



AGENDA

Community Relations Committee

Tuesday, June 28, 2011 – 7:30 a.m. – 9:00 a.m.

Location:

Alameda Hospital (Dal Cielo Conference Room)
2070 Clinton Avenue
Alameda, CA 94501

Office of the Clerk: (510) 814-4001

This is being noticed as a Board meeting as a quorum may be present. Ex-officio members and non-committee members cannot vote on any item, whether or not a quorum of the Board is present. Members of the public who wish to comment on agenda items will be given an opportunity before or during the consideration of each agenda item. Those wishing to comment must complete a speaker card indicating the agenda item that they wish to address.

I. Call to Order

Stewart Chen, DC

A. Introductions

II. Regular Agenda

A. Action Items

- 1. Approval of Minutes –April 26 & May 24, 2011 **ACTION ITEM**
[enclosure]

Stewart Chen, DC

B. Committee Membership

- 1. Committee Membership Recommendation

Stewart Chen, DC

C. Communication Update

- 1. Communication Enhancement Plan Presentation
- 2. Community Newsletter

Daniel Weinzveg

Louise Nakada

D. Community Relations and Outreach

Louise Nakada

- 1. Stroke Awareness Campaign
- 2. Let's Move Alameda
- 3. Community Outreach and Events

E. CEO Update

Deborah Stebbins

F. Physicians Relations Update

Tony Corica

G. Alameda Hospital Foundation Update

Dennis Eloe

III. Board / Committee Comments

IV. Public Comments

V. Adjournment

VI. Next Meeting: July 26, 2011



Minutes of the Community Relations Committee

May 24, 2011

Present:

Board Members	Community Members	Physicians	Management
Stewart Chen, DC	Jim Franz Bill Withrow Terrie Kurrasch Hien Doan Shubha Fanse Tracy Zollinger, LaC Monica Valero	Jim Yeh, DO	Dennis Eloie Louise Nakada Deborah E. Stebbins Tony Corica

Absent:

Board Members	Community Members	Physicians	Management
Michael McCormick	Jeptha Boone, MD	James Kong, MD	

Submitted By: Christina LaMar

Topic	Discussion	Action / Follow-Up
I. Call to Order	Stewart Chen, D.C. called the meeting to order at 7:30 a.m.	
II. Regular Agenda	A. Action Items 1. <u>Approval of Minutes – April 26, 2011</u>	The Committee did not review the Minutes. They will be carried over to the June 28, 2011 meeting for approval.
	B. Committee Membership 1. Committee Appointment Process Ms. Nakada discussed the appointment process. She stated that all guests will introduce themselves briefly, and then each committee member will e-mail their recommendations to Director Chen directly. 2. Introduction of Prospective Community Relation Committee Members The following guests made introductions: <ul style="list-style-type: none"> • Mike McMahon, School Board Member • Michael Robles-Wong, Chair of School Parcel Tax, Measure A 	

Topic	Discussion	Action / Follow-Up
	<ul style="list-style-type: none"> Bob Blanchard, Volunteer – Meals on Wheels & the Alameda Food Bank 	
	<p>C. Alameda Family Services Presentation</p> <p>1. Introduction</p> <p>Ms. Nakada introduced the guest presenters from Alameda Family Services, Lynne Moore-Kerr, Molly Baldrige, CHES, Daniel Javes and Karen Zeltzer, LCSW, RAS.</p> <p>2. Program Presentation</p> <p>Molly Baldrige, CHES began the presentations. She reviewed the School Based Healthcare for High School Students which focus on immunizations, sports physicals, and sensitive services, such as reproductive health and prenatal care. The program allows students to engage in services twice a week. Studies have found that students are less truant and have a higher academic performance when these types of services are available. A partnership with Alameda Hospital may include providing Physician or Nurse Practitioners to provide services in order to open the clinic more days per week, outreach opportunities, nutritionist availability, Alternative Medicine services, and referrals.</p> <p>Lynne Moore-Kerr informed the committee of the Alameda Head Start & Early Head Start Programs that are available to low-income families. The program includes childcare for children from the age of zero (0) to five (5). There are six sites in Alameda that service over 300 children and their families, including the newest on the College of Alameda Campus. All programs have waiting lists due to needs for additional facilities.</p> <p>Daniel Javes informed the committee about the Health Services available for Head Start</p>	<ul style="list-style-type: none"> Ms. Nakada will follow up with Alameda Family Services to discuss collaboration possibilities.

Topic	Discussion	Action / Follow-Up
	<p>Programs. Alameda Head Start partners with many area businesses to provide low cost healthcare to Alameda families. Approximately 22 percent of the children that are assisted by Alameda Head Start are suffering from obesity and 18 percent from asthma. Food Allergies are also an increased concern for these children. Daniel would like to see Alameda Hospital partner with Alameda Head Start in terms of providing nutritionist assistance, Medical eligibility assistance, and outreach efforts. A few suggested partners that may be of assistance were the Samuel Merritt University and the Merritt Community College. The Health Advisory Committee meets quarterly and the next meeting is tentatively scheduled for the third week of June at 12:00 p.m.</p> <p>Karen Zeltzer, LCSW, RAS introduced the Family Counseling Clinic located on Clement Avenue in Alameda to assist youth accompanied by an adult, couples, and individual counseling to residents with low income. The Alameda County Homeless Youth Shelter, Dreamcatchers, located in Oakland, offers meals, job training and medical screening to youth. DAT is the drug and alcohol program for teens and adults that are available through Alameda Family Services. They offer counselors in the School-Based Clinics as well as diversion and adult-based services. Karen would like to partner with Alameda Hospital in terms of gaining referrals through the Emergency Department.</p>	

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	<p data-bbox="505 195 1013 226">D. Community Relations and Outreach</p> <p data-bbox="583 264 993 296">1. Stroke Awareness Campaign</p> <p data-bbox="618 331 1162 579">Ms. Nakada reviewed the Stroke Awareness Campaign. The next Stroke Risk Assessment is June 3, 2011 and will be held at the Community Center on Harbor Bay Isle. The June 30, 2011 date has only a few appointments available and will be held on the main island.</p> <p data-bbox="618 621 1162 905">Ms. Nakada announced the Community Stroke Educational Session that took place on May 23, 2011 was well attended. Dr. Claudine Dutaret, Dr. Robert Gingery, and Dr. Eric Otani addressed treatment, diagnosis, and prevention regarding stroke and the differences between stroke and heart attack symptoms.</p> <p data-bbox="583 947 1162 978">2. Community Calendar: Community Events</p> <p data-bbox="618 1014 1162 1371">Ms. Nakada presented a calendar of events taking place in regards to Alameda Hospital and the surrounding community. A community calendar is available on the Alameda Hospital website. Volunteer opportunities include events such as the following: Stroke Risk Assessments, 4th of July Parade, Chamber of Commerce Business Expo., and Mastick Senior Center Health Day.</p> <p data-bbox="583 1413 889 1444">3. Let's Move Alameda</p> <p data-bbox="618 1480 1162 1837">Ms. Nakada reviewed the involvement of Alameda Hospital with local organizations to develop a city wide campaign focused on childhood obesity. The development of the summer health and fitness program for youth will begin at the Sand Sculpture Event on Crown Beach June 4, 2011. Youth will be able to submit their completed journals at the Webster Street Jam on September 10, 2011.</p> <p data-bbox="618 1879 1084 1942">To follow up on a previous inquiry regarding social media and Alameda</p>	<ul data-bbox="1203 951 1463 1094" style="list-style-type: none"> ● Ms. Nakada will be accepting volunteer sign-ups.

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	<p>Hospital, Ms. Nakada has drafted a Facebook page for Alameda Hospital that may start as early as June 2010.</p> <p>4. Communications Plan</p> <p>Currently, two (2) interns from Tramutola are canvassing neighborhoods of the community and asking for feedback/opinions regarding Alameda Hospital. They will be gathering information and providing feedback for four (4) more weeks. Bill Withrow mentioned they had come to his home and was pleased with their approach and the fact that they were wearing golf shirts with the Hospital name and logo.</p> <p>D. CEO Update</p> <p>Ms. Stebbins updated the committee regarding the status of the Joint Commission Certification to become a Certified Stroke Center. The process of becoming a Certified Stoke Center is approximately 90 percent complete. As soon as the survey is scheduled, Alameda Hospital may begin taking patients again with stroke symptoms that are transported by ambulance.</p> <p>Ms. Stebbins discussed the expansion of services to include Wound Care in an office building near Mariner Square. Alameda Hospital will also expand its long-term care unit to include 12 more beds bringing the total to 24. Most all of the long-term care patients, many of whom are ventilator dependent, are covered by Medi-Cal insurance. Medi-Cal has announced that it will reduce reimbursements by 25 percent. Ms. Stebbins will attend a meeting in Baltimore on June 2, 2011 with other hospital administrators to discuss with CMS leadership.</p>	

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	<p>E. Physicians Relations Update</p> <p>Mr. Corica will be meeting with an Orthopedic Physician this week. Alameda Hospital is interested in providing any new services that may be needed within the community.</p>	
	<p>F. Alameda Hospital Foundation Update</p> <p>Mr. Eloie announced that nominations are currently being taken for the Kate Creedon Award. The Kate Creedon Award is given to a medical provider who has practiced for at least 15 years and the last five (5) at Alameda Hospital.</p>	
<p>III. Board / Committee Comments</p>	<p>Ms. Zollinger informed the committee of her recent discussions with the new owners of Alameda Towne Center and their interest in having Alameda Hospital and affiliates occupy their space.</p> <p>Dr. Chen introduced World Journal reporter Jessica Chan.</p>	
<p>IV. Public Comments</p>	<p>None.</p>	
<p>V. Adjournment</p>		<p>The Community Relations Committee was adjourned at 9:10 a.m.</p>