A Profound Change in Attitude

The campuses at CCRMC and all of our Health Centers are going smoke-free beginning on November 16, the day of the American Cancer Society’s Great American Smokeout. That policy is a result not only of the Board of Supervisors’ approval of a comprehensive ordinance passed last month to address secondhand smoke exposure, but also several years of effort by staff at CCRMC and our Tobacco Prevention Project (TPP) in the Public Health Division. (See the story on page 8 for more details.)

Pioneering efforts

The Board’s action is one more step in our County’s pioneering efforts to protect Contra Costa residents from the devastating impact of tobacco and secondhand smoke. I remember how difficult it was in the 1980s to enact even small protection for workers. In those days, we were jubilant to have been the first county in the United States with uniform ordinances that created No Smoking sections in restaurants in every city and the unincorporated area of the county.

For the last 20 years, our Public Health Division and TPP have blazed an impressive trail. Most recently the leadership has come from TPP Manager Denice Dennis, Charlotte Dickson and Tobacco Prevention Coalition (TPC) Chair Dr. Joel White — a steadfast champion since the beginning. In our efforts, we have had many partners, including the American Lung Association, American Cancer Society, American Heart Association, cities, Contra Costa teens, Sheriff’s Office, the District Attorney, schools, many community-based organizations and, of course, the individual members of the Board of Supervisors.

A major public health triumph

Public Health Director Dr. Wendel Brunner recently made a presentation at a statewide tobacco control conference, congratulating health advocates on their successes. He called the fight to reduce exposure to secondhand smoke and restrict youth access to tobacco “one of the major triumphs” in the public health arena, comparable to the eradication of polio. Except, he pointed out, that in the battle to find an effective polio vaccine, health experts weren’t fighting an industry making extraordinary profits by addicting children and killing hundreds of thousands of people.

This is a particularly opportune time for our campuses to ban tobacco products. Earlier this year the California Air Resources Board declared secondhand smoke a toxic air contaminant that may cause and/or contribute to death or serious illness. And the U.S. Surgeon General issued a comprehensive scientific report, The Health Consequences of Involuntary Exposure to Tobacco Smoke, which concludes there is no risk-free level of exposure to secondhand smoke. According to the report, nonsmokers exposed to secondhand smoke indoors increase their risk of developing heart disease by 25-30% and lung cancer by 20-30%. The report says, “The scientific evidence is now indisputable: secondhand smoke... is a serious health hazard that can lead to disease and premature death in children and nonsmoking adults. It is harmful and hazardous to the health of the general public and particularly dangerous to children... It is also a known human carcinogen (cancer-causing agent). Inhaling secondhand smoke causes lung cancer and coronary heart disease in nonsmoking adults.”

My own patients

As a physician I’ve seen a dramatic change in the way people look at the issue of...
smoking and secondhand smoke exposure. When I was in medical school — less than a decade after the U.S. Surgeon General issued the famous report, *Smoking and Health*, holding cigarette smoking responsible for a 70% increase in the mortality rate of smokers over non-smokers — even physicians smoked. Now, there are dramatically fewer patients who smoke. And even those who are still smoking know they shouldn’t and many have grappled with the addiction in one way or another. When the Board approved the recent ordinance, its passage was applauded by residents who had asked for more protection from secondhand smoke. It is a dramatic demonstration of how a comprehensive public health effort can create a profound change over time.

What our efforts to reduce the harmful impact of tobacco have shown is that change takes partnerships, patience and time. We are already using lessons learned in the tobacco area as a model for addressing other health issues. Our fledging efforts to influence food labeling began two decades ago, today we have federal laws that require nutrition labels on packaged foods. More recently our Board of Supervisors approved a cutting edge ordinance in which schools, medical providers, after-school programs, restaurants, and others work together to provide an environment in Contra Costa that supports good nutrition and exercise. (more about this in an upcoming report)

I hope you will all join me in congratulating CCRMC and our Health Centers in going smoke-free. It will protect the health of our patients and employees and it’s consistent with our mission to care for and improve the health of all people in Contra Costa.

Sincerely,

William Walker, MD

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**Plan Developing to Help Save Doctors**

I’ve spent a lot of time in the past few weeks working with our Chief Financial Officer/Chief Operating Officer Patrick Godley, Dr. Jeff Smith, Supervisor John Gioia, elected officials and others on how to maintain an operational acute care hospital in West Contra Costa County. There is a crisis in West County now because Doctors Medical Center in San Pablo has filed for bankruptcy and closed many of its services. We have taken the first step in solving the problem: creating a mechanism by which $20 million in funds will be transferred over the next four years to the West Contra Costa Healthcare District that oversees Doctors. That funding is a combination of local property taxes collected by the Hospital District and matching state and federal funds. Neither the Health Services budget nor the County general fund will be impacted. With the reallocation and transfer of these funds, a Joint Powers Agreement (JPA) will be developed that will give our Board of Supervisors a majority role in governing Doctors and overseeing the facility’s own administrative staff. The transfer of funds will have to be officially approved by the California Medical Assistance Commission on November 2 and by the Bankruptcy Court. Public hearings will have to be held by both the Board of Supervisors and the Hospital District. All of these actions must be taken quickly because Doctors Medical Center is currently on “life support.” We are attempting to keep it functioning by using some last-minute efforts. The outcome is far from certain and depends upon significant restructuring of clinical and administrative services at Doctors and maximization of all available revenue sources. The Board of Supervisors has stressed the need for extreme caution so as not to hurt our health care system, jeopardize the county general fund, or impact negatively on Contra Costa Health Plan members and our patients. – WW

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**It’s Not Too Late!**

As demonstrated by CCHS Director Dr. William Walker and Francie Wise, Communicable Disease Program Chief, it’s not too late to get your flu vaccine! Flu shots are available for CCHS employees in early November. Don’t like shots? Try the nasal spray flu vaccine at select locations. Check iSite, our intranet, for details.

The Director’s Report is published monthly. Deadline for the December edition is November 10. Publicize your upcoming events and successes by sending information to Julie Freestone at 597 Center Avenue, Suite 255, Martinez 94553, fax 925-313-6219, email: jfreestone@hsd.cccounty.us. The Director’s Report is available online at cchealth.org and on iSite, our intranet, at cchs.
DOING THE EXTRA MILE FOR SERVICE EXCELLENCE

Honor Roll

Dental Program
Family, Maternal and Child Health

For teaching great dental classes to thousands of WIC clients throughout the county.
—Nominated by the WIC Program

Terry Eisentrout
Clinical Nurse
Public Health Clinic Services

For realizing how important it was for a 10-year-old patient to get a gift certificate as a reward for his well child exam. He really showed he cared.
—Nominated by Dr. Diane Dooley

Pam Davis
Financial Counselor
Finance Division

For embodying real customer service, always being positive, treating every encounter as if it were her only priority. She helps patients and nurses navigate our system. You can hear her smile.
—Nominated by Billie-Jo Wilson

Connie James and the Bay Point Clinic Promotoras and Navigators
Bay Point Family Health Center

For working with the Child Health and Disability Program to contact parents of students who attend Pittsburg schools and offer assistance in getting health insurance.
—Nominated by Pat Erickson

Drs. Ken Katzman, David MacDonald, Rich McNabb and Kate Colwell
Catherine Zonfrello, Debbie Wolfe and Cleo Patzer-Alverado

We may have lost a house, but we gained the knowledge of just how blessed we are with the wealth of family, friends and dedicated and caring coworkers. You were a godsend!
—Nominated by Sharon Eriksen

Eddie Perez
Evening Shift Lead Worker Environmental Services
Pittsburg Health Center

For being a caring individual who is always willing to lend a helping hand, accept extra work, move furniture and equipment, set up tables and chairs, help patients find their way out He treats our health center as if were his home.
—Nominated by Waynette Mason

Ike Tiongson
Accountant III
Finance Division

For always going the extra mile to manage the complicated details of each of our budgets, and to ensure accuracy and timely submission of the budgets...and for staying sane through all of the revisions.
—Nominated by Cheri Pies, Rusty Keilch, Lorena Martinez-Ochoa and Itika Green

Do you know someone who’s going the extra mile?

To recognize a CCHS employee, vendor or volunteer for outstanding Service Excellence performance, submit the “Going the Extra Mile” commendation form, available from every CCHS Division Director, or email your commendation to ServicEX@hsd.co.contra-costa.ca.us or fax it to 925-313-6219. The form can also be downloaded from the Internet (About Us page) or iSite, our Intranet.

Employee Milestones

Congratulations to these employees who have given us long years of service: Carol S. Brown, Joanne M. Bump, Richard Freitas, Jesus Dominguez, Richard Frazier, Gerald Kleinfeldt, Heidi Culver, Anna Lubarov, Kevin M. Gebkin, Chantel Allen, Doreen Dahl (10 years); Donna M. Coit, Julie L. Ambriz, Annabelle A. Cadiz, Henry Smith Jr., Alfonso M.Vasquez, Susan Duncan, Sonja Vogel, Derelle Y. Hill, Barbara J. Hunt (15 years); Joseph M. Belche, Marcia E. Cary (20 years); Adrienne L. Brown, Carlotta A. Caldwell and Nancy L. Newton (25 years). (We know there are lots of other dedicated employees with long years of service. Because of space limitations, we are only reporting those with 10, 15, 20, 25, 30 and 35.)
Latinas and African-American women living in Contra Costa are less likely to receive prenatal care in the first trimester of pregnancy compared to white and Asian women. The percentage of Latinas who receive care in the first trimester is 82% and for African-Americans the percentage is 84% compared to 94% for white women and 91% for Asian/Pacific Islander.

In addition to outreach and education through our Family, Maternal and Child Health Programs (FMCH) and other programs and divisions, CCHS is enlisting the help of community members to reach pregnant Latina and African-American women.

For Latinas, we enlisted the help of our Promotoras, community women who speak Spanish and are specially trained as peer educators. A $50,000 grant from UCSF funded a pilot project last year using the Promotoras to focus on increasing and improving prenatal care for Latina women in Bay Point, Brentwood and Pittsburg. Concepcion Trevino James manages the Promotoras program and said the project showed that many pregnant Latinas weren’t aware of available services.

“Our Promotoras went out to the different communities and talked to pregnant women, and one of the biggest barriers to Latinas accessing prenatal care was the lack of information about what health benefits they can get,” she said. The Promotoras have been so successful in raising awareness about access to healthcare, as well as building trust of healthcare providers in our system that the notion of expanding their number is being considered, said Jose Martin, our Reducing Health Disparities Initiative Leader.

“Promotoras serve as a bridge to the community. We’re using the program as a model to reach other groups in our county,” Jose said.

Connie also manages the new African-American Health Conductors project, developed to address the needs of the county’s African-American community, with the help of fellow staff Suzette Johnson, Debra Card, Jean Walker Johnson, Tiombe Mashama, Donna Vann and Itika Greene. “They help guide me and help me to be authentic,” Connie said. The project is just starting with two Health Conductors at Bay Point Health Center, Evelyn Dodson and Ublanca Adams. FMCH also has been reaching out to pregnant African-American women through the Black Infant Health (BIH) Program, which is conducted by the Perinatal Council to help train providers to give home-based case management to pregnant African-Americans, providing education and resources to improve birth outcomes.

Similarly, Prenatal Care Guidance Program (PCG) provides outreach and case management to pregnant, high risk low-income women, particularly Latinas and African-Americans. PCG has shifted more of its focus to assisting with increasingly complicated Medi-Cal applications. FMCH also has recruited providers who serve low-income women during the application process to help pregnant women get temporary health insurance coverage through Access to Presumptive Eligibility (PE) coverage, temporary insurance for pregnancy. This way pregnant women don’t have to wait on the Medi-cal appointment before going to the doctor.
Volunteers Needed to Provide Tax Preparation for Low-Income Residents
Volunteers, greeters, screeners, site coordinators and tax preparers are being recruited for the 2007 Contra Costa "Earn It! Keep It! Save It!" (EIKISI) program. Last tax season, EIKISI helped 1,987 low-income families and individuals in Contra Costa County file their taxes and collect more than $2.3 million in tax refunds and credits. The free tax preparation service is provided through volunteers, and eight Contra Costa Health Services employees volunteered last season. No experience is needed, bilingual help is especially welcome, and volunteers will receive 16-20 hours of training in December and January. County Administrator John Cullen has decreed that, when feasible, this training can take place during an employee’s paid work hours without taking time off, subject to your supervisor’s approval. Volunteers must be at least 18. Return volunteers can do their training online. EIKISI is sponsored by the Family Economic Security Partnership (FESP), a public, private and nonprofit collaboration including CCHS, the Contra Costa Employment and Human Services Department, United Way of the Bay Area, First Five Contra Costa, Internal Revenue Service, and the East Bay Community Foundation. The deadline for submitting volunteer applications is December 15.

Applications to volunteer are available on our website (cchealth.org) or by contacting program manager Lloyd Madden at Lmadden@ehsd.cccounty.us or 925-313-1736.

Paperwork Training Offered
The Materials Management Unit at CCRMC offers in-service training to all CCHS employees in how to deal with purchase orders, travel requests, Caddo orders, other forms, capital equipment and cell phones. Call 925-370-5420.

Annual Day of Remembrance to Be Held November 18
Each year the Fetal Infant Mortality Review Program (FIMR) collaborates with bereaved parents and community members to sponsor the Day of Remembrance. The Day of Remembrance is a memorial service held in English and Spanish that honors the babies in our community who have died. The service provides an important opportunity for families to honor and remember their children and connect with other bereaved families. This year the Day of Remembrance service will be held from 3 to 6 p.m. November 18 at Calvary Temple Church, 4725 Evora Road in Concord. Childcare will be available during the service. The FIMR Program invites CCHS staff, clients and the public to attend the memorial service and reception afterwards.

To RSVP and attend the service or for more information, call Yolanda Thompson at 925-313-6283.

Providers Getting Onboard for Project Homeless Connect
Project Homeless Connect is gaining momentum and participants as the date of the December 7 event nears. The “one-day, one-stop shop” being planned for the day at Richmond Auditorium will include numerous miscellaneous services, including potential resolution of minor legal offenses by Superior Court Judge Stephen Austin, ordering of identification cards from the Department of Motor Vehicles, assistance obtaining benefits, personal grooming services, pet care, assorted health services, bicycle repair and many others. More partners are still being sought to provide other services, referrals and material donations.

Arrangements to volunteer or donate can be made on the CCHS website (cchealth.org) or by emailing projecthomelessconnect@hsd.cccounty.us or by calling CCHS Homeless Programs at 925-313-6124. Checks can also be mailed to Great Richmond Interfaith Program/Project Homeless Connect, 597 Center Ave., Suite 325, Martinez, CA 94553.
Mini-Grants to Fund World AIDS Day Events; More Grants Available

Our AIDS Program is preparing to observe World AIDS Day with a pair of events December 1 in East and West County. The events are sponsored by the Program’s Power Project Mini-Grants, a new round of which are currently available for application by community groups. The activities will start with a World AIDS Day workshop at 9 a.m. December 1 in Room LA 100 at Contra Costa College in San Pablo. It is organized by the Contra Costa College Student Life group. Then, from 3 to 7 p.m. that afternoon, the East County HIV/AIDS Task Force will host a World AIDS Day Fair and Candlelight Vigil to honor those who have passed away and those who are living with HIV/AIDS. It will take place at Pittsburg Health Center, 2311 Loveridge Road.

Educational materials for World AIDS Day and information about the Mini-Grants are available by contacting the AIDS Program at 925-313-6771.

ArtsChange Exhibiting in Martinez, Pittsburg

ArtsChange is having a busy autumn, starting with being honored with a September Board of Supervisors proclamation to open their new exhibit at 651 Pine Street in Martinez. (A reception for the exhibit is planned in late November at 651 Pine.) Later that week the non-profit organization, which originated at the Richmond Health Center as the Quilt of Many Colors project in 1997, hosted its first ever event at Pittsburg Health Center (PHC) — “Eating and Living Well in Pittsburg” with music, dialogue and food quizzes. The highlight was a “slow food” banquet dinner served on the rooftop solarium by members of the PHC ArtsChange Committee, which planned the event to celebrate PHC’s first ArtsChange exhibit. The exhibit, which portrays Pittsburg residents living active, healthy lifestyles in locations throughout the city, will be displayed in the WIC Department at PHC. The month was capped off by a celebration on the PHC lawn where the public sampled healthy foods and picked up free jump ropes and health education materials.

For more information about ArtsChange visit artschange.org or call 510-231-1348.

Integration Project to Progress in 2007

Contra Costa’s Acute and Long-Term Care Integration (ALTCI) project is making steady progress toward it goals, with staff preparing to broaden implementation of the Medicare Modernization Act of 2004 and several ALTCI work groups resuming their periodic meetings. The project is a collaboration between CCHP and the Aging and Adult Services Division of the County Employment and Human Services Department. According to Pat Sussman, ALTCI Coordinator, the project was hoping for impetus from a couple of bills that are stalled in the state legislature, AB2979 and AB2607. It will nonetheless move forward when, starting January 1, CCHP will begin enrolling Medicare and Medical eligible individuals into Special Needs Plans (SNP). These SNP, part of the 2004 legislation, help coordinate care for people with serious, long-term illnesses. CCHS is also applying for a grant to expand health coverage for the uninsured under the federal Healthcare Coverage Initiative, which would also further ALTCI goals.

For more information about ALTCI, contact Tess O’Riva at toriva@hsd.cccounty.us or 925-313-6967 or Pat Sussman at pat@psussman.com or 510-484-6249.
New Provider Web Portal on iSite

Medical staff should find lots of useful information on the Provider Web Portal recently added to the left-hand menu of iSite, CCHS’ intranet. The link is located on the main CCHS entry page and offers useful shortcuts to our online resources, including UpToDate, Inforetriever, SPI Web Portal, WEB1000, CORD, Micromedex, Amion, and MD Consult. There are also links to evidence-based medicine resources, tools to use in practice, medical journals, patient education materials, databases, medical textbooks and guidelines and much more. The portal is maintained by Dr. Alan Siegel of CCRMC. To access iSite, type cchs in the address bar of your web browser. Dr. Siegel is also creating a database for CCHS Provider Resources, which can be added to your personal iSite.

For more information, to suggest additions or changes, or to be added to the CCHS Provider Resources iSite group, contact Alan Siegel at asiegel@hsd.cccounty.us or hospital voicemail 3443.

Avon Foundation Gift Keeps Patient Navigator Program Going

The excellent work by our Patient Navigator Program in Public Health Clinical Services — translating for thousands of patients and helping dozens of breast cancer survivors — has been rewarded. The program received a third year of funding by the Avon Foundation in the form of a $250,000 gift. The award came just in time for Breast Cancer Awareness Month, which was proclaimed by the Board of Supervisors in October. The three patient navigators and a registered nurse case manager have provided case management to 54 women with breast cancer, and navigated through the health system over 6,000 patients over the past two years, said Sue Guest, Public Health Nurse Program Manager.

For more information about the Patient Navigator Program contact Sue Guest at sguest@hsd.cccounty.us or 925-313-6236, or call the Patient Navigator referral line at 925-313-6617.

Highlights from Our Healthy Outlook Column: Back Pain Medicine

Twice a month, under the leadership of Dr. Steve Daniels, the Contra Costa Times newspaper chain publishes our “Healthy Outlook” column, written by CCHS staff. Here is a summary from a recent one by Dr. Daniels, who is located at our Pittsburg Health Center, about different kinds of medicines to treat back pain. By far the safest is Tylenol or its generic equivalent. Tylenol can relieve back pain, but it shouldn’t be taken with alcohol, and can cause kidney damage in the elderly or if taken for years on a regular basis. A second type is the NSAIDs, or non-steroidal anti-inflammatory drugs. The NSAIDs can reduce inflammation and pain, without most of the serious side effects of steroids, even if taken for many years. NSAIDs include Motrin, Advil, Naprosyn, Relafen, Mobic, Celebrex and many others. NSAIDs can also have side effects, especially after prolonged use. Other remedies include steroids, muscle relaxants and narcotics, all of which have pros and cons.

Visit cchealth.org and click on Publications and then Healthy Outlook to read this entire column or other Healthy Outlook columns.

Physician Pens Thoughtful Story in Medical Journal

One of our CCRMC/HC physicians, Julie Freedman, wrote a remarkably tender story that was published in the August 2 edition of the Journal of the American Medical Association. It describes her experience as a resident physician against the backdrop of her uncle’s suicide three years ago after years of often undiagnosed ailments. She describes a patient resisting her diagnosis of panic attacks and her feeling unable to help the patient. “Like my patient who seeks a diagnosis, I want certainty. I want to believe in the medicine I have learned... So how do I help my own patient when I do not have an answer she accepts?” Julie poses some of the most difficult issues for a physician in her excellent essay, which concludes, “...I realize I am only beginning to learn what to say.”
Medical Center and Health Centers Go Smoke-Free

The 30th Annual Great American Smokeout is November 16 and it will be a landmark event for us as the CCRMC campuses all become completely smoke-free. It was only last month that the County Board of Supervisors passed a comprehensive ordinance banning smoking in public parks, common areas of multi-unit housing units, public event venues, public trails, areas such as ATM lines and bus stops, outdoor eating areas, within 20 feet of all business doorways and ventilation units and at CCRMC/HC. Facilities Manager Larry Carlson says, however, that CCRMC/HC actually began working with Public Health’s Tobacco Prevention Project more than two years ago to establish a smoke-free campus. Until this month, people have been directed to smoke only in designated outdoor areas at CCRMC and Larry says that was hard to enforce; there were cigarette butts all over the campus and people even smoked indoors. For the last few months, signs have alerted staff and patients to the coming policy that bans all tobacco products, even in cars parked at CCRMC. Letters were sent to all employees and unions and information has been provided about tobacco cessation options, including the California Smokefree Hotline (1-800-NO BUTTS). CCRMC’s Dawn Sullivan says handouts will now be included in the CCRMC admissions pack, explaining the policy and stressing the dangerous effects of smoking. The kitchen is planning crunchy, low-fat snacks to help smoking patients. Smoking cessation assistance will be available for inpatients and providers will be filled in on the new policy – which bars patients from being allowed to smoke while admitted – at a noon conference this month.

Bay Point Students Walk to School

Nancy Baer, manager of Public Health’s Physical Activity and Injury Prevention Project, holds a sign and greets Shore Acres Elementary School students on October 4, International Walk to School Day. Nancy and health educator Denise Milosevich report that dozens of parents and more than half of the school’s 640 students walked to school that morning and received health education materials, stickers and an apple for participating. Car traffic around the school was noticeably light, and school faculty worked as crossing guards.

‘Holiday Food Fight 2006’ Strives to Feed the Hungry, Honor the Biggest Donors among County Staff

The annual food drive coordinated by the Food Bank of Contra Costa and Solano, dubbed Holiday Food Fight 2006, has a hard act to follow after raising nearly $100,000 in donations last year. So does CCHS. Several competitions are planned to spur generosity in both counties, including the Big Apple trophy won last year by Contra Costa County. The County Cup Competition runs from November 20 through December 22, with first through third place awarded in each of four different size categories of county departments. There are also trophies for the Most Improved Department and Most Creative Marketing. The competitions are judged on a dollar-per-person basis, reflecting the fact that every dollar collected results in $6 worth of food being distributed. Last year CCHS employees donated the most of any large department with $12,505 and also won for Most Improved Department. Campaign coordinators in each department can request a limited number of barrels for food donations, but those are not counted in the competitions. Whether you donate cash or food, these are donations that help your neediest neighbors, so give generously!

For more information contact Shelley Pighin, CCHS Personnel Officer and campaign coordinator, at spighin@bsd.cccounty.us or 925-957-3250.