic

What is it? Partnering with Baltimore's Seventh Baptist Church, Union Memorial Hospital (UMH) opened a primary health care clinic for uninsured residents of northeast Baltimore in 1991. The clinic has expanded to offer specialty care and mental health services as well as wellness and prevention programs. Patients whose care needs escalate beyond what the clinic can provide are referred to UMH for care at no cost.

Who is it for? Uninsured working adults and unemployed individuals who live in northeast Baltimore.

Why do they do it? The clinic aims to provide continuity of care to uninsured, non-emergency patients, thus improving the health of the community, and to reduce the number of visits by those patients to the hospital's emergency department.

Impact: Shepherd's Clinic handles about 4,000 patient visits each year. Service is provided by 250 volunteers, including hospital doctors, retired doctors, nurses, medical residents and therapists.

Contact: Jill Johnson
Director, Strategic Planning, Community and Government Relations

Telephone: 410-554-4336

E-mail: jill.johnson@medstar.net

◆ Western Maryland Health System – Cumberland, Maryland

Program: Community Health Access Program (CHAP)

What is it? CHAP offers preventive and primary health care to Allegany County residents who are uninsured or underinsured and meet eligibility guidelines. This program links participants to a primary care physician. CHAP clients are enrolled in Western Maryland Health System's charity care program to receive diagnostic services, care coordination and support with specialty care. All clients are screened for potential eligibility in more than 40 community health and social services programs.

Who is it for? Uninsured or underinsured adults 19-64 years of age at 100 percent to 274 percent of the federal poverty level and living in Allegany County.

Why do they do it? Approximately 20 percent of area adults are uninsured or underinsured, which limits their access to care. CHAP provides clients with a medical home where there is a nominal fee for physician appointments.

Impact: More than 650 individuals are active in the program in any given month. Over the years, CHAP has documented a reduction in emergency department use, improved health status in clients and increased access to quality health care.

Contact: Nancy Forlifer
Community Health Improvement Manager

Telephone: 240-964-8422

E-mail: nforlifer@WMHS.com



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

◆ Allina Hospitals and Clinics – Minneapolis, Minnesota

Program: Power by the Hour

What is it? This nutrition education and physical activity program promotes the development of healthy lifestyles and is offered in schools, after-school programs, community organizations and other settings. Classes consist of hands-on nutrition education followed by fun, fast-paced physical activity. Weekly incentives such as pedometers, water bottles and jump ropes encourage maintaining healthy behaviors at home.

Who is it for? Youth ages 5-12 throughout Minnesota and western Wisconsin.

Why do they do it? Childhood obesity has reached epidemic levels. This program is intended to improve the health of students and their families by encouraging them to choose to eat healthier foods and increase their physical activity.

Impact: More than 5,800 students have participated in Power by the Hour sessions.

Contact: Susan Nygaard
Manager, Community Programs

Telephone: 612-262-4969

E-mail: Susan.Nygaard@allina.com

◆ Avera McKennan Hospital & University Health Center – Sioux Falls, South Dakota

Program: Avera Family Wellness Program

What is it? A partnership with the Sioux Falls School District and a clinical research project, Avera Family Wellness provides free wellness activities for young children and family coaching for their parents. Children are involved four days a week in Suzuki violin lessons, and the whole family receives services for mental health wellness.

Who is it for? Preschool children enrolled in early childhood HeadStart and Title I programs at two elementary schools and their families.

Why do they do it? Research indicates that music can improve brain development to enhance learning, as well as emotional and social growth.

Impact: The 2009-2010 program found that preschool children in the program evidenced a decrease in anxiety and attention problems when compared with a control group of their peers as measured by the Child Behavior Checklist.

Contact: Ryan Hansen
Director, Clinical Research, Avera Research Institute

Telephone: 605-322-3050

E-mail: ryan.hansen@avera.org

◆ Campbell County Memorial Hospital – Gillette, Wyoming

Program: Individuals Combining Activity and Nutrition (ICAN)

What is it? The program is an upbeat way to reach especially sedentary children and help them find ways to exercise and eat better for the long term. The six-week ICAN class offers an array of entertaining games and approaches, and builds on current health topics the children are learning in the classroom through the Healthy Schools Initiative.

Who is it for? Children with no interest in sports or inactive, overweight children who are ages 5-11.

Why do they do it? Although Wyoming children have been identified as relatively healthy in community assessments, this trend is starting to decline.

Impact: The small pilot program began in January 2010, so no impact data is available yet. All eight participants in the pilot program made improvements in nutrition knowledge, and six had improved fitness.

Contact: Abby Rux
Program Director

Telephone: 307-688-8009

E-mail: abigail.rux@ccmh.net

◆ CGH Medical Center – Sterling, Illinois

Program: Student Gardening

What is it? This project offers students in area schools the opportunity to become actively involved in growing their own food while learning the benefits of eating fresh vegetables.

Who is it for? Students in participating grade schools, a local high school and a daycare center.

Why do they do it? The goal is to teach young people to be healthy for a lifetime by promoting good nutrition and fitness.

Impact: While planting and maintaining their own gardens, young people learn about nutrition and get exercise planting, weeding and harvesting their vegetables. Activities include a "Who Grew My Soup Harvest Festival," featuring a theatrical reading of the book *Who Grew My Soup*, as well as cooking demonstrations, food samples, games and door prizes.

Contact: Terry Durham
Community Services

Telephone: 815-625-0400, ext. 5666

E-mail: tdurha@cghmc.com



◆ Franciscan Health System – South Puget Sound, Washington

Program: Health Adventures Program

What is it? Health Adventures is a free, four-day health care career experience for high school students designed to spark their interest in future health care careers. Students experience the hospital environment with fun and challenging hands-on activities in a number of departments.

Who is it for? Students entering ninth grade.

Why do they do it? Current data suggests that the United States will face a shortage of health care workers in the next 20 years, coinciding with an increase in the demands on the health care system. The main objective is to reach students at an age where they can begin to focus on coursework directly related to a career in health care.

Impact: All 75 participants had perfect attendance and rated the program favorably in follow-up surveys.

Contact: Pamela Brewer
System Director, Volunteer Service Community Integration

Telephone: 253-426-6782

E-mail: pambrewer@fhshealth.org

◆ Franklin Memorial Hospital – Farmington, Maine

Program: Western Maine Center for Heart Health

What is it? This collaboration between Franklin Memorial Hospital and area doctors, business leaders and community residents aims to reduce the economic and health burdens associated with cardiovascular disease. The center is its own department within the hospital and oversees two signature programs—Heart Warmers and Franklin ScoreKeeper—as well as related research and development, patient consultation and caregiver training.

Who is it for? Maine residents; no patient is turned away, and insurance is not a consideration.

Why do they do it? Franklin County suffered from high rates of cardiac disease and had one of the higher death rates in the state.

Impact: Franklin County's death rate went from fifth highest in the state to lowest, despite the county being poor and rural. In particular, the death rate from heart attacks and strokes plummeted. Smoking rates have dropped to the lowest in Maine.

Contact: Jill Gray
Manager, Community Relations
Telephone: 207-778-6031
E-mail: jgray@fchn.org

◆ Genesis Health System – Davenport, Iowa

Program: Let's Move Davenport

What is it? In collaboration with the City of Davenport and others, Genesis Health System (GHS) joined the nation's Let's Move campaign to address childhood obesity. GHS staff helped organize the initiative locally, exercising with children as well as providing information and education about diabetes and good nutrition.

Who is it for? Children and families throughout the Davenport community.

Why do they do it? Obesity is a factor in chronic illnesses; in addition, the costs are high for individuals, communities and health care organizations.

Impact: Hundreds of children and their parents participated in events, learning the importance of an active lifestyle and healthy food choices. Many also take advantage of an affordable public transit pass that helps them enjoy the city's recreation facilities.

Contact: Craig Cooper
Media Relations Coordinator

Telephone: 563-421-9263

E-mail: cooperc@genesishealth.com

◆ Heart of America Medical Center – Rugby, North Dakota

Program: R-COOL-Health Scrubs Camps

What is it? Rural Collaborative Opportunities for Occupational Learning in Health (R-COOL-Health) Scrubs Camps is a program of the Center for Rural Health at the University of North Dakota School of Medicine and Health Sciences. The camps' goal is to increase awareness, interest and understanding of health careers available in rural North Dakota through creative and interactive presentations. Heart of America Medical Center was one of 14 organizations that coordinated camps in summer 2010.

Who is it for? North Dakota fifth- through twelfth-graders.

Why do they do it? The current and projected shortage of health care professionals in North Dakota is creating a critical demand for an increased health care workforce.

Impact: In summer 2010, more than 1,400 North Dakota students took part in camps statewide.

Contact: Paul Schaan
Foundation and Marketing Director

Telephone: 701-776-5261

E-mail: pschaan@hamc.com

Quality of Life

◆ Holmes Regional Medical Center, Cape Canaveral Hospital and Health First – Rockledge, Florida

Program: Project SEARCH in Brevard County

What is it? Project SEARCH is an employment program hosted by Health First that matches the abilities of people with disabilities to real jobs, providing free vocational training and support. The Adult Employment program and the High School Transition program offer nine months of training with four internship rotations and 270 hours in a classroom environment.

Who is it for? Individuals with disabilities looking for entry-level employment.

Why do they do it? Health First's Human Resources Department was addressing the high turnover rate in certain non-skilled jobs.

Impact: To date, 61 students have graduated from the program, and 42 have been placed in competitive jobs at Health First facilities or with other area employers.

Contact: Maureen Tills
Coordinator, Community Benefit

Telephone: 321-434-4327

E-mail: Maureen.Tills@health-first.org

◆ IU Health La Porte Hospital – La Porte, Indiana

Program: Lil' F.I.S.H. Club (Feel Important...Stay Healthy)

What is it? Through the use of interactive, hands-on activities, this program encourages students to increase their knowledge about health and wellness and establish healthy behaviors. It also teaches them to make positive health and lifestyle decisions at an early age. Topics covered include nutrition, personal hygiene and self-esteem; heart health and exercise; dangers of tobacco and alcohol use; dental health; as well as addressing bullying with assertive communication. Lil' F.I.S.H. is funded by the Foundation of La Porte Hospital.

Who is it for? Fourth-grade students in 16 schools.

Why do they do it? The program aims to integrate information on healthy behavior into the school curriculum.

Impact: Pre- and post-tests demonstrate that students increase their knowledge about age-appropriate health and wellness information, as well as establish behaviors and make positive health and lifestyle decisions.

Contact: Debi Baughman
Executive Director, Human Resources, Organizational Development and Wellness

Telephone: 219-326-2428

E-mail: d.baughman@lph.org

◆ KershawHealth – Camden, South Carolina

Program: Virtual Surgery Insider

What is it? In April 2010, about 500 students from 15 high schools were taken inside a KershawHealth operating room—via cameras and the Internet—to view total hip replacement surgery. This event took place through Virtual Surgery Insider (VSI), a partnership between the South Carolina Hospital Association, the South Carolina Department of Education and KershawHealth. VSI is designed to introduce students to the field of health care and a variety of health care professions.

Who is it for? High school students in area counties.

Why do they do it? South Carolina faces increasing health workforce shortages.

Impact: VSI gives students an inside look at live surgery; exposes students to the health care field; and fosters relationships between the health care system, school system and community.

Contact: Joseph Bruce
Director, Marketing and Public Relations

Telephone: 803-272-0550, ext. 2

E-mail: jbruce@kershawhealth.org

◆ Legacy Health – Portland, Oregon

Program: Powerful Tools for Caregivers

What is it? Powerful Tools for Caregivers (PTC) is a six-week education program for family and friends who are caring for older adults suffering from stroke, Alzheimer's, Parkinson's disease or similar long-term conditions. Classes provide participants with the skills and confidence they need to better care for themselves while caring for others.

Who is it for? Area caregivers for older family members and friends.

Why do they do it? Research studies find high rates of depression and anxiety among caregivers and increased vulnerability to health problems.

Impact: As of 2010, more than 1,600 class leaders have been trained in 30+ states. Since the program's inception, PTC materials have reached more than 60,000 caregivers. The program has been shown to have a positive impact on caregiver health for diverse groups of caregivers.

Contact: Kari Stanley
Director, Community Benefits

Telephone: 503-413-6011

E-mail: kstanley@lhs.org



◆ Lowell General Hospital – Lowell, Massachusetts

Program: Tobacco Education for Public Schools

What is it? The hospital, in partnership with the Greater Lowell Health Alliance (GLHA) and the Lowell Public Schools, recruits and trains volunteers within the health and education professions from Lowell General, Saints Medical Center, Lowell Community Health Center and UMass Lowell to conduct tobacco education to students in the Lowell public schools.

Who is it for? Fifth-grade students.

Why do they do it? Nationwide, 22 percent of high school students and 8 percent of middle school students report that they smoke. Lowell Public Schools had no funding for tobacco education programs; the hospital and the GLHA implemented this important educational program.

Impact: Approximately 1,000 students benefit from this program each year. This program is presented to students at or before the time young people start to consider smoking.

Contact: Amy Stanley
Community Health and Wellness

Telephone: 978-788-7278

E-mail: astanley@lowellgeneral.org

◆ National Rehabilitation Hospital – Washington, District of Columbia

Program: NRH Paralympic Military Program

What is it? National Rehabilitation Hospital is collaborating with U.S. Paralympics, a division of the U.S. Olympic Committee, on its Paralympic Military Program. The program enables injured service members and veterans to participate in adapted sports.

Who is it for? Injured U.S. service members and veterans at Walter Reed Army Medical Center, the National Naval Medical Center and Washington, D.C. Veterans Medical Center.

Why do they do it? Integrating sports and fitness as part of the rehabilitation process is used to improve participants' quality of life.

Impact: Individuals can try a variety of sports, and competitions are arranged so athletes have something to work toward. Cooperating sites conduct approximately 20 programs each month. After patients are released from the hospital, the Paralympic Military Program links them with ongoing sports programs in their hometowns.

Contact: Heather Campbell, CTRS
U.S. Paralympic Military Program

Telephone: 202-340-7351

E-mail: heather.campbell@usoc.org

◆ The Nebraska Medical Center – Omaha, Nebraska

Program: Senior ASSIST Program

What is it? Senior ASSIST (Assisting Seniors to Stay Independent through Services and Teaching) was implemented in 1998. This free service helps at-risk seniors improve their self-care abilities, improve clinical outcomes and prevent hospitalizations and premature nursing home placements, allowing them to remain safely in their homes for as long as possible.

Who is it for? Chronically ill elderly residents.

Why do they do it? The goal is to bridge a gap in services and care coordination for individuals whose needs are not adequately addressed by usual care, and who do not meet Medicare criteria for home health care.

Impact: Staff made more than 21,000 home visits in 10 years, with 2,200 visits in fiscal year 2009. Patients showed improvements in blood pressure, nutritional and diabetic indicators as well as risk assessments.

Contact: Leslie Uttecht
Community Relations Liaison

Telephone: 402-559-3466

E-mail: LUttecht@nebraskamed.com

◆ Palmetto Health – Columbia, South Carolina

Program: Teen Talk

What is it? Teen Talk was implemented in 2000 as a high-energy, school-based youth development program. This voluntary 27-week program is conducted by trained community members during each school's lunch period. Interactive sessions and assignments encourage discussions regarding healthy relationships, peer pressure, decision making, academic development and community service.

Who is it for? Middle- and high-school students within Palmetto Health's service area.

Why do they do it? Palmetto Health staff recognized a void of school-based programs for adolescents that encourage healthy behaviors and parent-child communication.

Impact: Teen Talk has been implemented in more than 35 schools, reaching more than 5,000 students. Nearly 1,000 students currently are enrolled in the program. Pregnancies among 15- to 17-year-olds have decreased significantly, which may be a result of programs like Teen Talk.

Contact: H. Vince Ford
Senior Vice President, Community Services

Telephone: 803-296-2158

E-mail: vince.ford@palmettohealth.org

Quality of Life

◆ Presbyterian Healthcare Services – Albuquerque, New Mexico

Program: Presbyterian Senior Connection (PSC)

What is it? PSC is Presbyterian Healthcare Services' program for its mature adult community. The program is designed to provide members with a variety of health promotion, educational and social opportunities. For a one-time \$10 fee for individuals and \$15 for couples, members receive numerous benefits.

Who is it for? Area residents 60+ years of age.

Why do they do it? PSC was launched in 1999 after multiple focus groups with seniors were held to determine what they were seeking from this type of program.

Impact: Since its inception, PSC has grown from 750 members to today's membership of 7,000, with new members added every month. Evaluations on educational offerings are rated primarily from 4 to 5 out of 5. In addition, the program enhances Presbyterian's community relations.

Contact: Linda McCollister
Coordinator, Presbyterian Senior Services and
Coordinator, Presbyterian Senior Connection

Telephone: 505-823-8358

E-mail: lmccolli@pchs.org

◆ Providence Hospital – Mobile, Alabama

Program: Providence Outreach Services

What is it? The hospital's Outreach Services focus on health and wellness initiatives. Projects include, but are not limited to: The Guadalupe Center program, which provides a variety of health care services to Mobile's Hispanic population, especially women and children; and the Diabetes Case Management program, serving clients of a local clinic for the working poor by following patients with hemoglobin A1c for a minimum of one year to stabilize and optimize health.

Who is it for? Poor and vulnerable members of the community, including the uninsured, underinsured, working poor, children, and elderly.

Why do they do it? Community residents who are poor and vulnerable have a variety of needs.

Impact: Providence works with Ozanam Charitable Pharmacy to get enrolled inpatient and outpatient clients into pharmaceutical assistance programs and provide medications for immediate needs; offers translations services for clients of local public health departments, and provides educational materials in multiple languages to people with low literary levels.

Contact: Cathy Whelton, RN, MS
Director, Outreach Services and Diabetes Center

Telephone: 251-633-1578

E-mail: cwhelton@providencehospital.org

◆ SwedishAmerican Hospital – Rockford, Illinois

Program: Neighborhood Revitalization

What is it? The hospital's foundation initiated a campaign to transform the area surrounding the hospital to a stable, revitalized, owner-occupied neighborhood. In partnership with the City of Rockford, Habitat for Humanity and other public and community organizations, the neighborhood is significantly invigorated.

Who is it for? Residents of Rockford, especially those employed by SwedishAmerican Hospital.

Why do they do it? The aim is to improve the safety and stability of the community surrounding the hospital by increasing the rate of home ownership in the area.

Impact: The foundation committed more than \$4.1 million to purchase and remove substandard or boarded-up housing; coordinate construction or rehabbing of homes for Habitat for Humanity families and SwedishAmerican employees; renovate an apartment complex; and provide matching grants to homeowners for external repairs and remodeling. After eight years, much of the neighborhood is now owner-occupied.

Contact: John R. Mecklenburg, CFRE
Executive Vice President and Chief Executive Officer
SwedishAmerican Foundation

Telephone: 815-961-2496

E-mail: john@samfnet.com

◆ University Hospitals Geneva Medical Center – Geneva, Ohio

Program: Friendly Neighbor Program

What is it? The Friendly Neighbor Program (FNP) is a free, unique program that helps at-risk adults age 60 and older obtain the assistance they need to live safely in their own homes by connecting them to more than 50 social service organizations in the county.

Who is it for? At-risk adults age 60 and older in Ashtabula County.

Why do they do it? More than 14 percent of the county's population is over age 65, and Ashtabula County is one of the poorest counties in the Appalachian Region of Northeast Ohio.

Impact: Since the program began six years ago, the FNP has served more than 600 seniors, and 77 percent of participants have remained in their own homes.

Contact: Rosemary A. Kroner, RN, CCM
Community Outreach Nurse, Friendly Neighbor Program

Telephone: 440-415-0272

E-mail: Rosemary.Kroner@UHhospitals.org

- A**
Alaska Native Medical Center – 20
Allina Hospitals and Clinics – 28
Altoona Regional Health System – 20
AtlantiCare – 20
Avera McKennan Hospital & University – 28
- B**
Banner Baywood Medical Center – 12
Banner Heart Hospital – 12
Baptist Health Medical Center – 4
Baptist Memorial Hospital Union City – 4
Berkshire Medical Center – 20
BJC HealthCare – 21
Blue Ridge Regional Hospital – 21
Brattleboro Memorial Hospital – 4
Butler Hospital – 12
- C**
Cabell Huntington Hospital – 12
Campbell County Memorial Hospital – 28
Cape Canaveral Hospital – 30
Castle Medical Center – 4
Catholic Medical Center – 5
CGH Medical Center – 28
The Christ Hospital – 12
Christiana Care Health System – 21
CHRISTUS St. Patrick Hospital – 21
Clearwater Valley Hospital and Clinics – 8
Colorado Plains Medical Center – 5
Community Hospital – 12
Community Hospital of Anaconda – 22
Cook Children’s Health Care System – 22
- D**
Dauterive Hospital – 13
Day Kimball Healthcare – 22
Duncan Regional Hospital – 13
- E**
Elliot Hospital – 13
Ellis Hospital – 13
- F**
Franciscan Health System – 29
Franklin Memorial Hospital – 29
Froedtert Hospital – 22
- G**
Genesis Health System – 29
Grace Cottage Hospital – 13
Grant Memorial Hospital – 14
- H**
Hancock Regional Hospital – 22
Hartford Hospital – 5
Health Center – 28
Health First – 30
Heart of America Medical Center – 29
Henry County Medical Center (HCMC) – 14
Hillcrest Medical Center – 14
Holmes Regional Medical Center – 30
Huron Regional Medical Center – 14
- I**
IASIS Healthcare – 15
Immanuel St. Joseph’s—Mayo Health System – 5
Inova Health System – 6
Intermountain Healthcare – 15
IU Health La Porte Hospital – 30
- J**
Jackson Hospital and Clinic – 6
Jackson-Hinds Comprehensive Health Center – 6
- K**
Kaiser Permanente Health Plan – 23
KershawHealth – 30
- L**
Lawrence Memorial Hospital – 15
Lee Memorial Health System – 6
Legacy Health – 30
Lehigh Valley Health Network – 23
Lowell General Hospital – 31
- M**
Marquette General Hospital – 15
Mat-Su Regional Medical Center – 7
Mercy Health System – 23
Mercy Hospital Cadillac – 15
Mercy Iowa City – 23
Mississippi Baptist Health Systems – 24
Morehead Memorial Hospital – 24
Mountain View Hospital – 15
MountainStar Healthcare – 15
- N**
Nanticoke Health Services – 7
National Rehabilitation Hospital – 31
The Nebraska Medical Center – 31
Norton Healthcare – 7
- O**
Ogden Regional Medical Center – 16
- P**
Palmetto Health – 31
Penobscot Bay Medical Center – 24
Penrose-St. Francis Health Services – 16
Pomona Valley Hospital Medical Center – 16
Presbyterian Healthcare Services – 32
Providence Hospital – 32
Providence St. Peter – 24
- R**
River Region Medical Center – 6
Robley Rex VA Medical Center – 7
Rockingham Memorial Hospital – 16
- S**
Saint Agnes Medical Center – 25
Saint Alphonsus Regional Medical Center – 25
Saint Mary’s Regional Medical Center – 25
San Juan Regional Medical Center – 8
Southeast Missouri Hospital – 17
St. John’s Lutheran Hospital – 25
St. Joseph’s Hospital Health Center – 8
St. Joseph’s/Candler Health System – 26
St. Mary’s Hospital – 8
The Sunrise Health System – 17
SwedishAmerican Hospital – 32
Syringa General Hospital – 8
- T**
Texas Health Harris Methodist Hospital – 8
Tift Regional Medical Center – 17
Trinity Health – 17
- U**
Union Memorial Hospital – 26
The University Hospital – 18
University Hospitals Geneva Medical Center – 32
University of Utah Hospitals and Clinics – 15
- V**
Verde Valley Medical Center – 9
Via Christi Hospital – 9
- W**
Wamego City Hospital – 18
Washington Hospital Center – 9
West Park Hospital – 18
Western Maryland Health System – 26
Women & Infants Hospital of Rhode Island – 18

If you have a program you are proud of
and want others to know about,
please visit www.caringforcommunities.org
to submit a case example.

American Hospital Association
155 North Wacker Drive
Chicago, IL 60606

Liberty Place
325 Seventh Street, NW
Washington, DC 20004-2802

www.aha.org
(800) 424-4301

© 2011 American Hospital Association

January 2011