



# PUBLIC NOTICE

CITY OF ALAMEDA HEALTH CARE DISTRICT

## Community Relations Committee

Tuesday, September 28, 2010

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.

## AGENDA

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*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** Rob Bonta
- II. **Regular Agenda**
  - A. Approval of Minutes –July 27, 2010 **ACTION ITEM** [enclosure] Rob Bonta
  - B. Business Associations / Community Organizations Meetings Update
    - 1. Business Associations (WABA, GABA, PSBA, Towne Centre) Louise Nakada
    - 2. Community Organizations (Boys and Girls Club, College of Alameda) Deborah Stebbins
  - C. Community Relations and Outreach Louise Nakada
    - 1. Community Newsletter
    - 2. Community Events Report
      - Park Street Classic Car Show – October 9, 2010
      - Oakland Asian Health Services Health Fair – October 14, 2010
      - TB Testing for AUSD teachers – November 2010
      - Flu Vaccination for City employees – November 2010
    - 3. Community Health Fair – October 23, 2010
    - 4. Alameda Fire Dept. Senior Safety Program
  - D. CEO Update Deborah Stebbins
  - E. Physicians Relations Update Tony Corica
  - F. Alameda Hospital Foundation Update Dennis Eloe
- III. **Board / Committee Comments**
- IV. **Public Comments**
- V. **Adjournment**
- VI. **Next Meeting: October 26, 2010**





Minutes of the Community Relations Committee  
**July 27, 2010**

Members Present:

Board Members	Community Members	Physicians	Management
Rob Bonta, Chair	Jim Franz Jeptha Boone, MD Tracy Lynn Jensen Stewart Chen Bill Withrow	Jim Yeh, DO	Dennis Eloie Louise Nakada Deborah E. Stebbins

Members Absent:

Robert Deutsch, MD Jordan Battani Michael McCormick Leah Williams	Ann Evans Brad Shook Terrie Kurrasch	James Kong, MD Alka Sharma, MD	Tony Corica
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Submitted By: Jaclyn Yuson

Topic	Discussion	Action / Follow-Up
I. Call to Order	Rob Bonta called the meeting to order at 7:35 a.m.	
II. Regular Agenda	<p>A. <u>Approval of Minutes – June 8, 2010</u></p> <p>B. <u>Presentation: Avalon Village</u>  The Avalon Village presentation was canceled as guest speaker, Jill Cabeceiras, had a medical emergency and was unable to present at the Community Relations meeting.</p> <p>C. <u>Committee Focus</u>  Mr. Bonta mentioned to the committee that hospital management scheduled meetings with local businesses in Alameda to establish relationships and reach out to the Harbor Bay, senior citizen, and Asian communities.</p> <p>a. 3B Program  Ms. Nakada introduced the 3B Program to the committee which is a mini health assessment the Hospital can offer to Alameda businesses and the community which includes: blood pressure, blood glucose, and body mass index (body fat percentage).</p>	Mr. Franz moved to approve the minutes. Dr. Boone seconded the motion. The motion was approved with 2 abstentions (Mr. Withrow and Mr. Chen).



Topic	Discussion	Action / Follow-Up
	<p>Mr. Chen asked if the Hospital provides an injury prevention program to the community. He stated that worker's compensation insurance charges the highest premium. Ms. Stebbins mentioned the Hospital has an Ergonomic Specialist who can put an informational packet together on correct lifting, stretching, etc.</p> <p>Mr. Chen also suggested working with local businesses to provide physicals and flu shots for their employees.</p> <p>Those who are interested can contact Louise Nakada to customize their wellness package.</p> <p style="text-align: center;">b. Business Outreach Menu</p> <p>Ms. Nakada distributed a wellness menu for businesses to the committee indicating the various services the Hospital can provide. Such services include: flu vaccine, health and wellness brochures, computerized health risk assessments, vials of life, health lectures, and cholesterol and osteoporosis screenings.</p> <p style="text-align: center;">D. <u>Community Relations Update</u></p> <p style="text-align: center;">1. Community Relations Outreach</p> <p style="text-align: center;">a. Park Street Art and Wine Fair (July 24 &amp; 25, 2010)</p> <p>Ms. Nakada mentioned many people attended the Art and Wine Fair. Community members were enthused about the 3B's assessment. Attendees of this event felt they received beneficial feedback regarding their health.</p> <p style="text-align: center;">b. Independence Plaza Presentation (August 4, 2010)</p> <p>Ms. Nakada said Mr. Corica will be giving a presentation about the Hospital at Independence Plaza which is due to start at 3:00 p.m.</p> <p style="text-align: center;">c. Coast Guard Day (August 4, 2010)</p> <p>Ms. Nakada said approximately 1500 – 1800 people are expected to attend this event. Alameda Hospital personnel will be offering the 3 B's assessment.</p> <p>The Hospital is also in the process of developing a relationship with the Alameda Coast Guard.</p> <p style="text-align: center;">d. Webster Street Jam (September 11 &amp; 12, 2010)</p> <p style="text-align: center;">e. Community Health Fair (October 23, 2010)</p>	



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	<p>Ms. Nakada said Odyssey Hospice and Alameda Hospital will be offering a grief support group in the Women's Health Center on the 4th Wednesday of each month from 4:00 p.m. - 5:30 p.m. beginning September 22<sup>nd</sup>.</p> <p>2. Marketing and Communications – Community Newsletter, HBI Gulls Call</p> <p>The Community Newsletter will be sent out to approximately 28,500 residents in the 94502 zip code and about 2,500 local businesses in the 94501 zip code. The newsletter will feature a message from the Hospital CEO, potential partnerships, new programs at the Hospital, Alameda Hospital Foundation information, safety tips, and much more.</p> <p>E. <u>CEO Update</u> Ms. Stebbins updated the committee regarding the following:</p> <ul style="list-style-type: none"> <li>• Hospital administrators will be making a presentation to Alameda City Council on September 7, 2010.</li> <li>• Hospital management signed the Medi-Cal contract. The Hospital will be working with local community clinics, Alameda Alliance, Clinica De La Roza, the Fruitvale community, China Town, and Family Bridges.</li> <li>• The seismic and retrofit plans have been finalized. Management is in the process of getting estimates on the overall cost of the project and looking into financing options. The biggest expense will be the kitchen relocation project.</li> <li>• Alameda Hospital management is working with Eden Medical Center with their stroke program.</li> <li>• A new Wound Care program is being developed. This program requires two hyperbaric oxygen chambers that helps heal wounds. Management has received support from the Hospital's medical staff.</li> </ul> <p>F. <u>Foundation Update</u></p> <p>a. Progress on Meetings with Business Associations</p>	



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	<p>Mr. Eloë said hospital management had their first Business Outreach meeting with Kathy Moerhing from West Alameda Business Association.</p> <p>b. Progress on Contacts with Three Large Employers in Alameda</p> <p>Mr. Eloë stated he will be meeting with representatives from Abbott Diabetics, Perforce Software, and Bay Ship and Yacht Company in September.</p> <p>c. Fall Gala (September 11, 2010)</p> <p>Mr. Eloë announced that the Alameda Hospital Foundation will be hosting its 25<sup>th</sup> Anniversary Gala event on Saturday, September 11, 2010 at the Claremont Country Club.</p>	
<p>III. Board / Committee Comments</p>	<p>The Committee agreed to cancel the August Community Relations meeting as the August District Board meeting had also been canceled.</p> <p>Mr. Franz announced that the Alameda Community Fund committee donated \$1,000 to the Alameda Fire Department (AFD) in support of AFD Senior Safety Program.</p> <p>Ms. Stebbins announced the Hospital received a letter from Alameda Municipal Power company indicating that the Hospital is energy efficient receiving low energy rates. This information will be acknowledged in the Community Newsletter.</p>	
<p>IV. Public Comments</p>	<p>None</p>	
<p>V. Adjournment</p>		<p>The Community Relations Committee was adjourned at 8:48 a.m.</p>