Health Foundation Adapting, Evolving

As you all know, the health care environment is changing in significant and positive ways. Although Health Reform and the Medi-Cal Waiver provide opportunities for us to begin to make some system changes that we have long wanted to make, we can’t rely solely on government funding to transform our system into a patient-centered health care delivery system of choice. Our system is a tax-assisted, not tax-supported, public health care delivery system. With the continuous erosion of state and federal funding, we are looking to our private and community partners for support. Our Contra Costa Regional Health Foundation (CCRHF) plays an important role in supporting our mission and it also is evolving with the changing health care landscape.

Foundation plays crucial role

Many of you have been supporters of CCRHF through your personal giving and attendance in the gala events. CCRHF was established in 2003 by a number of community leaders in business, law, education and health. These founding directors understood the critical need for the services provided by Contra Costa Regional Medical Center and the Health Centers, and the need for a community-based support organization. Hospital foundations aren’t a new phenomenon. Most local public hospitals have had them for many years and many of those foundations are well funded. It’s been a challenge to launch a new foundation here, but we boast many successes in our short existence.

Supporting important programs

CCRHF received its first check for $30,000 in January 2005, and in 2007 established its fundraising priorities of Family Practice Residency Training Program, Nursing National Certification Program, and 100,000 Lives Campaign. During this period, CCRHF “housed” the Health Care Interpreter’s Network (HCIN) and raised more than $3.6 million to support HCIN prior to it becoming its own nonprofit organization. Since 2007, CCRHF also raised more than $1.7 million and has distributed more than $553,310 to support continuing education and fellowships for the Family Practice Residency Training Program.

DID YOU KNOW?

Last year, Health Services employees raised more than $14,000 in designated contributions for our Regional Health Foundation.
Nursing National Certification Program/Nursing Education Program, Frontline Richmond, Lactation Consultants, Congestive Heart Failure Program, Palliative Care Program, Behavioral Health Integration, Group Medical Visits, Reducing Health Disparities and Public Health Programs, like our Asthma Project.

The CCRH$F also has served as the technical advisor and obtained funding for other programs such as developing a medical home for foster youths exposed to domestic violence who are seen at our Pittsburg Health Center and the Nurtured Heart Approach training benefitting foster and other children and youths exposed to domestic violence in Contra Costa County.

In addition to fundraising, private individuals including staff members of Contra Costa Health Services, corporations and community-based groups have made significant investments in our Foundation.

Changing to help meet our mission

Health care extends beyond the hospital and health centers. In order to provide the right care, at the right time, in the right place, our entire integrated delivery system must work collaboratively and in partnership with the communities we serve. We have moved to streamline services and maximize revenues by integrating Behavioral Health services and recognizing the significant impact Public Health prevention and early intervention services have on the health of our communities.

In recognition of the changing health care environment, CCRH$F in a recent Board retreat updated its mission statement and strategic plan to better reflect the mission and goals of Health Services and expand its reach to external community partnerships. In support of our goals, CCRH$F is developing strategies and marketing tools to engage the larger community and develop more our public-private partnerships.

As we are approaching the season of giving (see Combined Charities Campaign story on Page 3), I encourage each of you to think about the valuable contributions that the Foundation makes to our system as you make your selections this year.

Sincerely,

William Walker, M.D.

CCRM/HCs Sustainability Study Complete

The sustainability study of our Regional Medical Center and Health Centers was completed last month. The report does a good job of describing our strengths and the work we have underway to further improve and transform our system. The County Board of Supervisors hired a consultant, Health Management Associates, as part of the budget process in 2009 to look at how we provide care and how we can optimize services while controlling costs. The final report is on the county website (http://ca-contracostacounty.civicplus.com/index.aspx/NID=2728) and is scheduled to be presented to the Board of Supervisors on October 11. As I recently shared with you in an All Staff message, we worked closely with the consultants on this study. In their findings, they point to how our integrated health system is well positioned for Health Reform and how we are fully accessing federal funding streams to continue to be the safety net provider of choice for our community. We view this study as an excellent overview of our planned transition to Health Reform in 2014 and beyond. The findings validate that we have been, and are on the right path.

We all can be proud of the crucial work we do in caring for and improving the health of our community.—ww
Behavioral Health Gets Funding to Streamline Courts

Our newly formed Behavioral Health Division has received an influx of funds to help the county’s behavioral health courts become more efficient and effective. Director Cynthia Belon said the Division received nearly $400,000 to expand the Behavioral Health Adult Court Collaborative and create a more unified system within the community. The Collaborative includes behavioral health court, drug court, domestic violence court and homeless court. Approximately 500 people will be screened for participation in the grant’s first year, with 30 people added per year after that. Cynthia said she is working with the Probation Department, Public Defender, District Attorney, Sheriff and County Judges to see how the money could best help other realignment efforts in Contra Costa. She expects the grant to help reduce recidivism and promote recovery.

For more information about this grant or the Behavioral Health Adult Court Collaborative, contact Cynthia Belon at cynthia.belon@hsd.cccounty.us or 925-957-5201.

HazMat Response Crew Safely Disposes of Discarded Mercury

Our Hazardous Materials Division responds 24 hours a day to reports of potentially hazardous situations that could affect public health. Last month, our HazMat team responded to a report of nearly five gallons of liquid elemental mercury abandoned in Martinez (pictured at left). Mercury is a persistent toxic heavy metal and a potent contaminant if released into the environment. HazMat was able to transport the mercury for safe disposal. The Division receives about 30 reports of hazardous materials every month. However, Hazardous Materials Specialist Charles Nicholson said such a large quantity of mercury to be found abandoned is unusual.

Report suspected hazardous materials to 925-335-3232. To find out more about our Hazardous Materials Division, visit www.cchealth.org/groups/hazmat/

Combined Charities Campaign Is On!

Get ready: the annual Combined Charities campaign kicks off this month. Employees can donate to any of several nonprofit organizations that provide assistance to those in need. Among the organizations from which to choose are several related to Health Services, including the Regional Health Foundation and Meals on Wheels of Contra Costa, and the ccrmc Auxiliary and the Darius Jones Foundation through the Donor Choice Plan. Last year, cchs employees donated and pledged more than $90,000. The drive runs through the end of this month.

If you haven’t received a form, contact your Division Coordinator or Department Coordinator Jackie Peterson at 925-957-5420. A list of Division Coordinators is available on iSITE. Visit the Campaign’s website at http://combinedcharities.contra-costa.org/

Planning to Prepare

Julianne Reed, left, and Christye McQueen helped residents prepare for health emergencies last month at the West County Emergency Preparedness Fair. For more information about emergency preparedness in Contra Costa, visit www.cchealth.org/topics/emergencies
WIC Staff Scoring Big with Clients
A recent survey confirmed what many already knew: staff at our Women, Infants and Children clinics are doing a stellar job. In May and June, our WIC program surveyed more than 1,100 WIC and non-WIC participants at its Brentwood, Concord, Pittsburg and Richmond sites as well as most Head Start Centers. WIC Director Beverly Clark said that while the survey was overwhelmingly positive, it does help show areas to improve. The highest rates of satisfaction were in the areas of staff respect, helpfulness and knowledge, overall satisfaction with WIC services and WIC helping families live healthy. The lowest score, with a satisfaction rate of 82%, was wait time. WIC is a free, supplemental nutrition program that helps pregnant women, new mothers, and young children eat well and stay healthy.

For more information about WIC or this survey, contact Mary Jane Kiefer at maryjane.kiefer@hsd.cccounty.us or 925-646-5145.

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<td>Hours WIC is Open</td>
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<td>Making Appointments</td>
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<td>Nutrition Classes</td>
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<td>Meeting with a Nutritionist</td>
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<td>Using WIC checks at the store</td>
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<td>Satisfaction with WIC services</td>
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<td>WIC helping your family live healthy</td>
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Hospital, Health Centers Offer Free Breast Health Fairs
Our Regional Medical Center and Health Centers are marking Breast Cancer Awareness Month this October with three free Breast Health Fairs throughout the county. Physicians, nurses, nurse practitioners, social workers, patient navigators and community cancer organizations will be on hand to provide education, answer questions and give support. The fairs will be held from 5 to 7 p.m. Oct. 12 at our Martinez Health Center, Oct. 18 at our Pittsburg Health Center and Oct. 25 at our Richmond Health Center. The fairs will offer clinical breast exams, health coverage information and more.

Visit www.cchealth.org or call 925-370-5478 for more information.
County African Americans Receive a Call to Action at Pittsburg Health Expo

Hundreds of African American residents participated last month in the county’s first African American Health Empowerment Expo, a first step toward responding to the stark health disparities found in the African American community. The Expo was a call to East County African Americans to take individual and collective action. According to our Community Health Indicators Report, African Americans are disproportionately affected by chronic illness, violence and death. The Expo was the culmination of more than a year of planning by the Child Welfare Redesign African American Health Improvement Collaborative under the chairwomanship of Itika Greene, formerly of our Public Health Division’s Family, Maternal Child Health Program. Other collaborative participants included Concepcion James, Dawna Vann, Tiombe Mashama and Kelly Woo of our Reducing Health Disparities Unit; Gwen White of our Public Health Division, Lynnette Watts of our Regional Medical Center; and Regional Health Foundation Executive Director Lynda Gayden. Community residents, nonprofit and faith-based representatives were also participants in this community collaborative. Speakers, including Dr. Lynor Holt Jackson-Marks, a psychologist with our Behavioral Health Division, addressed African American heath inequities and challenged the community to get involved and make a difference in their lives and the health of the community. Workshop topics included healthy cooking, conflict mediation, food labeling, how to grow a garden in small places, healthy heart, eating right when money’s tight, and the sharing of wellness and recovery life stories, which was facilitated by our Behavioral Health Consumer Empowerment Program staff Jennifer Tuipulotu. The African American Health Improvement Collaborative is planning East County Expo follow-up steps.

EMS Division’s Heart ECG Transmission System Pilots Itself to Permanency

After a successful pilot, our Emergency Medical Services Division is going all out with a 12-Lead ECG Transmission system this month. This system enables ambulance crews to transmit ECGs from the field to hospitals able to deal with high-risk heart attacks, known as STEMs. Participating emergency departments and cardiologists will receive the ECG via fax or on a smartphone before the patient arrives. Participating receiving centers include John Muir Medical Center’s Walnut Creek and Concord Campuses, Kaiser Walnut Creek, Sutter Delta in Antioch and Doctors Hospital San Pablo. STEMI Coordinator Mia Fairbanks and Transmission Project Lead Brian Henricksen support the project on our end. EMS Director said the Transmission system is the most important deployment of technology by EMS since 2005 and is expected to reduce errors in 12-Lead ECG interpretation.

For more information about next steps or Expo activities and outcomes, contact Concepcion James at connie.james@hsd.cccounty.us or 925-957-5421. Expo materials, including posters, fliers and a video created by our Communications Unit can be viewed at www.AfricanAmericanHealth.us The PSA is also available at www.youtube.com/ContraCostaHealth

To find out more about the system, contact Brian Henricksen at 925-313-9551 or Mia Fairbanks at 925-313-9559.
Flu Vaccine Available to Employees, Public
It’s that time of the year again. Seasonal flu is just around the corner and the vaccine is already here. Health Services employees can get vaccine at Vista Oaks Occupational Medicine starting October 7. It’s free for employees who are members of our Contra Costa Health Plan—just bring your teal card. There is a $25 charge for employees who are not CCHP members. Vista Oaks is located at 10 Douglas Drive, Suite 110 in Martinez. Flu vaccine will be available from 8 a.m. to 2 p.m. October 7, and from 8 to 11:30 a.m. every Friday after that. Flu vaccine will soon be available to the public through our Hospital and Health Centers and our Public Health Division. People can also check with their regular health care provider or local pharmacies.

To find out more about the Vista Oaks Occupational Medicine clinic, contact Sue Guest at sue.guest@hsd.cccounty.us or 925-313-6236. Flu information can also be found at www.cchealth.org/topics/flu/

Healthy Outlook: Exercise Has Benefits for Kids, Too
Running around the playground is not all fun and games, after all. Kids are actually getting a head start on a healthy heart. In a recent Healthy Outlook column, our Dr. Kate Goheen says heart disease can start in children as young as 8 years old. She said that while it might not come as a surprise, it is a reminder that families should be active together, early and often. Dr. Goheen recommends 30 minutes of exercise a day for adults and 60 minutes a day for kids.

To read more of this and other Healthy Outlook columns, visit www.cchealth.org/topics/column/

This Month in CCHS: Health Care Workers as Creators
The annual Health Care Workers as Creators event is 4 to 8 p.m. Thursday, October 6 at the Contra Costa Regional Medical Centers courtyard. This event features music and art produced by your co-workers. There is a suggested donation of $10-20. Proceeds benefit ArtsChange and our Healing Through the Arts Initiative.
DeDee Jeffrey
Information Systems Technician II
Information Technology

For getting the computer system up and running at the CCS Turner MTU temporary relocation site.

♦ Nominated by Beth Chew

Lupe Gasca
Clerk—Senior Level
Pittsburg Health Center

For going the extra mile to assist clerks during registration for Public Health Immunization/DTap clinics during the busiest time of the year and for her professional attitude toward patients and co-workers.

♦ Nominated by Julie Vasquez & Veronica Perez

Bill Perry
Department of Information Technology
County Administrator’s Office

For going above and beyond to help establish phones and computers at our new temporary clinic site.

♦ Nominated by Beth Chew

Connect with Contra Costa Health Services
Don’t miss a beat: Become a fan of Contra Costa Health Services on Facebook. We’ll let you know about all the good work of our health department and your co-workers.

You can also catch us on Twitter by following @CoCoHealth and on YouTube at www.youtube.com/ContraCostaHealth

Do you know someone going the extra mile?

To recognize a CCHS employee, vendor or volunteer for outstanding Service Excellence performance, submit the commendation form by email to wanda.session@hsd.cccounty.us or fax to 925-957-5401. Forms are on our website (www.cchealth.org on About Us page) or iSITE, our intranet, at http://cchs/ Nominations are subject to approval by Division Directors.
Leo Flores, RN
Contra Costa Regional Medical Center

For voluntarily meeting the need of a patient during a shift change.

◆ Nominated by Amelia Scudiere

Chris Keaveny, RN
Contra Costa Regional Medical Center

For being attentive and alerting the doctor to a patient’s needs and for being a patient advocate.

◆ Nominated by Amelia Scudiere

Brandy Kirchner
Clerk—Experienced Level
Contra Costa Regional Medical Center

For meeting the demands of OR scheduling with a cheerful attitude and for her initiative and ingenuity in maximizing OR scheduling.

◆ Nominated by Charles Berletti

October Milestones
Congratulations to these employees who have given us long years of service: Jaimie K. Kirchner, Jasmine D. Minton, Yodeillie R. Baybayan, Lisa L. Day, Carrie S. Jacobs, Lina R. Stephens, Angie Rivera, Lavonna D. Martin, Ariah N. Card, Ramona J. Chavez, Carmen E. Beyer, Jeremy F. Collado, Corey S. Wilson, Jessica K. Capers, Barbara N. Harris (10 years); Erma M. Matthews, Tammy S. Ochoa, Lea Mostella, Laura G. Miller, Rhoda Rumbaoa, Dawna L. Vann, Shelley J. Okey, Carolyn S. Fernandez (15 years); Bruce H. Kenagy, Jeffrey A. Bockser, Margarita V. Hernandez, Joanne Brekke, Maria P. Duazo, Sue A. Loyd, Farnaz S. Noori, Maria Tesolin, Steven T. Morioka (20 years); Raphael D. Peck (25 years); and Lenell R. Anderson (30 years).