



community
CONNECTIONS

Ideas & Innovations for Hospital Leaders
Case Examples 2



**American Hospital
Association**

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.

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Social and Basic Needs

Non-medical needs are often intricately tied to personal health and well-being. Hospitals are working to address basic, social and personal needs as a way to improve their community's health.

The programs described in 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 their communities.

Social and Basic Needs

Banner Good Samaritan Medical Center – Phoenix, Arizona

Program: Banner Poison Control Center (BPCC)

What is it? BPCC is a free, 24-hour emergency telephone service for Arizona residents and medical professionals. Certified by the American Association of Poison Control Centers, the hotline is staffed by nurses and poison information providers trained in the recognition and assessment of poisonings, first aid and drug information. Additionally, the Banner Good Samaritan Medical Center Department of Medical Toxicology provides 24-hour physician support.

Who is it for? Arizona residents and physicians.

Why do they do it? Each year in Maricopa County, more than 8,000 people are bitten or stung by rattlesnakes, scorpions, spiders and other critters. Eighty percent of poisonings can be treated in the home. The center, which receives more than 100,000 calls annually, prevents an estimated 45,000 emergency department visits.

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St. Tammany Parish Hospital – Covington, Louisiana

Program: Audrey Hepburn Care Center

What is it? The Audrey Hepburn Care Center is a comprehensive forensic medicine center aiding in the treatment, prevention and care of maltreated children in southeast Louisiana. An RN assists forensic medicine physicians in the non-acute exams of physically and sexually assaulted children. St. Tammany Parish Hospital partnered with Children's Hospital to offer this service.

Who is it for? Children from the greater New Orleans region and surrounding areas.

Why do they do it? Each year, 3 million children are reported abused or neglected across the United States. The Audrey Hepburn Care Center ensures more children get the care and support they need.

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Bridgton Hospital – Bridgton, Maine

Program: Youth Campers Clinic (YCC)

What is it? A special summer clinic within the hospital's emergency department, the YCC addresses the non-emergency health needs of area youth camps. The YCC dedicates set hours each day, 7 days a week, for youth camp nurses and counselors to bring children in for medical care. The emergency department develops criteria and guidelines for YCC admissions, coordinating with area camp nurses before campers arrive for the summer.

Who is it for? Area campers.

Why do they do it? Bridgton Hospital is located in the Lakes Region of western Maine—the epicenter of youth camping in the United States. The YCC addresses the summer influx of youth campers needing non-emergency hospital care.

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St. Luke's Magic Valley Regional Medical Center – Twin Falls, Idaho

Program: Children At Risk Evaluation Service (CARES)

What is it? CARES provides a collaborative, child-focused approach that reduces trauma to children during a child-abuse investigation. Services include forensic interviews completed by a specially trained nurse or social worker, medical examinations, counseling referrals and scholarships, and other information and referral services. Approximately 350 children receive services from CARES annually.

Who is it for? Children and their families in the eight counties of South Central Idaho, plus two additional jurisdictions served by a satellite clinic.



Why do they do it? In the past, child victims of abuse were subjected to numerous interviews as information was gathered about their case. The agencies involved didn't always communicate effectively and cases were sometimes lost or dropped. CARES is a child-focused alternative.

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Sisters of Charity Providence Hospitals – Columbia

Allendale County Hospital – Fairfax
McLeod Medical Center – Dillon
**Self Regional Healthcare – Greenwood,
South Carolina**

Program: Healthy Learners

What is it? This collaborative program provides access to needed health care, as well as assistance with transportation to receive care. As part of an effort to improve the whole health of children in the community, Healthy Learners strives to remove health barriers to learning. This decreases absenteeism and allows students to focus on their education.

Who is it for? Uninsured and underinsured school-age children in seven S.C. school districts.

Why do they do it? Healthy Learners began when the Sisters of Charity Providence Hospitals led an effort to reach children in need of health care in the South Carolina Midlands.

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Lawrence & Memorial Hospital – New London, Connecticut

Program: The Faith in Action Network

What is it? In collaboration with several health organizations, the Faith in Action Network provides culturally and linguistically appropriate support and resources to assist parish nursing and health ministries' volunteer efforts. The program, founded in 2000 with four congregations, now serves 23 faith communities.

Who is it for? Members of faith communities in southeastern Connecticut.

Why do they do it? Faith communities in southeastern Connecticut are struggling to meet the needs of aging congregations with increasing numbers of immigrants and families living in poverty. With cutbacks in welfare programs, faith communities have served as a source of support, constancy and hope for many residents.

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Crouse Hospital – Syracuse, New York

Program: Partnership with Hughes Elementary School

What is it? The partnership with Hughes Magnet Elementary, an inner-city school with a 95 percent poverty level, addresses students' overall needs. An on-site wellness program, "Health is Hoppin' at Hughes," has already made a positive impact on student nutrition and exercise awareness. This past year, Crouse employees also organized a hat and mitten drive and a back-to-school supplies drive for the school's 525 students.

Who is it for? Students at Hughes Magnet Elementary.

Why do they do it? Crouse Hospital has had a long-standing partnership with the Syracuse City School District. Targeting a school like Hughes made sense in the hospital's efforts to improve the health of the community.

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Social and Basic Needs

St. Andrews Hospital and Healthcare Center – Boothbay Harbor, Maine

Program: Domestic Abuse Prevention Council

What is it? A community initiative comprising law enforcement, municipal and state offices, and other local organizations, the Domestic Abuse Prevention Council focuses attention on domestic violence. St. Andrews developed an in-house policy on domestic abuse and a series of educational programs for staff. It also helped coordinate educational programs for the local school and through a series of articles in the local newspaper.

Who is it for? The Boothbay Harbor community.

Why do they do it? Domestic abuse has been identified as a public-health issue in Lincoln County and the state. The concern became especially acute following two high-profile murders in August 2004.

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Massachusetts General Hospital Chelsea HealthCare Center – Chelsea, Massachusetts

Program: Police Action Counseling Team (PACT)

What is it? PACT arranges for Massachusetts General Hospital clinical social workers to accompany Chelsea police officers responding to 911 calls where children are present. Social workers provide immediate, on-scene intervention to child victims or witnesses of violence. They educate parents about the consequences of violence and help them access medical and mental health care. Social workers are available to Chelsea police 24 hours a day, seven days a week.

Who is it for? Children and their families who have been exposed to violent behavior or traumatic events.

Why do they do it? Early attention is given to children who experience or witness violence to reduce the effects of trauma. Ultimately, PACT's goal is to interrupt the devastating cycle of family and community violence.

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Middlesex Hospital – Middletown, Connecticut

Program: Opportunity Knocks

What is it? A community collaborative that links pediatric health services and systems with early care and education programs, Opportunity Knocks focuses on three main areas: nutrition and physical activity, oral health and social and emotional health.

Who is it for? Children birth through five and their families in the city of Middletown.

Why do they do it? The program works to ensure that every Middletown child enters kindergarten emotionally and physically healthy and ready to succeed. The principal objective is to craft a sustainable, multidisciplinary consultation system that helps promote more effective preventive practices while increasing access to care.

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Veterans Affairs Medical Center – White River Junction, Vermont

Program: White River Junction Model

What is it? A walk-in mental health clinic ensures all patients receive treatment immediately. Patients are assessed for symptoms of depression, anxiety, post-traumatic stress disorder and overall physical and mental health functioning. If needed, prescriptions are provided at the first visit. Approximately 75 percent of the patients are treated in the outpatient clinic; the remaining patients are referred to mental health experts within the medical center.

Who is it for? All patients are treated on an open-access basis.

Why do they do it? The VA average wait to see a mental health provider was 42 days. By offering mental health services in a primary care setting, patients are treated immediately.

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Health Promotion

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

Health Promotion

The Saint Vincent Women's Center – Erie, Pennsylvania

Program: Saint Vincent Body & Soul Outreach

What is it? A free series that targets minority populations, Body & Soul Outreach features a performance by a minority musician and an educational briefing on breast cancer. After one year, nearly 20 percent of attendees had mammograms performed at Saint Vincent while many others had mammography done at a low- or no-cost community provider.

Who is it for? Women of color in the Erie community.

Why do they do it? The statistical rate of invasive breast cancer among minority women in Erie was higher than both the state and national averages.

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Adena Health System – Chillicothe, Ohio

Program: Community Health Partners

What is it? Community Health Partners awards competitive grants to nonprofit organizations that conduct new activities to improve the health of the community. Grantees are required to include educational components and plans to measure outcomes at 6, 12 and 18 months. A symposium allows all grantees to present their projects. In three years, 27 organizations in five counties have received a total of \$94,000 on projects ranging from Alzheimer's caregiver training to parental health literacy programs.

Who is it for? Nonprofit organizations throughout the region.

Why do they do it? To promote health issues through financial assistance and, on occasion, hospital-staff expertise.

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executive director

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Cheshire Medical Center – Keene, New Hampshire

Program: Council for a Healthier Community

What is it? Comprising an array of local organizations, the Council for a Healthier Community tackles identified unmet community health needs. Initiatives have included assistance in accessing free and low-cost medications for patients who could not afford them; a school-based program that offers dental care to underserved children in various elementary schools; and a support network for individuals to reduce tobacco use.

Who is it for? The entire community, with a focus on low-income and underserved residents.

Why do they do it? The program identifies health-related needs and coordinates solutions without duplicating existing programs.

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president

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Johns Hopkins Bayview Medical Center – Baltimore, Maryland

Program: Food Re-education for Elementary School Health (FRESH)

What is it? A nutrition program taught in several Baltimore-area elementary schools, FRESH was created by Johns Hopkins Bayview Medical Center to lower future heart-disease risk by establishing healthy life-long nutrition and exercise habits in children. FRESH addresses risk factors for heart disease, including smoking, high cholesterol, high blood pressure and obesity.

Who is it for? Students in Baltimore-area elementary schools.

Why do they do it? The prevention program has a direct positive impact on the health of community children. Elementary students are taught about healthy living through a variety of formats.

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CGH Medical Center – Sterling, Illinois

Program: Eyeglasses for Kids

What is it? Eyeglasses for Kids offers vision assistance to low-income students. School nurses conduct an annual eye exam and eligible children receive a voucher for use at any of eight participating optometrists. The program served 251 children in 2006.

Who is it for? Eligible children ages 5 to 18, living in CGH Medical Center's five-county service area.

Why do they do it? In two of the largest cities in the area, approximately half of all school children are enrolled in the free and reduced lunch program. An area ophthalmologist approached the Foundation for assistance for his young patients, which led to several annual night clinics. The program quickly grew into its current form.

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Margaret Mary Community Hospital – Batesville, Indiana

Program: Bicycle Helmet Program

What is it? The program sells bicycle helmets to the public at cost, \$5. People purchase the helmets at the hospital, where a representative assists them in selection and fitting. This program complements the hospital's elementary-school outreach program, which emphasizes bicycle safety, including rules of the road and the importance of wearing a helmet.

Who is it for? The general public.

Why do they do it? Every year thousands of children are injured in bicycle-related accidents. Locally, several youths were involved in accidents without helmets. The program promotes bicycle safety while ensuring that cost is not an obstacle. The hospital sells hundreds of helmets annually.

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Wheaton Franciscan Healthcare – Waterloo, Iowa

Program: Med-Fit

What is it? Med-Fit is an exercise program for people with chronic illness, such as cardiovascular disease, cancer, diabetes and arthritis. Patients participate in a variety of sessions, including personal training, aerobics, strength training and stretching. The kinds of exercises patients do, as well as the time they stay in the program, is determined by their diagnosis.

Who is it for? Patients with chronic diseases who could benefit from physical exercise.

Why do they do it? Staff at Wheaton Franciscan Healthcare noticed a lack of continuity of care with patients suffering from chronic illnesses. Med-Fit helps patients transition from hospital to home and includes outpatients referred by physicians and physical therapists.

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Vermont Hospitals

Program: Statewide Smoking Cessation

What is it? Collaboration among all 14 of Vermont's hospitals, as well as the state Department of Health, local tobacco coalitions and other organizations, resulted in this statewide tobacco cessation program. A tobacco specialist at each hospital serves as the local resource for cessation classes, one-to-one counseling, and low- or no-cost nicotine-replacement products. A database collects demographic and evaluative information.

Who is it for? Vermont residents over the age of 18.

Why do they do it? The purpose of the program is to reduce cardiovascular disease and cancer mortality. Since 2001, per-capita cigarette consumption has decreased by 30 percent.

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Health Promotion

Avera Weskota Memorial Medical Center – Wessington Springs, South Dakota

Program: Parish Nursing Program

What is it? The Parish Nursing Program takes an ecumenical approach to health and wellness services. The parish nurse provides blood-pressure screenings in the churches, helps connect people to needed services, counsels people on health issues and offers presence and prayer during times of crisis and celebration. The program serves all seven churches in the community.

Who is it for? The Wessington Springs community, particularly the elderly.

Why do they do it? With local pastors often traveling to cover other parishes, time traditionally used for visits to the homebound, nursing home and hospitalized members has decreased. This program fills that void while promoting a healthier community.

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Central Peninsula General Hospital – Soldotna, Alaska

Program: Community Prevention Team (CPT)

What is it? CPT is an 11-agency coalition that provides prevention and early intervention services within the Central Kenai Peninsula. Focus is on reducing the adverse effects of substance abuse, especially during the prenatal period; reducing the numbers of suicide and para-suicidal behaviors; and increasing community protective factors among residents.

Who is it for? Residents on the Central Kenai Peninsula without medical providers, without health insurance or below poverty levels.

Why do they do it? The coalition establishes an integrated, comprehensive model of prevention that targets social risk factors in area communities.

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grants coordinator

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Erlanger Health System – Chattanooga, Tennessee

Program: HealthLink Plus

What is it? HealthLink Plus is a free membership program offering health education, screenings and other services. The program offers 20 to 30 classes and screenings per month at various locations, and a storefront office at the local mall provides free blood-pressure screenings and computer access to health information. Hospitalized members enjoy additional amenities, such as free parking, cafeteria discounts and weekday newspapers.

Who is it for? Any adult who wishes to join.

Why do they do it? The program provides resources and information that will help members of the community make informed choices about their health.

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public relations director

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Greenville Hospital System - Greenville, South Carolina

Program: Every Woman

What is it? Every Woman began in 2003 as a year-long community health awareness initiative to educate women about heart disease. In following years, the initiative has expanded to address additional health and lifestyle topics, such as diet and diabetes, arthritis and osteoporosis, menopause and stress management

Who is it for? All women, particularly minorities and those over age 40.

Why do they do it? The initiative is an extension of Greenville Hospital System's mission to improve the health of the people in its community. By providing women with important health education, the program not only decreases hospitalization rates and readmissions, but also helps women identify potential risk factors.

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Harris Methodist Northwest Hospital – Azle, Texas

Program: Hand Hygiene/MRSA Education Program

What is it? This interactive program educates students ages 8 to 18 on the importance of proper hand hygiene. After one year, Harris Methodist Northwest Hospital (HMNW) saw a 57 percent decrease in the number of MRSA cases in the student population. A toolkit will soon be distributed to all 13 facilities in HMNW's hospital network.

Who is it for? Students from the local school districts.

Why do they do it? To fight infections as a community. The number of MRSA isolates in students ages 8 to 18 increased 36 percent in 2004. Between 2000 and 2004, the number of skin and soft-tissue infections caused by MRSA isolates increased 800 percent.

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Wheaton Franciscan Healthcare – Milwaukee, Wisconsin

Program: Barbershop Men's Health Initiative

What is it? The Barbershop Men's Health Initiative encourages participating barbers to talk to their clients about the prevention and early detection of prostate and colon cancer. Barbers are given posters, displays and take-home materials. The barbers also promote free screenings sponsored by Wheaton Franciscan Healthcare.

Who is it for? African-American men in the community.

Why do they do it? African-American men face disproportionate risks for prostate and colon cancer, as well as barriers to prompt and successful treatment. The program uses neighborhood barbershops to offer culturally sensitive information on early detection and prevention.

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Trinity Medical Center – Brenham, Texas

Program: Annual Kids Day

What is it? An annual event held each summer prior to the start of the school year, Annual Kids Day provides an array of health screenings, bike-helmet distribution and fitting, all vaccinations required for school attendance and informational booths on child health and safety, along with entertainment and refreshments. All screening information gathered at the event is, with parental permission, shared with the local school health nurses.

Who is it for? Infants through adolescents.

Why do they do it? Kids Day promotes children's health and safety, and boosts vaccination rates. It provides free access to screenings that many families would otherwise be unable to receive.

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Mobile Infirmary Medical Center – Mobile, Alabama

Program: Drug Education Vehicle

What is it? Visiting schools and community events throughout southwest Alabama, the Drug Education Vehicle gives visitors the opportunity to view and touch displays that show the detrimental effect of drugs, tobacco and alcohol. The most popular display contains organ samples that show healthy and unhealthy samples of the heart, brain, lungs and liver. A facilitator is on hand to answer questions.

Who is it for? Residents, primarily elementary school students, of southwest Alabama.

Health Promotion

Why do they do it? The idea for the program came from the late Ernest G. DeBakey, a respected surgeon concerned with the impact of substance abuse on our society. Since its inception in the fall of 1994, more than 75,000 students have toured the vehicle.

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Upson Regional Medical Center – Thomaston, Georgia

Program: Get Healthy Together/ Project Triune Village

What is it? Originally a program to help children and their families with weight-management choices, Get Healthy Together is now an after school program that educates children about the importance of proper nutrition, fitness and exercise. The program also offers tutoring programs, classes on social skills, and abstinence education. Similarly, Project Triune Village, located in a public-housing area, reaches children at risk for obesity. Created to improve cardiac health, the project has developed into a more substantial and sustainable after school program.

Who it is for? Children ages 10 to 15.

Why they do it? The community's childhood obesity rates are higher than the national average.

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director of cardiac services

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Highlands Regional Medical Center – Prestonsburg, Kentucky

Program: MyPyramid Nutritional Education Campaign

What is it? This nutritional education campaign was created to improve the eating habits of area children and introduce them to the new government food recommendations. Students learn about healthy food choices and healthy snacks, as well as the importance of hand hygiene in

preventing the spread of germs and disease. The campaign, originally created for a local summer camp, has extended to elementary school students in four Kentucky counties.

Who is it for? Area elementary students.

Why do they do it? MyPyramid is a part of state-wide elementary testing. The educational program was a natural fit for HRMC's mission to develop a healthier community.

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director of community development

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MeritCare Health System – Fargo, North Dakota

Program: Safe Kids Bike Rodeos

What is it? Through Safe Kids Fargo/Moorhead, local children participate in bike rodeos throughout the year at various venues. The "rodeo" includes instructions on bike safety, including helmet fitting, bike maintenance, proper hand signals and an obstacle course to allow children to practice riding their bikes in a controlled setting.

Who is it for? Children and families of Cass and Clay Counties.

Why do they do it? Accidental injury remains the leading cause of death among children under the age of 14. An estimated 90 percent of accidental injuries can be prevented. Programs like bike rodeos demonstrate and reinforce safe ways to have fun.

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Reston Hospital Center – Reston, Virginia

Program: Get Fit Reston!

What is it? A 25-week program in which people set goals for improved wellness with the support of programs, events and classes offered by sponsoring organizations. Throughout the 25 weeks, participants attend Recharge Days and recheck results of their wellness screening. Registration



and program updates are Web-based. Currently, more than 200 people are registered.

Who is it for? All Reston residents as well as those from surrounding communities.

Why do they do it? To promote community wellness and active lifestyles.

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Crete Area Medical Center – Crete, Nebraska

Program: CAMC Kids Club

What is it? The goal of the CAMC Kids Club is to promote a healthy lifestyle through education and assistance in developing healthy eating and exercise patterns. The program also aims to help increase children's comfort level during a health care experience. Kids Club sponsors bicycle safety clinics, health fairs geared toward children and after school programming. The program also distributes educational health/safety newsletters.

Who it is for? Children ages 3–12.

Why they do it? Important health and safety habits begin at a young age. By targeting young children in their community, Crete Area Medical Center found it can help make early inroads.

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Chilton Memorial Hospital – Pompton Plains, New Jersey

Program: Child Obesity Task Force/TOPS

What is it? A joint initiative of the Child Obesity Task Force and Taking Off Pounds Sensibly (TOPS), this program offers a 12-week weight-loss support group for children 8 to 18 years of age. The group focuses on a different topic each week, from serving sizes to self-esteem/assertiveness workshops. Children who participated in TOPS reported that the support group helped

them change their eating habits – 100 percent of participants would recommend the program to a friend. A more concentrated summer program was developed that also features an exercise component.

Who is it for? Overweight children age 8–18.

Why do they do it? Among children and teens ages 6 to 19 years, more than 9 million young people are considered overweight. Chilton wanted to help area school children learn healthy habits to fight obesity.

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MultiCare Health System – Tacoma, Washington

Program: Community Partnerships – Health Care in Communities of Color

What is it? MultiCare Health System's collaboration with Health Coalition for Communities of Color provides self-care education to ethnic minority communities in Pierce and South King counties. Programs have introduced participants to chronic diseases that affect minority populations, such as diabetes, obesity, HIV/AIDS and asthma and have provided information and resources on stress management, exercise and nutrition. Presentations were made by local minority physicians.

Who is it for? Adults and teenagers in local minority communities.

Why do they do it? Minorities face disproportionate health care challenges and are often unaware of prevention opportunities or refuse to seek necessary health care until they are too ill.

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Health Promotion

Lakeview Medical Center – Rice Lake, Wisconsin

Program: 50-Plus Challenge to Live Well

What is it? Held at a local shopping mall, this event offers free health screenings and demonstrations on recreational activities to adults ages 50 and over. To qualify for prizes, including a free three-month membership to the hospital's Health & Wellness Center, attendees are required to participate in at least 12 activities.

Who is it for? Adults ages 50 and over in the Rice Lake area.

Why do they do it? Older Americans are more sedentary, contributing to a variety of health-related problems as they age. The program was developed to increase awareness of health issues related to an inactive lifestyle and provide ideas of activities that people could easily pursue.

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program coordinator

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Baptist Health System of East Tennessee – Knoxville, Tennessee

Program: Coronary Artery Risk Detection In Appalachian Communities (CARDIAC) Kids Project

What is it? The CARDIAC Kids project screens 4th and 5th grade students for risk of heart disease by testing basal metabolic index, blood pressure, cholesterol and glucose. Children with high-risk factors are referred to a physician, and both parent and child receive additional lab testing at no charge.

Who is it for? Area 4th and 5th graders and their families.

Why do they do it? Heart disease is the No. 1 killer in Tennessee, and the behaviors that cause it begin early in life. Since the project began in 2004, CARDIAC Kids has found that 44 percent of the children given screenings are overweight. About 21 percent have very elevated cholesterol. By providing testing for both the parent and child, the project hopes to identify family risks and to change behavior.

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president and CEO

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Crozer-Keystone Health System – Philadelphia, Pennsylvania

Program: Healthy Hoops

What is it? Using basketball as a platform, this program teaches participants how to manage asthma through appropriate medication usage, proper nutrition, monitored exercise and recreational activities. Events have included health assessments, workshops for parents and basketball drills by celebrity coaches. To date, more than 1,100 local children with asthma and their families have participated in the program.

Who is it for? Children ages 3 to 15 with asthma.

Why do they do it? Asthma is the most common chronic disease among children in the nation. Low-income and minority populations experience significantly higher rates of fatalities, hospital admissions and emergency room visits due to the disease than other populations.

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Beebe Medical Center – Lewes, Delaware

Program: Give Me Five

What is it? A minority outreach program that encourages black men to have free, yearly prostate cancer screenings. Black male leaders in the community sign up five men who have not had a prostate screening in the past year.

Who is it for? Area black men.

Why do they do it? To eliminate health disparities in the black community. Currently, more black patients begin cancer treatment at later stages rather than at stage one where treatment is most



beneficial. In the year before the program, only two black men had screenings. In the first year of the program, 20 were screened.

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Northwestern Medical Center – Saint Albans, Vermont

Program: Cardiovascular Health Improvement Plan (CHIP)

What is it? A two-part program that focuses on helping people make small, measurable and realistic behavior changes that are sustainable for life. An initial one-on-one meeting yields an individualized risk assessment and customized plan to help clients decrease their risk factors. Follow-up sessions are every three months. CHIP expanded to include diabetes, breast, cervical and colorectal screenings connecting clients with providers for follow-up when appropriate.

Through the Vermont Department of Health, CHIP now targets low-income women and is in the beginning stages of building a state wide CHIP model network.

Who is it for? Free for individuals 18 years or older and living in the medical center service area.

Why do they do it? Northwestern Medical Center’s service area had the highest inactivity rates, smoking rates and death rates due to cardiovascular disease in the state. CHIP was established to improve area cardiovascular health.

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Johnson County Healthcare – Buffalo Wyoming Medical Center – Casper Memorial Hospital of Converse County – Douglas Powell Valley Healthcare – Powell Community Hospital – Torrington Washakie Medical Center – Worland United Medical Center – Cheyenne Sheridan Memorial Hospital – Sheridan University of Wyoming College of Agriculture, Cooperative Extension Service – Laramie, Wyoming

Program: Dining with Diabetes in Wyoming

What is it? A five-session program that combines education on diabetes self-care with recipe demonstrations, food tasting, nutrition information and low-impact physical activity for people of all fitness levels. Data is collected from participants’ pre-, post-, and follow-up questionnaires. Wyoming hospitals contribute to this community diabetes education program by providing a diabetes educator who works with the local county extension educator. Now in more than 30 states, Dining with Diabetes was created by the West Virginia University Extension Service.

Who is it for? People with diabetes and their family members.

Why do they do it? Diabetes education has been shown to reduce the mortality and morbidity of the disease. In some Wyoming frontier counties, Dining with Diabetes is the only diabetes education available.

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Health Promotion

AnMed Health – Anderson, South Carolina

Program: School Health Improvement Program (SHIP)

What is it? SHIP—a collaborative project between AnMed Health, Anderson County’s five school districts, Partners for a Healthy Community, The Duke Endowment and the S.C. Department of Education—establishes coordinated health-improvement programs in all 47 of Anderson County’s public schools. This effort, which included the placement of 12 RNs in the school districts, helped improve linkages between school health-improvement programs and community-based resources. To date, SHIP has established 44 health-improvement teams and the schools have used more than 500 community-based resources.

Who is it for? Anderson County Schools.

Why do they do it? AnMed Health believes improving community health begins with healthy children.

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director

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Craig General Hospital – Vinita, Oklahoma

Program: Men’s Health Tune-Up

What is it? A dedicated “tune up” event where area men can receive free or low-cost screenings and information on health and recreation from 18 booths. Four physicians specializing in fields important to men—cardiology, gastroenterology, orthopedics and urology—give presentations answering questions from the audience. Football great Steve Owens and bull rider Lee Akin drew men from 21 northeastern Oklahoma towns. Many attendees made appointments with physicians who presented.

Who is it for? Men in the Vinita area.

Why is it done? To address the growing crisis of men’s health.

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Access and Coverage

Nearly 46 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

Venice Family Clinic – Venice, California

What is it? The largest free clinic in the nation, Venice Family Clinic delivers comprehensive primary health care as well as specialty and support services to 22,000 people at seven community locations. With a staff of 255 and more than 2,400 volunteers, 519 of whom are doctors, the clinic offers a number of services, including mental health counseling, diabetes care management, and health insurance education – and benefits to 22,000 men, women and children. Two onsite pharmacies provide 100,000 prescriptions each year.

Who is it for? Low-income individuals and families who lack private health insurance.

Why do they do it? Many of the clinic's patients have no access to health care. The clinic serves as family doctor to patients who have nowhere else to go.

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communications manager
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Lourdes Health Network – Pasco, Washington

Program: Language Assistance Program

What is it? The in-house Language Assistance Program evaluates and trains bilingual staff members of the Lourdes Health Network to develop them into competent interpreters. The goal is to maintain a team of exceptionally prepared bilingual staff who are able to serve patients with respect, compassion and excellence.

Who is it for? All bilingual employees of Lourdes Health Network.

Why do they do it? The Language Assistance Program was created to respond to the communication needs of non-English-speaking patients in hospital and clinic settings. The program uses Lourdes resources rather than more costly means to identify bilingual proficiency among staff and provide outstanding services to monolingual patients.

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Health Central – Ocoee Florida Hospital – Winter Park Orlando Regional Healthcare – Orlando, Florida

Program: Primary Care Access Network (PCAN)

What is it? This 20-member collaborative team was formed to improve access, quality and coordination of health care services. PCAN offers more than 60,000 uninsured individuals a place to regularly access medical care. The effort involves the county government, primary health care centers, hospitals and social service agencies throughout the county.

Who is it for? Area uninsured and underinsured.

Why do they do it? In 1999, two local hospital emergency departments closed, exacerbating health care-access issues for Orange County's 175,000 uninsured residents. The problem was larger than any one hospital could handle, which led to this countywide effort.

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PCAN program manager
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Saint Joseph Healthcare Inc. – Lexington, Kentucky

Program: Mobile Health Services (MHS)

What is it? Established in 1997, MHS is a free mobile clinic that serves numerous sites. MHS consists of two buses measuring 40 feet long, 8 feet wide and 12 feet tall. These buses bring necessary medical care to medically underserved or uninsured individuals, using telemedicine and a network of community leaders, volunteers and public-private partnerships.

Who is it for? Residents in several rural counties, including some in Appalachia.

Why do they do it? MHS provides health care to those who need it most. Through the program, individuals can move from crisis management of illness to preventative care and wellness.

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Grady Memorial Hospital – Chickasha, Oklahoma

Program: Access Health Care

What is it? Open Thursday evenings, Access Health Care is a free, voluntary clinic. Run by donated time and energy, the clinic has given more than \$500,000 in free care annually on an operating budget of less than \$20,000. Patients needing diagnostic procedures are referred to Grady Memorial Hospital for X-rays, lab tests and surgical services. Hospital services are also provided free to the patient.

Who is it for? Residents of Grady County.

Why do they do it? Access Health Care offers a way into health care for individuals who have no health insurance or who do not qualify for medical assistance. More than 12,000 patients have been served in 13 years.

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vice president marketing

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Anne Arundel Medical Center – Annapolis, Maryland

Program: The Annapolis Outreach Center

What is it? A multilingual staff and 60 physician volunteers staff 250 medical or specialty clinics at the center, which provides free health care services to the uninsured and underinsured. Another 100 physicians accept referrals from the center and see patients for free, even for diagnostic testing and surgical procedures.

Who is it for? The uninsured, underinsured and medically underserved in Annapolis.

Why do they do it? A group of Anne Arundel Medical Center physicians and nurses started the Outreach Center in 1994 after seeing an acute need for volunteer health care for homeless and indigent people in Annapolis.

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Contact: Michael Freedman, MD,
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Altru Health System – Grand Forks, North Dakota

Program: Community Care Program

What is it? Community Care offers primary and preventive care to those who would otherwise go without. Eligible patients are given three months of primary care from an Altru primary physician. Patients also receive financial counseling regarding their medical bills by a compassionate and knowledgeable Altru patient advocate. After three months, patients can reapply to extend their access to the program.

Who is it for? Uninsured or low-income patients who do not qualify for government programs.

Why do they do it? Altru has always provided financial assistance; this program takes care of the front end so patients can see physicians on a regular basis when care is needed.

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community resource coordinator

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Punxsutawney Area Hospital – Punxsutawney, Pennsylvania

Program: Amish Outreach Program

What is it? The hospital's Amish patients often do not accept charity care and want to pay for the services they receive, but cannot afford the hospital's billed rate. The hospital therefore determines the approximate direct cost of care—excluding overhead—for each procedure or service, and marks up the cost 5 percent to 10 percent. Amish customers are encouraged to pay the heavily discounted bill within 30-60 days.

Because of the hospital's small size, the cost for specialized care can be high. In those cases, fees are discounted below actual cost.

Who is it for? Amish customers in the Punxsutawney area.

Why do they do it? Because Amish patients will not apply for federal assistance nor will they accept charity care from the hospital, this program allows Amish patients to pay for their health care services out-of-pocket, while allowing them continued access to the services they need.

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Access and Coverage

Oakwood Healthcare, Inc. – Inkster, Michigan

Program: Western Wayne Family Health Center (WWFHC)

What is it? The first federally qualified health center in western Wayne County, WWFHC provides primary care, mental health services, dental care and an onsite pharmacy for uninsured and underinsured residents. The center, which is expected to serve 6,000 patients annually, also offers free transportation to those who need it.

Who is it for? Uninsured and underinsured residents in western Wayne County.

Why do they do it? Many families in western Wayne County live at or up to 200 percent of the Federal Poverty Level. Residents are also at high risk for a number of diseases and health problems, including cancer, coronary heart disease and low birth-weight babies.

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Holy Cross Hospital – Taos, New Mexico

Program: Outreach to Low Income Residents

What is it? The hospital serves low-income, uninsured patients through three main programs. Emergency-room patients receive financial assistance and counseling. A diabetes outreach program offers free nutritional counseling, diabetes cooking classes and diabetes supplies. Finally, the hospital operates a rural health clinic in Penasco, N.M., offering sliding-scale office visits, free mammograms and pap tests, and free medication assistance for those with chronic illnesses.

Who is it for? Low-income, uninsured individuals in northern New Mexico.

Why do they do it? Taos County is one of the lowest-income counties in New Mexico. Many residents have no health insurance and no way to pay for medical services.

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Community Memorial Hospital – Menomonee Falls, Wisconsin

Program: Community Outreach Health Clinic

What is it? The clinic provides free care two evenings and one morning a week to uninsured and underinsured patients in the Menomonee Falls area. The clinic is staffed by volunteer physicians, nurses and other staff. The majority of clinic patients seek care related to chronic illnesses, such as diabetes and hypertension.

Who is it for? Area uninsured and underinsured with a total income at or below 185 percent of the Federal Poverty Level.

Why do they do it? To provide access to health care for the working poor in the Menomonee Falls area. In 2005, the clinic had more than 1,800 patient visits.

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nurse practitioner/clinic coordinator

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Gritman Medical Center – Moscow, Idaho

Program: Project Access

What is it? A collaborative effort of several area hospitals and agencies, this program addresses seniors' access to health care through two initiatives. The gatekeeper program trains people to identify seniors who might be having difficulties living at home. The volunteer driver program recruits drivers to transport homebound seniors to the store, doctors' appointments and other outings.

Who is it for? Community members ages 65 and over.

Why do they do it? The participating organizations serve a region covering approximately 10,000 square miles in northwestern Idaho and southeastern Washington. Seniors are especially impacted by the distance they must travel to access health care services, basic needs or social activities.

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St. Joseph Health System – Santa Rosa, California

Program: Oral Health Programs

What is it? St. Joseph Health System (SJHS) developed a three-pronged approach to oral health care. A community dental clinic provides preventative and emergency care to children and special-needs patients. Because tooth decay is the most prevalent health problem for California children, SJHS helped host “Give Kids a Smile Day,” which provided 145 children with free exams, cleanings and topical fluoride care. Finally, an SJHS mobile dental clinic serves agricultural workers and their families at a variety of sites throughout the county.

Who is it for? Residents of Sonoma County.

Why do they do it? Oral health is the No. 1 unmet health need for Sonoma County residents, particularly low-income and vulnerable families.

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executive director

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Cheyenne Regional Medical Center – Cheyenne, Wyoming

Program: RxAssistance Patient Assistance Program

What is it? RxAssistance assists in the navigation process of pharmaceutical company patient assistance programs to obtain chronic medications at no charge to the patient or hospital. The program, started in January 2005, has assisted more than 1,400 patients in receiving \$5.5 million in prescription medications. Currently more than 700 active patients are enrolled.

Who is it for? Laramie County residents without Medicare or prescription insurance.

Why do they do it? A needs assessment by United Way determined that prescription assistance was a major concern in Laramie County. Cheyenne Regional Medical Center established the program to assist not only hospital patients but any referred by Laramie County physicians.

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Saint Mary’s Hospital – Waterbury, Connecticut

Program: Community Health Center

What is it? The Community Health Center was a consolidation of the hospital’s Family and Children’s Health Centers, offering state-of-the-art medical care for all ages in a single location. When establishing the new facility, a long-range plan was developed to ensure access for those most in need of primary care services in the urban setting. In 2006, the center expects more than 50,000 visits from uninsured and underinsured patients in the Greater Waterbury area.

Who is it for? Uninsured and underinsured patients in Greater Waterbury.

Why do they do it? The consolidation allowed the hospital to provide accessible outpatient health care for the entire family in a single location.

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Tahlequah City Hospital – Tahlequah, Oklahoma

Program: Joint Ventures with the Cherokee Nation

What is it? Tahlequah City Hospital’s (TCH) two joint ventures with the Cherokee Nation enhance local access to quality care. The first venture, air ambulance services, is available locally to transport patients to TCH or to tertiary hospitals. The second, Cherokee Health Partners, LLC, created a state-of-the-art nuclear medicine department.

Who is it for? All residents of the northeast Oklahoma region.

Why do they do it? As the capital of the Cherokee Nation tribe, Tahlequah has a rich Native American heritage. The city serves more than 14 counties and 120,000 Native Americans in northeast Oklahoma.

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Access and Coverage

St. John Health – Warren, Michigan

Program: Physicians Who Care

What is it? The Physicians Who Care program provides uninsured residents of Metropolitan Detroit access to specialty care. Uninsured patients are first evaluated by a primary care physician to determine their medical need. They are then approved for financial support, which allows them to receive diagnostics, surgery or other services ordered by the specialist.

Who is it for? Uninsured residents of Metropolitan Detroit.

Why do they do it? There are 1.3 million uninsured people in Michigan and 250,000 in the city of Detroit. Helping them access a full spectrum of care is a goal of St. John Health.

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St. Vincent – Indianapolis, Indiana

Program: Unity Development Center (UDC)

What is it? UDC provides holistic case-management services to families in the Citizens/King Park community. UDC programs meet the needs of each member within the family unit with assistance beyond crisis help, such as financial aid or clothing. A youth services coordinator and workers strive each day to nurture local children and connect with parents and/or guardians to build trusting relationships.

Who is it for? Residents of the Citizens/King Park community.

Why do they do it? Originally created to address local neighborhood problems and provide a safe environment for children after school, UDC's mission now incorporates services for the entire family.

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JPS Health Network – Fort Worth, Texas

Program: JPS School-Based Centers

What is it? School-based centers offer low-cost health services to children, including physicals, treatment of minor illnesses and injuries, monitoring of chronic conditions, and testing and treatment of sexually transmitted diseases. Copayments are \$5, but students are not denied service because of inability to pay. A certified pediatric nurse practitioner and the school nurses work to bring these services directly into the school district.

Who is it for? School-aged children in Tarrant County.

Why do they do it? School-based centers are a way to keep children healthy through preventative health care and early treatment of illness. Some children would not otherwise have access to necessary health care. In 2005, three centers provided care for almost 5,000 children.

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Albemarle Hospital – Elizabeth City, North Carolina

Program: Albemarle Hospital Foundation/Community Care Clinics

What is it? Community Care Clinics offer free primary care, prescriptions and prescription assistance to the region's growing indigent, uninsured and underinsured population. In its first year, the Elizabeth City clinic provided more than 930 patients with free medical care.

Who is it for? The area's homeless, uninsured and underinsured.

Why do they do it? In Pasquotank County, home of Albemarle Hospital, 18 percent of residents live below the poverty level—more than 6 percent higher than elsewhere in the state. More than 25,000 residents are indigent, uninsured or underinsured. Within these groups, a growing minority population is experiencing an increase in chronic diseases.

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Chatham Hospital – Siler City, North Carolina

Program: The Immigrant Health Initiative

What is it? This program promotes wellness to the community's Hispanic population. Services include lay health advisors, recruited from area Hispanic churches; health roundtables at local workplaces; and free dental clinics, staffed by Spanish-language interpreters. Other programs involve bilingual support for expectant mothers and new parents, as well as various health assessments to Latinas.

Who is it for? The area's Hispanic community.

Why do they do it? Hispanics now represent more than 50 percent of the local population, yet are significantly underserved from a health care perspective. This initiative offers assistance in accessing much-needed health services and overcoming barriers to health care delivery, from language to a lack of insurance coverage.

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Grandview Medical Center – Dayton, Ohio

Program: Victor J. Cassano Sr. Community Health Center

What is it? The center delivers primary and specialty physician services to all community members in need. The facility provides 29,000 office visits annually. In addition to comprehensive health care management and community health education on such issues as diabetes, smoking cessation and nutrition, services include psychology, radiology, pharmacy and prescription assistance, social services, financial counseling and foreign-language interpretation.

Who is it for? All members of the community, regardless of socioeconomic status.

Why do they do it? Approximately 40 percent of Cassano's patient population is uninsured; another 35 percent is welfare-based. The goal of the health center is to help its patients become—and stay—healthy.

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director

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Saline Memorial Hospital – Benton, Arkansas

Program: Ambulance Service

What is it? Saline Memorial Hospital's (SMH) round-the-clock ambulance service supplies trained paramedics and emergency medical technicians for medical or psychiatric emergencies. The service also includes health training and child-safety education; free dedicated ambulance service at local sporting events; presentations at health fairs and schools; and free medical screenings at nursing homes, senior centers and community events.

Who is it for? Anyone needing medical attention in Saline County.

Why do they do it? Prior to 1984, the area had experienced inadequate and undependable private ambulance services. SMH's service facilitates quality patient care and community health improvement, allows for efficient transfers to tertiary facilities and engenders a positive relationship with the community.

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director

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Centegra Memorial Medical Center – Woodstock, Illinois

Program: McHenry County Crisis Center

What is it? The crisis center is the central point of access for all behavioral health emergencies in the county. There are two main components: a 24-hour crisis line where trained staff support callers and offer targeted referrals, and a 24-hour response team of mental health professionals who meet with patients wherever necessary.

Who is it for? Anyone in McHenry County in need of immediate behavioral-health attention.

Why do they do it? The center stabilizes behavioral-health crisis situations and reduces the number of unnecessary psychiatric presentations to hospitals' emergency departments. Centegra Memorial saw a decrease of 9 percent in the program's first year and 21 percent the following year.

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Access and Coverage

Hancock Medical Center – Bay Saint Louis, Mississippi

Program: School Clinics

What is it? Onsite clinics at all 10 public schools in Hancock County provide students free health services. When appropriate, students are referred to primary care physicians. Clinic nurses also provide smoking cessation education, dietary counseling and manage students' medications.

Who is it for? Students attending public school.

Why do they do it? Hancock County faces chronic obesity, high rates of diabetes among children, teen pregnancy and poor attendance attributed to student health. Since the first clinic was established, teen pregnancy rates have dropped, and schools report less frequent 911 calls and a significant increase in student attendance.

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administrator

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Georgetown University Hospital – Washington, D.C.

Program: Kids Mobile Medical Clinic

What is it? The clinic—a van with two exam rooms—is staffed with an attending physician, nurse and resident intern. The van rotates between five sites each week providing patients a medical home and consistent health services. Primary care is the main focus of the clinic but it also offers mental health, social services and ophthalmology as well as health education and advocacy.

Who is it for? D.C. area children 0-21 years of age. Services are free for all children.

Why do they do it? Access to health care is sorely lacking for children and youth in many D.C. neighborhoods. In 2006, more than 2,200 D.C. children received care from the clinic.

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Phelps County Regional Medical Center – Rolla, Missouri

Program: Smile Mobile Dental Clinic

What is it? A mobile dental clinic that provides primary dental care and oral health education for children in eight rural counties in central Missouri. The Smile Mobile is staffed by a board certified pediatric dentist and two certified dental assistants.

Who is it for? Children who have no access to dental care. Additionally, children attending public schools in the service area receive oral health education and a free homecare kit.

Why do they do it? About 50 percent of the children seen in the Smile Mobile have never seen a dentist. The Smile Mobile's mission is to provide rural Missouri's children with dental services to improve their health and future.

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project coordinator

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IHC Utah Valley Regional Medical Center – Provo, Utah

Program: Volunteer Care Clinic

What is it? The Volunteer Care Clinic, staffed entirely by volunteer providers, offers free health care and pharmacy services, as well as referral to free or low-cost primary and specialty care. The clinic is open two nights a week and serves an average of 40 low-income, uninsured patients each night.

Who is it for? Uninsured Utah County residents whose income level is less than or equal to 130 percent of the poverty line.

Why do they do it? The service ensures that all Utahans have access to the care they need.

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St. John's Lutheran Hospital – Libby, Montana

Program: SharePay Program

What is it? Designed to help patients unable to pay their hospital bills but wanting to take responsibility for the care they receive, SharePay is a sliding scale program. A discount is applied to all out-of-pocket hospital costs based on family size, expenses, income and other assets—ranging from a 20 percent to a 100 percent discount. Patients may set up a flexible payment plan for the remaining patient responsibility after the discount is applied. In its 2005-2006 fiscal year, the SharePay Program assisted about 750 patients.

Who is it for? The SharePay Program is available to all Lincoln County residents.

Why do they do it? After a local mine and pulp mill closed, many patients were unable to pay their bills. SharePay was developed to determine a reasonable fee patients could afford, enabling them to pay a portion of their hospital bill.

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Hawaii Health Systems Corporation – Honolulu, Hawaii

Program: Partnership to Develop Local Federally Qualified Health Centers (FQHC)

What is it? Two health centers that provide primary care services, dental care and free prescription assistance. Located in two Kauai medical center facilities, the FQHC physicians are part of the medical centers' staff. When appropriate, patients are admitted to the hospital or referred to a health system specialist.

Who is it for? All patients regardless of insurance or ability to pay.

Why do they do it? To provide preventive and dental care for those who would not traditionally have access due to lack of insurance or cultural barriers.

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Concord Hospital – Concord, New Hampshire

Program: Prescription Assistance Program

What is it? The Prescription Assistance Program helps low-income individuals access prescription drugs offered for free by pharmaceutical companies to those who meet specific eligibility requirements. Counselors assist individuals in applying for the appropriate programs.

Who is it for? Qualified individuals who reside in or have a primary care provider in the area.

Why is it done? Although many people are potentially qualified for prescription assistance from pharmaceutical companies, they often do not apply because the paperwork is so cumbersome. To date, the program has obtained 90,000 medications for 4,100 patients in 47 local communities.

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vice president for philanthropy

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Women & Infants Hospital – Providence, Rhode Island

Program: Family Van

What is it? A state-of-the-art mobile clinic that began in 1996, the Family Van keeps a regular schedule with weekly or monthly stops at more than a dozen locations across the state. Services include basic screenings, health care advice and referrals to physicians who will treat clients on a sliding scale. Care is confidential, free and available to all ages.

Who is it for? Rhode Island residents.

Why do they do it? The Family Van fills a tremendous void in the lives of poor, uninsured men, women and children in Rhode Island. In fiscal year 2005 alone, the program recorded 3,150 visits, helping 1,597 new clients.

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president and CEO

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Access and Coverage

Saint Mary's Regional Medical Center – Reno, Nevada

Program: Project New Hope

What is it? Project New Hope provides no-cost surgery to disadvantaged children through the collaborative efforts of volunteer doctors, nurses, clinical and non-clinical providers. Saint Mary's donates the surgical services and use of equipment; various vendors donate medical supplies. Community partners additionally donate non-medical goods and services. The majority of surgeries performed are plastic/reconstructive in nature, but other procedures include orthopedic, general, urologic, ophthalmologic, ear/nose/throat and vascular.

Who is it for? Area children.

Why do they do it? Nevada is currently ranked 49th in the nation in the number of children without health insurance. Because of a lack of health insurance, many children have foregone needed but non-life-threatening surgeries. To date, more than 120 children have been helped.

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Quality of Life

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

Quality of Life

Pratt Regional Medical Center – Pratt, Kansas

Program: Books for Babes

What is it? Books for Babes is a Pratt Regional Medical Center volunteer-sponsored literacy program for new moms, dads and babies. The program was taken on by the PRMC volunteers in early 2006. Since then, they have delivered books and personal messages about the importance of reading to more than 100 new families.

Who is it for? All babies born at Pratt Regional Medical Center.

Why do they do it? The program educates parents about the importance of reading to their children.

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Stormont-Vail HealthCare – Topeka, Kansas

Program: Neonatal Follow-Up Clinics

What is it? Free clinics that help families through a Developmental Follow-Up Clinic or Intensive Care Follow-Up Clinic. Babies are screened regularly for developmental, medical and/or social needs, then referred to any necessary services. Follow-up reports are provided to the primary care physician and other referral sources as indicated from the evaluation.

A neonatal nurse practitioner oversees low- and moderate-risk infants, while a multidisciplinary team—consisting of a neonatologist, RN, occupational therapist and social worker—assists families with infants discharged from the NICU.

Who is it for? Infants and children to age 2 who have used intensive-care services at any hospital.

Why do they do it? Providing support and education fosters early-childhood development and builds strong families.

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Woman's Hospital – Baton Rouge, Louisiana

Program: Better Beginnings

What is it? Better Beginnings engages Medicaid mothers-to-be in prenatal care and provides them with private OB/GYNs. The perception of many providers is that Medicaid recipients are less compliant than other patients, missing appointments, failing to follow instructions and presenting a higher risk pregnancy. An initial counseling session provides expectant mothers with initial lab work, prenatal class question and answer period, instruction about compliance and referral to their own participating physician. Since 1994, the program has placed nearly 15,000 women with private physicians.

Who is it for? Area Medicaid mothers-to-be.

Why do they do it? To improve access for expectant Medicaid mothers and establish relationships that result in healthy births.

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Boston Medical Center – Boston, Massachusetts

Program: Medical Legal Partnership for Children (formerly The Family Advocacy Program)

What is it? This legal advocacy program ensures families' basic needs are met, from adequate housing and nutrition to income supports. Connecting families with proactive legal assistance relating to housing, public benefits, domestic violence, employment, education and immigration, the program also trains health care professionals to identify non-medical barriers to a patient's health so advocacy can become a part of their treatment plan.

Who is it for? Boston-area children and families.

Why do they do it? Boston Medical Center recognized that even with access to medical care, many other factors can contribute to poor health and development for children living in poverty. More than 3,000 families have been helped.



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United Hospital Center – Clarksburg, West Virginia

Program: Camp Catch Your Breath (Asthma Camp)

What is it? In an effort to reach asthma sufferers early in childhood and puberty—especially those in lower-income families—Camp Catch Your Breath provides a genuine summer-camp experience for 70 children with asthma while also offering constant medical supervision and education on how to keep their asthma in control. Families reported that following camp, children missed fewer days of school, had higher levels of confidence and self-esteem, and fewer trips to the emergency room for crisis care.

Who is it for? Area children.

Why do they do it? West Virginia ranks fifth highest in current asthma prevalence, with about one out of every nine adults suffering from lifetime asthma.

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St. Vincent Health System – Little Rock, Arkansas

Program: Healthy Alternatives

What is it? Partnering with InnerCity FutureNet, a local community organization, Healthy Alternatives provides area youth with internships that emphasize the importance of education, reinforce a good work ethic, expose them to possible health careers and involve their family in the process. Focused primarily in the hospital's dietary and nutrition department, interns work with St. Vincent's executive chef on purchasing, planning, production and serving of meals.

Who is it for? Youth in the Central High and Centennial Park neighborhoods of midtown Little Rock who participate in Inner City FutureNet programs.

Why do they do it? Broadening the horizons of area youth by exposing them to educational and occupational opportunities has a positive impact on interns and on the community's long-term health.

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North Country Health Services – Bemidji, Minnesota

Program: The Bemidji Area Task Force on Underage Drinking, Illegal Drug Use and Youth Violence

What is it? A broad community coalition formed to address the high-risk behaviors of area youth. The task force offers programs that foster sobriety among youth. In addition to providing drug-test kits and parental support at several sites, the task force offers support groups for adolescents, plus a halfway house, which currently serves nine adolescent boys.

Who is it for? Adolescents and their families in the Bemidji area who are struggling with alcohol and substance-abuse issues.

Why do they do it? The Bemidji area has had serious problems with underage drinking, illegal drug use, youth violence and teen pregnancy.

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Sunnyview Rehabilitation Hospital – Schenectady, New York

Program: Studio Arts Project

What is it? The Studio Arts Project provides art instruction that promotes creativity, independence, dignity and community integration for people with disabilities. Weekly classes are designed to fuel the imagination while teaching fundamental material use and technique in a compassionate, supportive environment. Trained artists are present at every class, along with a certified recreational therapist, to ensure student comfort.

Quality of Life

Who is it for? Current and former patients and others in the community with similar disabilities.

Why do they do it? The program inspires patients to reach beyond their physical ability and at the same time collects creative expressions of artists with disabilities.

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Samaritan Health Services – Corvallis, Oregon

Program: Community Health Improvement Partnership (CHIP)

What is it? Samaritan Health Services partners with the state Office of Rural Health and community leaders to identify and close local health care gaps. CHIP initiatives include mentoring programs for at-risk youth and teens and a tri-county transportation brokerage to help people get to medical appointments.

Who is it for? People in rural communities.

Why do they do it? In rural areas, the distance from medical care can sometimes make it more difficult to access services. The cooperation generated by these partnerships goes a long way toward building healthier rural communities.

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UMass Memorial Health Care – Worcester, Massachusetts

Program: Youth Development Initiative

What is it? The Youth Development Initiative promotes positive youth development through three components: the Worcester Youth Center, a free drop-in center that houses youth-development activities and health services; the Healthy Options for Prevention and Education (HOPE) Coalition, which seeks to increase youth access to recreation outside of school; and Building Brighter Futures for Youth, a community-wide workforce partnership.

Who is it for? Young people in Worcester, ages 12 to 21.

Why do they do it? To positively impact youth development and health by reducing chronic illness, teen pregnancy and violence and crime. Of the more than 400 young people who come regularly to the youth center, an estimated 98 percent live in poverty and 10 percent are homeless.

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Paradise Valley Hospital – National City, California

Program: Partners for Prevention

What is it? This community coalition addresses health, safety and quality-of-life issues in National City. The coalition holds a weekly after-school program to discuss issues affecting schools and the community; serves in an advisory capacity to National City's Alcohol, Tobacco and Other Drug Prevention Task Force; and has participated in the South Bay Partnership, which aims to make area neighborhoods safer, healthier and, ultimately, drug-free.

Who is it for? Young people and their families in National City.

Why do they do it? Residents ranked adolescent substance abuse and violence as their No. 1 health concern.



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St. John's Riverside Hospital – Yonkers, N.Y.

Program: Yonkers Childhood Health Initiative (YCHI)

What is it? YCHI's primary activities center on school-based programs that establish proper protocols for asthma treatment, on childhood immunizations and on the establishment of an obesity-prevention curriculum that includes education on nutrition and exercise.

Who is it for? Yonkers area children.

Why do they do it? St. John's Riverside Hospital believes that the betterment of the community begins with the health of the children who live there. When a student died from an asthma attack, leaders organized YCHI to educate children and the public about asthma. The success of the asthma program encouraged YCHI to take on other childhood health issues.

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Advocate Good Samaritan Hospital – Downers Grove, IL

Program: Community Education Team

What is it? The Community Education Team consists of 40 clinicians and associates who develop health education, physician-speaking events and community health events. Their mission: to educate DuPage County residents about urgent health issues. Main focus areas, based on community need, are cardiac issues, depression and asthma. Classes range from postpartum depression to diabetes-prevention education. Events include support groups, a community heart fair and free community depression screenings.

Who is it for? Residents of DuPage County.

Why do they do it? The overall goal of this team is to help redesign community health education not only in DuPage County, but also across the United States.

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Exempla St. Joseph Hospital – Denver Exempla Lutheran Medical Center – Wheat Ridge Exempla Good Samaritan Medical Center – Lafayette, Colorado

Program: Boot Camp for New Dads

What is it? This one-day workshop for men only is designed to build confidence and prepare first-time fathers for the challenges of parenthood at a time when men are most receptive: in the last trimester. Topics include caring for babies and new moms, and work/family balance. Workshops are offered in Spanish once a month.

Who is it for? All rookie fathers.

Why do they do it? Prenatal classes typically target new moms. Exempla wanted to provide a program that picked up on dad's role specifically. About 1,200 to 1,500 men go through the boot camps each year.

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Valley Health – Winchester, Virginia

Program: Healthy Families

What is it? This parenting prevention program aims to have every child in the community enter school ready to learn, socially, emotionally and physically. Each family is assigned a family support worker, who ensures that new parents learn about child development, find a primary medical provider and obtain scheduled immunizations for their child during the first two years of life. Support workers also provide transportation to doctor's appointments and other community services.

Quality of Life

Who is it for? Area families with newborns to kindergarten-aged children.

Why do they do it? The program meets the needs of new parents while helping to build stronger families and a stronger community.

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Robert Wood Johnson University Hospital Hamilton – Hamilton, New Jersey

Program: 50+ Club

What is it? RWJ Hamilton offers health education, fitness, recreational and social programs for area residents ages 50 and older. Among these are health resources offered through senior housing; a cooking program that includes discussions on issues like elder nutrition; computer classes; and counseling for Medicare beneficiaries on insurance issues.

Who is it for? Senior citizens in the Greater Trenton area.

Why do they do it? The area's senior population is expected to increase by 53 percent during the 20-year period ending in 2010. These programs reinforce behaviors to reduce risk of disease, maintain high mental and physical functioning, and promote connections with others.

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