

**Palomar Pomerado Health
Community Relations Committee**

May 20, 2009

START TIME: 3 – 5 p.m. --Start Promptly

**456 Grand Avenue
Escondido, Ca 92025**

	<u>Time</u>	<u>Page</u>
1. Brand Intelligence Survey Results Gustavo Friederichsen and Brian Lorenz, (Lorenz Advertising)	30	2
2. Project 21SD Nancy Roy, Kay Stuckhardt	10	3 - 15
3. Marketing and HealthSource Department FY2010 Budgets Gustavo Friederichsen, Janet Gennoe Klitzner	30	16
4. Review Minutes—March 11, 2009	5	17 - 22
5. Board Members Q&A	10	23

Monthly Reports Included: (March and April, 2009) (Pages 24 - 49)

◆Marketing/PR ◆HealthSource ◆Community Outreach ◆Media Relations ◆Web Stats

Please note: To abide by time schedule, individual questions or comments will be limited to 2 minutes per person.

Distribution:

Voting Members:

Jerry, Kaufman, Chairperson
Michael Covert, CEO
Linda Greer, R.N.
Bruce Krider
Alt: Nancy Bassett, R.N.

Gustavo Friederichsen
Tammy Chung
Janet Gennoe Klitzner
Nina Kim
Nancy Roy
Kay Stuckhardt
Ann Koeneke
Andy Hoang
Tami Weigold

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Brand Intelligence Survey

TO: Community Relations Committee

MEETING DATE: May 20, 2009

FROM: Gustavo Friederichsen

BACKGROUND: Gustavo Friederichsen will report on the results of the Brand Intelligence Survey conducted by Luth Research.

BUDGET IMPACT: None

STAFF RECOMMENDATION: For information purposes only

COMMITTEE RECOMMENDATION:

Information: X

Project 21SD Update

TO: Community Relations Committee

MEETING DATE: May 20, 2009

FROM: Gustavo Friederichsen

BACKGROUND: Nancy Roy and Kay Stuckhardt will report on Project 21SD.

BUDGET IMPACT: None

STAFF RECOMMENDATION: For information purposes only

COMMITTEE RECOMMENDATION:

Information: X

**Project 21SD School Strand
TODAY Program
2009 Screening & Interventions
Lincoln and Felicita Elementary Schools**

Incidence and Prevalence of Childhood Obesity:

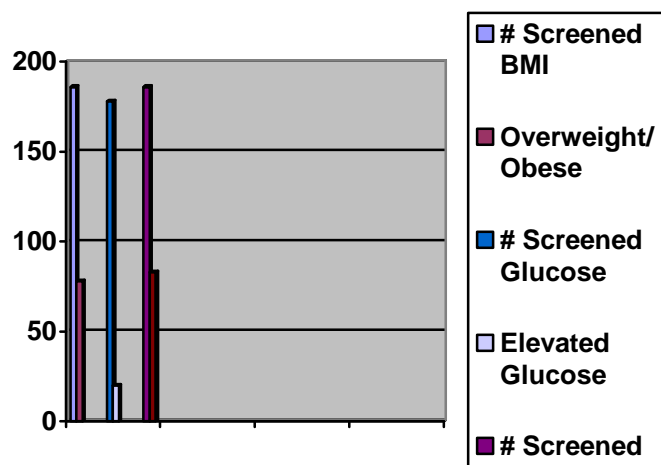
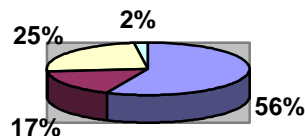
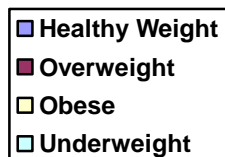
- The number of overweight children 6 to 11 years old has tripled in the last 30 years. (*National Center for Health Statistics*).
- 30% of fifth graders are overweight. (*S.D. Report Card on Children and Families, 2007*).
- More than 9 million children ages 6 to 19 years are considered overweight (BMI above the 95th percentile). (*NHANES [2003 – 2004, NCHS; JAMA.2006; 295:1549-1555]*).
- Overweight adolescents have a 70% chance of becoming an overweight adult. This increases to 80% if one or more of the parents are overweight or obese. (*USDHHS; The Surgeon General's Call To Action To Prevent and Decrease Overweight and Obesity. Overweight and Children Adolescence*)

Demographic Comparison of Escondido to Overall PPH Service Area: (*PPH Community Health Check 2008*)

- A higher percentage of Latino population, 41%, compared to 26% in the service area overall.
- A lower level of education among persons age 25 and older, with 23% having completed college or more compared to 32% in the service area overall.
- A lower average household income, \$72,347, compared to \$87,180 in the service area overall. Moreover, 19% of households have annual household incomes under \$25,000 compared to 13% in the service area overall.

P21 TODAY Screening Results for Escondido:

- 186 5th graders were screened for BMI percentile and 178 students were tested for fasting blood glucose (Note that this is the first year for fasting blood glucose screening; some students still ate prior to screening)
- 42% were overweight or obese compared to 58% of students screened at these schools last year.
- 11% had elevated blood glucose

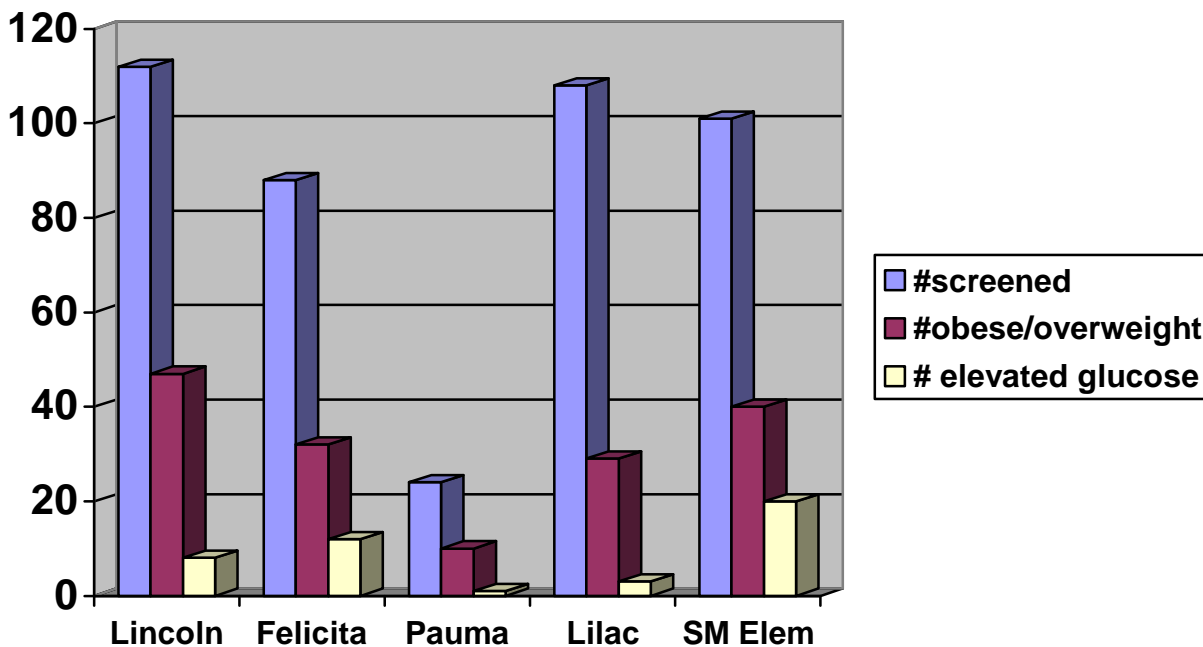


P21 TODAY Interventions for Escondido:

- **Educational Brochure developed** explaining BMI percentile, risks associated with overweight/obesity, and prevention strategies (copy attached)
- **Parent results letter mailed home** to all parents with educational brochure
- **Initial follow-up call to parents with children at-risk** based on elevated blood glucose (≥ 101) and/or obese/overweight (≥ 85 th percentile). Families receive assistance in finding a physician and with health insurance as needed.
- **Three-month follow-up phone call** planned
- **Parent nutrition education classes** provided in collaboration with Welcome Home Baby evaluated by post-test
- **Student nutrition / physical activity classes** provided for all 5th graders evaluated by pre / post-test. Pedometers provided by community partner.
- **Declaration for Better Health featuring Ladanian Tomlinson developed** as motivation for students to set healthy goals.
- **Ladanian Tomlinson School Assembly** to promote healthy eating and physical activity. Awards for Running Club participants; *Declaration for Better Health* distributed.

Screening Results for All 8 Schools Attached

P21 TODAY Comparison for 5 of the 8 Schools



P21 TODAY PROGRAM DIABETES SCREENING RESULTS for 2008 and 2009

	Lincoln EUSD 2008	Lincoln EUSD 2009 fasting	Felicita EUSD 2008	Felicita EUSD 2009 fasting	Ramona RUSD 2008	Ramona RUSD 2009	Hanson RUSD 2008	Hanson RUSD 2009	Pauma VCPUSD 2008	Pauma VCPUSD 2009 2 hr fast	Lilac VCP USD 2008	Lilac VCP USD 2009 2 hr fast	SM Elem SMUSD 2009 fasting	Mt Wood- son RUSD 2008	Mt Wood- son RUSD 2009	Valley PUSD 2008 fasting	Total 2009
Students Screened	89	103	112	88	81	74	97	96	26	24	108	77	101	86	77	93	640
BMI Results																	
< 5 th percentile = Underweight	3	2	1	2	1	2	4	2	1	0	3	1	4	0	0	2	
5 th to <84 th percentile = Healthy Weight	41	54	40	54	42	32	59	62	14	14	68	47	57	54	43	56	
85 th -94 th percentile = Overweight	13	21	21	11	17	21	17	20	2	3	15	15	19	18	17	13	
95 th percentile or > = Obese	32	26	50	21	21	19	17	12	9	7	21	14	21	14	17	22	
% Overweight or Obese	50%	46%	63%	36%	47%	54%	35%	33%	42%	42%	33%	38%	40%	37%	44%	38%	
Glucose Results At Screening:																	
Students Tested	82	97	104	85	46	56	63	70	18	20	48	59	86	55	65	65	
Not Tested	7	6	8	7	35	18	34	26	8	4	39	18	15	31	12	28	
Normal Glucose 70-99	56	89	60	71	43	31	49	52	3	19	27	56	50	30	51	59	
High Glucose 100+	26	8	44	12	3	25	14	18	15	1	42	3	36	25	14	6	
% with Elevated Blood Glucose		8.2%		14%						5%							
Glucose Results At Re-Test:																	
# re-tested	26	NA	39	NA	3	25	14	18	14	0	29	3	30	23	14	5	
Remained High after re-test	14	NA	21	NA	0	15	8	3	7	NA	4	0	14	14	3	2	
High Glucose > re-test & BMI ≥ 85 th percentile	11	NA	19	NA	0	12	6	3	3	NA	3	0	4	10	1	1	
Results fell below 100	12	NA	18	NA	3	10	5	15	7	NA	10	3	16	9	11	3	
Normal glucose + normal after re- test total	68	NA	78	NA	48	41	54	67	10	NA	37	59	66	39	62	66	
Results lower but still >100	5	NA	10	NA	0	7	8	1	5	NA	3	0	3	9	3	2	
Results higher than original	9	NA	10	NA	0	0	0	0	2	NA	1	0	10	4	0	0	
Refused or ignored re-test	0	NA	5	NA	0	1	1	0	1	1	13	0	3absent	2	0	1	
Re-test same as original & > 100	0	NA	1	NA	0		0		0	NA	0		14	1		0	
% still high after re-test		8.2%	20%	14%	0%	27%	13%	4%	39%	5%	8%			25%	5%	3%	

PROJECT 21^{SD} TODAY:

The goal of Project21SD is to educate children, parents, teachers and the community about the risks associated with obesity, diabetes and cardiovascular disease and the benefits of adopting a healthy lifestyle.

Project21SD TODAY (Transforming Obesity and Diabetes Awareness in Youth) a school – based screening program provides:

- Body Mass Index (BMI) screening for fifth-grade students to identify those at risk for obesity and diabetes
- Education for students and their families about healthy lifestyle habits including eating and physical activity
- Community resources for access to medical care and low-cost or no-cost health coverage

How a Child's BMI Affects Health

A child's weight, height, age and gender (boy or girl) are used to determine Body Mass Index (BMI) percentile. On a growth chart, the BMI percentile compares your child with other children of the same age to find out if they are a healthy weight. If children are overweight or obese they are likely to have more health problems. BMI percentile is used ONLY as a screening tool for children aged 2 to 19 years old. For more information, please contact your medical provider.



American Academy for Pediatrics BMI Chart

	WEIGHT STATUS CATEGORY	PERCENTILE RANGE*
1	Underweight	Less than the 5th percentile
2	Healthy weight	5th to 84th percentile
3	Overweight	85th to 94th percentile
4	Obese	Equal or greater than 95th percentile

Did You Know?

- The number of overweight children 2 to 5 years old and 12 to 19 years old in the U.S. has doubled in the last 30 years.*
- The number of overweight children 6 to 11 years old has tripled in the last 30 years.*

*National Center for Health Statistics

Ways to Help Your Child Stay Healthy

- Serve water or low-fat milk instead of soda, juice or other sweet drinks.
- Serve whole grains, lean meats and 4 to 5 fruits and vegetables daily.
- Avoid all fried foods including chips.
- Limit TV and video games to no more than two hours total per day.
- Remove TV from child's bedroom and no TV during meal times.
- Provide 30 to 60 minutes of active sports or play each day.

Resources

- American Academy of Pediatrics**
www.aap.org
- CA Foundation for Agriculture in the Class**
www.cfaite.org
- Call 2-1-1 Information Resource Line**
www.211SanDiego.org
- Center for Disease Control**
www.cdc.gov
- Champions for Change**
www.networkforahealthycalifornia.net
- San Diego County Childhood Obesity Initiative**
www.OurCommunityOurKids.org

Risks for Overweight and Obese Children

- Heart Disease
- High Blood Pressure
- High Cholesterol
- Asthma
- Type II Diabetes
- Cancer
- Arthritis
- Low self-esteem
- Depression
- Lower school grades
- More likely to become overweight or obese adults

Collaborative Partners

- Palomar Pomerado Health Community Action Councils of Escondido, Pala/Pauma/Valley Center, Ramona/Julian/Warner Springs, Rancho Bernardo/Poway/Rancho Penasquitos, San Marcos
- Escondido, San Marcos, Ramona, Poway and Valley Center - Pauma school districts
- North County Health Services
- Neighborhood Healthcare
- County of San Diego HHS
- Bayer Pharmaceuticals
- Network for a Healthy California at UCSD

Contact Us

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PALOMAR POMERADO HEALTH
SPECIALIZING IN YOU

PROJECT 21^{SD} TODAY:

El objetivo del Proyecto Desviación Estándar (DE) 21 es instruir a los niños, padres, maestros e integrantes de la comunidad acerca de los riesgos relacionados con la obesidad, diabetes y las enfermedades cardiovasculares, así como de los beneficios y ventajas de adoptar un estilo de vida saludable.

El Proyecto 21SD TODAY (Transformando la conciencia sobre la obesidad y diabetes en la juventud un programa de detección sistemática basado en las escuelas, proporciona:

- Detección sistemática del Índice de Masa Corporal (IMC) en los estudiantes del quinto grado de primaria, con el fin de identificar a aquellos que estén en riesgo de llegar a presentar obesidad y diabetes.
- Enseñanza a los estudiantes y sus familias acerca de los hábitos para tener un estilo de vida saludable, incluyendo prácticas de alimentación y actividad física.
- Recursos comunitarios para brindar acceso a la atención médica y cobertura sanitaria de bajo costo o sin costo.

Cómo afecta a la salud el IMC de un niño

El peso, estatura, edad y sexo de un menor (niño o niña) se toman en cuenta para determinar el percentil del Índice de Masa Corporal (IMC). En un gráfico de crecimiento, el percentil IMC compara al menor con otros niños de la misma edad para saber si tienen un peso saludable. Si los niños tienen sobrepeso o están obesos, son más propensos a tener problemas de salud. El Percentil IMC se utiliza ÚNICAMENTE como una herramienta de detección sistemática para los niños con edades de 2 a 19 años. Para mayor información, favor de comunicarse con su proveedor médico.



Gráfico de IMC de la Academia Estadounidense de Pediatría

	CATEGORÍA ESTADO PESO	RANGO PERCENTIL
1	Peso más bajo que el normal	Menos que el 5° percentil
2	Peso saludable	5° a 84° percentil
3	Sobrepeso	85° a 94° percentil
4	Obeso	Igual o mayor que el 95° percentil

¿Sabía usted lo siguiente?

- El número de niños con sobrepeso, de 2 a 5 años y de 12 a 19 años de edad en los Estados Unidos, se ha duplicado en los últimos 30 años.*
- El número de niños con sobrepeso, de 6 a 11 años de edad, se ha triplicado en los últimos 30 años.*

*Centro Nacional de Estadísticas Sanitarias

Formas de ayudar a su hijo a mantenerse sano

- Sirvale agua o leche de bajo contenido graso en lugar de refrescos gaseosos, jugos u otras bebidas dulces.
- Ofrézcale granos integrales, carnes magras y de 4 a 5 frutas y verduras diariamente.
- Evite todos los alimentos fritos, incluidas las hojuelas de papa fritas.
- Limite el tiempo de ver televisión y para videojuegos a no más de dos horas, en total, por día.
- Saque el televisor de la recámara del niño y no permita que se vea televisión durante las horas de las comidas.
- Asegúrese de que su hijo dedique de 30 a 60 minutos, cada día, a practicar deportes o juegos activos.

Recursos

Academia Estadounidense de Pediatría

www.aap.org

Fundación California

para la Agricultura en la Clase

www.cfaite.org

Línea telefónica 2-1-1 de Recursos

Informativos

www.211SanDiego.org

Centro para el Control de Enfermedades

www.cdc.gov

Campeones a favor del Cambio

www.networkforahealthycalifornia.net

Iniciativa del Condado de San Diego sobre la Obesidad Juvenil

www.OurCommunityOurKids.org

Riesgos para los niños con sobrepeso y obesos

- Enfermedades del corazón
- Hipertensión arterial
- Niveles altos de colesterol
- Asma
- Diabetes Tipo II
- Cáncer
- Artritis
- Autoestima baja
- Depresión
- Notas escolares más bajas
- Propensión a convertirse en adultos con sobrepeso u obesos

Socios colaboradores

- Consejos de Acción de la Comunidad Sanitaria Palomar Pomerado de Escondido, Pala/Pauma/Valley Center, Ramona/Julian/Warner Springs, Rancho Bernardo/Poway/Rancho Penasquitos, San Marcos
- Distritos escolares de Escondido, San Marcos, Ramona, Poway y Valley Center - Pauma
- Servicios Sanitarios del Condado Norte
- Atención Sanitaria Vecinal
- Agencia de Servicios Sanitarios y Humanitarios (HHSA, por sus siglas en inglés) del Condado de San Diego
- Productos Farmacéuticos Bayer
- Red para una California Saludable en UCSD

Comuníquese con nosotros

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Kay Stuckhardt: 858.675.5599 kay.stuckhardt@pph.org

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PPH Project 21 San Diego TODAY Project Diabetes Screening Work Sheet

Case Management Follow-Up (circle or answer)

1. Date parent called and results: #1 _____ #2 _____
2. Do they have a family physician Yes No
**If "YES" skip to #5
3. Did you refer the family to a physician? Yes No Name: _____
4. Did you make a medical Appointment? Yes No Name: _____ Date: _____
5. Does the child have insurance? Private Ins. MCL HF Not Eligible KP
**If "YES" go to #7
6. Do they want assistance with low/no-cost health insurance? Yes No
7. Is child current for well-child exam? Yes No (recommended yearly)
8. Did parent understand information? Yes No
Comments: _____
9. Family history of diabetes: Yes No
10. Indicate any comments/summary/ plans for follow-up:

11. Will they attend a free educational class on Diabetes/Nutrition? Yes No

If "Yes", and the class is scheduled: Give the date, time and place of the class.
If "Yes", and the class is NOT yet scheduled: Add this person to the list of parents to contact.
12. Would other family members like to be tested? Yes No
13. Referral to Public Health for further assistance? Yes No
14. Do you have any questions, or would like to speak with the Nurse or Health Educator about your child's results? Yes No

Other comments: _____

Primary Case Manager: _____ Date: _____
Secondary Case Manager: _____ Date: _____

Felicita Elementary School
5th Grade Schedule for Nutrition/Physical Activity Lessons
May 4-19, 2009

Date/Time	Teacher	Room	Lesson
May 4 Monday 1:30-2:00	Toorop	12	<u>In-Class:</u> Baseline Survey Lesson 3: "How much do I need?" <u>Take home Activity:</u> Lesson 1: "Power Survey" Pedometers given out
May 4 Monday 2:00-2:30	Dame HRKRT	11 9	
May 7 Thursday 1:30-2:00	Toorop	12	<u>In-Class:</u> Lesson 6: "You be the Food Critic"
May 7 Thursday 2:00-2:30	Dame HRKRT	11 9	
May 11 Monday 1:30-2:00	Toorop	12	<u>In-Class:</u> Lesson 4: "Making better choices" <u>Take home Activity:</u> Lesson 2: "Power Scramble"
May 11 Monday 1:30-2:00	Dame HRKRT	11 9	
May 18 Monday 1:30-2:00	Toorop	12	<u>In-Class:</u> Lesson 5: "Fruit and Vegetable Power Play Challenge"
May 18 Monday 2:00-2:30	Dame HRKRT	11 9	
May 19 Tuesday 1:30-2:00	Toorop	12	<u>In-Class:</u> Evaluation Survey Lesson 8: "What is on a Label?"
May 19 Tuesday 2:00-2:30	Dame HRKRT	11 9	

Contact Information: Felice Chavez, PPH Intern, Cell- (619) 944-5397,
email: felice.chavez@gmail.com

Power Play Learning Objectives

Lesson 1: “Power Survey”

1. Define “fruit”, “vegetable” and “physical activity.”
2. State the recommended number of cups of fruits and vegetables children should eat every day and the recommended minutes of physical activity they should engage in everyday.
3. Identify and chart the current nutrition and physical activity related habits and attitudes of the class.

Lesson 2: “Power Scramble”

1. Name at least 5 different fruits and vegetables.
2. Describe key characteristics and health benefits of at least one fruit or vegetable.
3. Locate credible information about fruits and vegetables using a variety of sources.
4. Create and present an oral report about their findings.

Lesson 3: “How much do I need?”

1. State the recommended cups of fruits and vegetables they should be eating and the recommended minutes of physical activity they should engage in everyday.
2. Recognize how different quantities of fruits and vegetables add to the recommended daily amounts,
3. Determine number of cups of fruits and vegetables and minutes of physical activity by solving math problems.

Lesson 4: “Making better choices”

1. Identify their breakfast eating habits and television viewing habits.
2. Name at least 5 ways to include fruits and vegetables to create a healthy, appealing breakfast.
3. Name at least 5 enjoyable ways to increase their levels of physical activity.
4. Communicate clearly the factors that influence their nutrition and television viewing habits.

Lesson 5: “Fruit and Vegetable Power Play! Challenge”

1. Name at least 3 benefits of eating 3 to 5 cups of fruits and vegetables every day and 3 benefits of being physically active for at least 60 minutes every day.
2. Identify their current fruit and vegetable intake and level of physical activity and assess progress towards goals.
3. Write a short composition about their findings.

Lesson 6: “You be the Food Critic”

1. Identify characteristics of fruits and vegetables that they find appealing.
2. Name at least one fruit or vegetable that they would like to eat again in the future,
3. Use adjectives in a persuasive letter to describe the characteristics of at least 3 fruits and vegetables.

Lesson 8: “What’s on a Label?”

1. Identify the key components of food Nutrition Facts labels.
2. Compare and contrast nutrition facts of different foods.
3. Identify the healthiest food choice among several alternatives.
4. Solve math problems about nutrient values.

Lincoln Elementary School
5th Grade Schedule for Nutrition/Physical Activity Lessons
May 5-14, 2009

Date/Time	Teacher	Room	Lesson
May 5 Tuesday 1:30-2:00	Sterling/Smith	45	<u>In-Class:</u> Baseline Survey Lesson 3: "How much do I need?"
	Carillo	39	
May 5 Tuesday 2:00-2:30	Narron	49	<u>Take home Activity:</u> Lesson 1: "Power Survey" Pedometers given out
	Feldt	46	
May 6 Wednesday 1:30-2:00	Sterling/Smith	45	<u>In-Class:</u> Lesson 4: "Making better choices"
	Carillo	39	
May 6 Wednesday 2:00-2:30	Narron	49	<u>Take home Activity:</u> Lesson 2: "Power Scramble"
	Feldt	46	
May 12 Tuesday 1:30-2:00	Sterling/Smith	45	<u>In-Class:</u> Lesson 5: "Fruit and Vegetable Power Play Challenge"
	Carillo	39	
May 12 Tuesday 2:00-2:30	Narron	49	
	Feldt	46	
May 13 Wednesday 1:30-2:00	Sterling/Smith	45	<u>In-Class:</u> Lesson 8: "What is on a Label?"
	Carillo	39	
May 13 Wednesday 2:00-2:30	Narron	49	
	Feldt	46	
May 14 Thursday 1:00-2:00	Sterling/Smith	45	<u>In-Class:</u> Evaluation Survey Lesson 6: "You be the Food Critic"
	Carillo	39	
May 14 Thursday 2:00-2:30	Narron	49	
	Feldt	46	

Contact Information: Felice Chavez, PPH Intern, Cell- (619) 944-5397,
email: felice.chavez@gmail.com

Power Play Learning Objectives

Lesson 1: “Power Survey”

1. Define “fruit”, “vegetable” and “physical activity.”
2. State the recommended number of cups of fruits and vegetables children should eat every day and the recommended minutes of physical activity they should engage in everyday.
3. Identify and chart the current nutrition and physical activity related habits and attitudes of the class.

Lesson 2: “Power Scramble”

1. Name at least 5 different fruits and vegetables.
2. Describe key characteristics and health benefits of at least one fruit or vegetable.
3. Locate credible information about fruits and vegetables using a variety of sources.
4. Create and present an oral report about their findings.

Lesson 3: “How much do I need?”

1. State the recommended cups of fruits and vegetables they should be eating and the recommended minutes of physical activity they should engage in everyday.
2. Recognize how different quantities of fruits and vegetables add to the recommended daily amounts,
3. Determine number of cups of fruits and vegetables and minutes of physical activity by solving math problems.

Lesson 4: “Making better choices”

1. Identify their breakfast eating habits and television viewing habits.
2. Name at least 5 ways to include fruits and vegetables to create a healthy, appealing breakfast.
3. Name at least 5 enjoyable ways to increase their levels of physical activity.
4. Communicate clearly the factors that influence their nutrition and television viewing habits.

Lesson 5: “Fruit and Vegetable Power Play! Challenge”

1. Name at least 3 benefits of eating 3 to 5 cups of fruits and vegetables every day and 3 benefits of being physically active for at least 60 minutes every day.
2. Identify their current fruit and vegetable intake and level of physical activity and assess progress towards goals.
3. Write a short composition about their findings.

Lesson 6: “You be the Food Critic”

1. Identify characteristics of fruits and vegetables that they find appealing.
2. Name at least one fruit or vegetable that they would like to eat again in the future,
3. Use adjectives in a persuasive letter to describe the characteristics of at least 3 fruits and vegetables.

Lesson 8: “What’s on a Label?”

1. Identify the key components of food Nutrition Facts labels.
2. Compare and contrast nutrition facts of different foods.
3. Identify the healthiest food choice among several alternatives.
4. Solve math problems about nutrient values.

What is your racial/ethnic background? Circle one answer below.

1. White Caucasian
2. Latino/Hispanic (For example: Mexican American)
3. Black/African American
4. Asian (For example: Vietnamese, Chinese, Filipino)
5. Native Hawaiian or Pacific Islander
6. American Indian or Native American

Please circle the best answer to the question below:

Food Intake

Q1. In a **typical day**, how many servings of fruit do you eat?

- 0 1 2 3 4 or more



<u>Examples of one serving size of fruit:</u>
1 medium piece of fresh fruit (1 medium apple)
½ cup of fruit salad
¼ cup of raisins, apricots, apple or grapefruit
* Do <u>NOT</u> count fruit punch, lemonade, Gatorade, Sunny Delight or fruit drink

Q2. In a **typical day**, how many servings of vegetables do you eat?

- 0 1 2 3 4 or more



<u>Examples of one serving size of vegetable:</u>
1 medium carrot or other fresh vegetable
1 small bowl of green salad
½ cup of fresh or cooked vegetables
* Do <u>NOT</u> count French fries, onion rings or potato chips.

Q3. In a **typical day**, how many sodas do you drink? A soda is a 12 ounce can of Coke, Pepsi, Sprite, etc.

- 0 1 2 3 4 or more



Physical Activity

Q4. In a **typical day**, how many hours per day do you usually spend watching TV, playing video games, surfing the internet and instant messaging?

- Less than 1 hour 1 hour 2 hours 3 hours 4 hours 5 hours 6 hours or more



Q5. How many **days a week** in the past week did you **play actively or do physical activity** for 60 minutes or more?

- 0 1 2 3 4 5 6 7

Q6. How many **days** in the past week did one of your parents **encourage you** to do physical activity?

- 0 days 1 day 2 or 3 days almost every day every day

Q7. How many **days** in the past week did one of your parents do physical activity **with you**?

- 0 days 1 day 2 or 3 days almost every day every day

Q8. How many **days** in the past week did one of your parents **take you** to a place to do physical activity?

0 days 1 day 2 or 3 days almost every day every day



Beliefs

Q9. The food that I eat and drink now are healthy.

Yes, all of the time Yes, sometimes No

Q10. I believe that I can get healthy food at home.

Yes, all of the time Yes, sometimes No

Q11. I believe that I can get healthy food at school.

Yes, all of the time Yes, sometimes No

Q12. I believe that I'm a healthy weight

Yes No I do not know



Knowledge

Q14. One **whole fruit** (like an apple) is equal to:

2 cups 4 cups 1 cup 3 cups

Q15. According to the nutrition label on the right, how many grams of saturated fat are there?

5 grams 22 grams 40 grams 10 grams

Q16. According to the nutrition label on the right, how many calories are in one serving?

90 calories 100 calories 120 calories 180 calories

Q17. How much **time** is recommended for watching television, videos or DVD's a day?

3 hours no more than 1 to 2 hours more than 2 hours

Q18. Toppings like butter, salad dressing and cheese can be high in fat:

0. False 1. True

Q19. Do you participate in the running club at school?

Yes No

Nutrition Facts			
Serving Size 3 oz (85g)			
Servings Per Container 1			
Amount Per Serving			
Calories	180	Calories from Fat 90	
% Daily Value*			
Total Fat	10g	15%	
Saturated Fat	40g	20%	
Trans Fat	0.5g		
Cholesterol	70mg	23%	
Sodium	60mg	3%	
Total Carbohydrate	0g	0%	
Dietary Fiber	0g	0%	
Sugars	0g		
Protein	22g		
Vitamin A	0%	•	Vitamin C 0%
Calcium	2%	•	Iron 15%
*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your caloric needs:			
	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Saturated Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g
Calories per gram: Fat 9 • Carbohydrate 4 • Protein 4			

Thank you for your participation in the survey!

Marketing and HealthSource Department FY2010 Budgets

TO: Community Relations Committee

MEETING DATE: May 20, 2009

FROM: Gustavo Friederichsen

BACKGROUND: Gustavo Friederichsen will report on the Marketing and HealthSource Department FY2010 Budgets.

BUDGET IMPACT: None

STAFF RECOMMENDATION: For information purposes only

COMMITTEE RECOMMENDATION:

Information: X

Approval of Minutes

TO: Community Relations Committee on May 20, 2009

FROM: Tammy Chung, Secretary

BACKGROUND: The Secretary of the Community Relations Committee respectfully submits the minutes of the meeting held on March 11, 2009.

Gustavo Friederichsen, Chief Marketing & Communications Officer, has reviewed the minutes.

BUDGET IMPACT: None

STAFF RECOMMENDATION: Approval of attached minutes.

COMMITTEE RECOMMENDATION:

Individual Action: X

**Palomar Pomerado Health
COMMUNITY RELATIONS COMMITTEE MEETING
Corporate Offices – 456 Grand Avenue, Conference Room
March 11 , 2009**

AGENDA ITEM	DISCUSSION	CONCLUSION/ACTION	FOLLOW-UP/ RESPONSIBLE PARTY
CALL TO ORDER	3:00 p.m. Meeting was called to order by Jerry Kaufman.		
ESTABLISHMENT OF QUORUM	Linda Greer, RN and Nancy Bassett, RN Also attending were Michael Covert, CEO, Gustavo Friederichsen, Andy Hoang, Janet Gennoe Klitzner, Tammy Chung, Cathy Blazek, Nina Kim, Mary Coalson, Trina Hinch, Nancy Roy, Ann Koeneke		
NOTICE OF MEETING	The notice of meeting was mailed consistent with legal requirements.		
PUBLIC COMMENTS	No Public Comments		
MINUTES FROM January 21, 2009	The minutes from the 1/21/09 meeting were approved by Jerry Kaufman with a second by Nancy Bassett.		

AGENDA ITEM	DISCUSSION	CONCLUSION/ACTION	FOLLOW-UP/ RESPONSIBLE PARTY
Marketing Department Balanced Scorecard	The Marketing staff presented their Balanced Scorecard which included web stats, PPH Call Center, HealthSource class registration, PPH Physician Referral Service, PPH Immunization Clinics, PPH sponsored screenings and special events. Jerry Kaufman commended the Marketing staff on exceeding their goals.		
Cardiovascular and New Mover's Campaign Update	Janet Gennoe Klitzner provided an update on the Cardiovascular and New Movers/New Patient Campaigns currently being distributed by Customer Potential Management Marketing Group (CPM). (Sample of both mail pieces available.) There are 10,000 overruns available of the New Mover's/New Patient Campaign. Contact Janet Gennoe Klitzner to obtain copies. PPH HealthSource, in partnership with Metronix, will be offering two Free Lumbar Spinal Stenosis Seminars. Tuesday, April 7, 10 – 11:30 a.m., Joslyn Senior Center Mark Stern, M.D., Neurosurgeon Tuesday, April 14, 6-7:30 p.m., Pomerado Hospital Jeffrey Schiffman, M.D., Orthopaedic Surgeon		
PPH Foundation Communications	Nina Kim provided an updated on the PPH Foundation communications perspective: Capital Campaign brochure Multiple media Night of Nights Gala collateral Topping Off Event PPHF Quarterly Newsletter		Nina will confirm w/PPHF that PPH BOD are on the PPHF Quarterly Newsletter Mailing list.

<p>Brand Intelligence Survey</p>	<p>Gustavo Friederichsen presented a progress report on the PPH branding research which is being conducted by Luth Research.</p> <p>The phone calls will start in 48 hours 300 households – 75% non PPH customers 25% current PPH customers</p> <p>Research to Conclude – March 31, 2009 Findings Delivered – April 7, 2009 Analysis – Luth Research will compile a report to be presented to EMT, BOD, to this committee, announce and make public the findings on the Brand Intelligence Survey.</p>		
<p>Community Action Councils</p>	<p>Nancy Roy provided an update on the Community Action Councils. Nancy has been nominated for the 2009 San Diego Health and Human Services North County Inland Public Health Champion Award. The tagline for CAC is “Promoting Wellness Through Partnership.”</p> <p>The PPH Project 21 TODAY program has completed five onsite screenings of 5th graders at various school sites. They hope to complete three more screenings by the end of May. There is an intense follow up program in place which includes parent and student education via the Power Play Nutrition program on the school campus – Nancy presented the Power Play planning guide, which is available in both English and Spanish and is provided by Champions for Change in partnership w/UCSD Network for a Healthy California. This program encourages physical activity and a healthier eating lifestyle through curriculum-based education materials. Each parent is provided a letter with their student’s test results. Follow up phone interviews with the parents of the “at risk students” (BMI of 85 percentile or over and/or Blood Glucose level over 85%) are also conducted. A survey is</p>		

	completed via the phone interviews. Referrals to low cost/no cost health insurance, health providers, parent education classes, obesity and diabetes resources and information on Neighborhood Health Care and NCHS is also provided. The school health clerks are aware of this program. Nancy mentioned that a report will be compiled at the completion of the screenings and follow up with the families.		
Media Update	<p>Andy Hoang reported on the media items that are forthcoming:</p> <ul style="list-style-type: none"> • PMC West Steel Project is 50% Complete • Highlighting PPH technologies and service lines listed in the New Movers Campaign brochure. <p>Andy has also developed a partnership with Nurse TV Video, a nationally syndicated television show. Andy showed a recent Nurse TV Video segment highlighting PPH and Shawn Brooking, Midwife, PMC.</p>		
BOARD MEMBERS Q&A	<p>No further comments or questions. The meeting was adjourned at 5:04 p.m.</p> <p>The next meeting is scheduled for: May 20, 2009, 3-5 p.m.; PPH Corporate Offices 456 Grand Avenue,</p>		
MONTHLY MARKETING REPORT	Janet Gennoe Klitzner submitted the Marketing/Public Relations Department Overview for January and February, 2009.		
MONTHLY HEALTHSOURCE REPORT	Janet Gennoe Klitzner submitted the HealthSource Monthly Activity Report for January and February, 2009.		

AGENDA ITEM	DISCUSSION	CONCLUSION/ACTION	FOLLOW-UP/ RESPONSIBLE PARTY
MONTHLY COMMUNITY OUTREACH REPORT	Nancy Roy and Kay Stuckhardt submitted the Community Outreach Monthly Report for January and February, 2009.		
SIGNATURES Committee Chair Committee Secretary	_____ Jerry Kaufman _____ Tammy Chung		

Board Member Q&A

TO: Community Relations Committee

MEETING DATE: May 20, 2009

FROM: Gustavo Friederichsen

BACKGROUND: Gustavo Friederichsen would like to open the floor to questions from the Board Members on any topics related to the Community Relations Committee.

BUDGET IMPACT: None

STAFF RECOMMENDATION: For information purposes only

COMMITTEE RECOMMENDATION:

Information: X

Monthly Reports

TO: Community Relations Committee

MEETING DATE: May 20, 2009

FROM: Janet Gennoe Klitzner, Marketing & PR Director
Janet Gennoe Klitzner, HealthSource Director
Nancy Roy and Kay Stuckhardt, Community Outreach
Andy Hoang, Media Relations
Nina Kim, Marketing and Web Specialist

BACKGROUND: Monthly reports to be presented to Community Relations Committee include Marketing/Public Relations, the HealthSource, Community Outreach, Media Relations and Web Stats for the months of March and April, 2009.

BUDGET IMPACT: None

STAFF RECOMMENDATION: For information purposes only

COMMITTEE RECOMMENDATION:

Information: X

Completed Marketing Projects during the months of March and April 2009

Momentum – March April 2009
The HealthSource and *The BabySource* Magazine – May – August 2009
Encapsulated News – March 2009
Project 21 SD Flier
Project 21 SD Banner
Recycling 4U Electronics Waste Event Flier
Earth Week Flier
Child Nutrition Lecture Flier
Behavioral Health Pain Program Flier
Massage Therapy Flier
Corporate Health Lifting Flier
Rehabilitation Services San Marcos Location Opening Flier
Women's Week Flier
Doctors Day Invitations
Doctors Day Posters
Doctors Day Banners
Foundation Gala Invitations and Envelope
Foundation Gala Save the Date Postcards
Legal Services Brochure
Legal Services Newsletter
Vending Machine Signs for Black Mountain Church
Rehab Services Opening Sign
Carlsbad 5K Banners
Spinal Stenosis Direct Mail Postcard
Expresscare Bag Stuffers
Key Ideas Lapel Pins
PMC Shuttle Cards
Volunteer Café Coupons
Café and Java City Coupons
Java City Coupons
Financial Counselor Badge Cards
Volunteer Appreciation Luncheon Invitation

**March, 2009
Monthly Activity Report**

The HealthSource consists of the following departments:

1. Community Education
2. Centralized 800.628.2880 phone number for class registration/physician referral
3. Childbirth Programs (Palomar Medical Center & Pomerado Hospital)

Community Education Department

The HealthSource offered **73** Community Education Classes in which **959** people attended. The HealthSource Call Advisors assisted **1315** callers with the following:

349 individuals registered for PPH Community Education classes via call center

85 individuals registered for PPH Community Education classes via PPH.org

124 callers requested a total of **166** PPH Physician referrals

1614 physician Referral provided via PPH.org

1355 miscellaneous PPH service/resource referrals were made

General Health Events/Classes—146 Participants (11 Classes)

Patient & Physician Communications (Women's Center) (1 Class)	9
Total Joint Replacement (PMC) (1 Class)	9
Minimally Invasive GYN Procedures (Women's Center) (1 Class)	5
Chair Yoga (Women's Center) (6-Week Series)	15
Qigong (Women's Center) (4-Week Series)	8
Qigong Intro (Women's Center) (2 Classes)	19
I Can Cope (Women's Center) (6-Week Series)	11
Common GI Problems in the Mature Adult (OASIS) (1 Class)	27
Stroke: Signs & Prevention (OASIS) (1 Class)	16
Healthy Food for a Healthy Brain (OASIS) (1 Class)	27

Exercise Classes—30 Participants (17 Classes)

(The following classes are held twice weekly on an ongoing monthly basis)

Get Fit and Stay Strong (OASIS) (8 Classes)	20
Chair Exercises (OASIS) (9 Classes)	10

Childbirth Classes—370 Participants (16 Classes)

(Offered at Palomar Medical Center & Jean McLaughlin Women's Center)

Preparation for Childbirth—(5-Week Series) (2 Series in progress)	40
Preparation for Childbirth—Weekend (2 Weekends)	40
Tours of Birth Centers (5 Tours)	220
Successful Breastfeeding (1 Class)	16
Prenatal Yoga (Women's Center) (6-Week Series)	12
Infant Mommy & Me Yoga (Women's Center) (6-Week Series)	12
Peaceful Parenting (Women's Center) (6-Week Series)	8
Stylish Baby Slings (Women's Center) (1 Class)	3
Baby Sign Language (1 Class)	15
Basic Training for Dads (1 Class)	4

March, 2009 Monthly Activity Report

Page 2

CPR, Child Health and Safety—93 Participants (10 Classes)

CPR Classes (7 Classes)	66
First Aid (1 Class)	6
Babysitting Basics (Women's Center) (1 Class)	11
Becoming a Young Woman (1 Class)	10

Support Groups—166 Participants (13 Meetings)

Breastfeeding Support (8 Meetings)	126
Chronic Fatigue Immune Dysfunction Syndrome (1 Meeting)	4
Welcome Home Baby (4 Meetings)	36

Screenings—154 Participants (6 Offerings)

Blood Pressure Screenings (3 community screening sessions)	
66% with abnormal B/P (120/80 or above)	31
Body Composition Screening (1 Offering)	7
Glucose Screening @ San Marcos Elm. School	86
43% > 100	
Glucose Screening @ San Marcos Elm. School	30
47% > 100	

Geographical Percentages	3/2009	3/2008
Escondido	23	21
San Marcos	11	4
Rancho Bernardo	24	30
Rancho Penasquitos	11	9
Valley Center	4	1
Poway	10	13
San Diego (Outside Service area)	10	19
Vista	3	1
Ramona	2	1
Scripps Ranch	2	1

*Monthly percentages will fluctuate based on size of event, program

**April, 2009
Monthly Activity Report**

The HealthSource consists of the following departments:

1. Community Education
2. Centralized 800.628.2880 phone number for class registration/physician referral
3. Childbirth Programs (Palomar Medical Center & Pomerado Hospital)

Community Education Department

The HealthSource offered **69** Community Education Classes in which **1538** people attended. The HealthSource Call Advisors assisted **1174** callers with the following:

- 316** individuals registered for PPH Community Education classes via call center
- 86** individuals registered for PPH Community Education classes via PPH.org
- 123** callers requested a total of **154** PPH Physician referrals
- 1719** physician Referral provided via PPH.org
- 973** miscellaneous PPH service/resource referrals were made

General Health Events/Classes—330 Participants (13 Classes)

Hormones/Menopause (Women’s Center) (1 Class)	43
Massage Tips (Women’s Center) (1 Class)	24
Cancer Prevention (Women’s Center) (1 Class)	11
Breast & Ovarian Cancers (Women’s Center) (1 Class)	5
Qigong (Women’s Center) (4-Week Series)	8
I Can Cope (Women’s Center) (6-Week Series)	11
Total Joint Replacement (PMC) (1 Class)	9
Gynecologic Robotic Surgery (PMC) (1 Class)	22
Help, I Have a Hernia (POM) (1 Class)	10
Seven Parental Pillars of Good Health (POM) (1 Class)	25
Lumbar Spinal Stenosis (POM) (1 Class)	70
Lumbar Spinal Stenosis (Esc Joslyn Ctr) (1 Class)	70
Protecting Yourself from the ‘Superbug’ (OASIS) (1 Class)	22

Exercise Classes—20 Participants (9 Classes)

(The following classes are held twice weekly on an ongoing monthly basis)

Get Fit and Stay Strong (OASIS) (9 Classes)	20
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CPR, Child Health and Safety—113 Participants (10 Classes)

CPR Classes (5 Classes)	43
First Aid (1 Class)	6
Babysitting Basics (Women’s Center) (3 Class)	46
Becoming a Young Woman (1 Class)	18

Palomar Pomerado Health District and Community Action Councils

Community Action Council Meetings:

Period Report: March 2009

Community Action Council of Ramona/Julian/Warner Springs:

Roundtable Discussion: Joanna Yanez/ North County Health Services, reported that NCHS and RUSD continue to work together to identify uninsured students and assist them (and their families) to apply for Medi-Cal and/or Healthy Families. It was noted that due to the increase in financial difficulty among families at this time, additional outreach and education on this service to our community would be indicated. **Debbie Fraser/ Ramona PTA, Ninth District**, introduced herself as the newly elected PTA 9th District Safety & Wellness Director. **Kim Lasley/RUSD Safety & Wellness**, reported that many activities have been going on in the schools that contribute to healthy living; grade school bullying assemblies, student resource center in the OPMS Maria Sterling Room, and the alcohol, tobacco and other drugs prevention efforts (see report below for ATOD Committee). **Donna Linton/ Julian Pathways**, reported that they have hired a new psychologist. She also reported that small grants are trickling in and that they are working on bringing the Power Play Program into JUSD. **Susanne Boston/ HHS Health Promotions**, reported that the HHS is implementing a “call center pilot project” locally. The call center, located in Kearny Mesa, will allow those who call in to speak to someone about their specific case and is expected to reduce wait times of applicants as well as provide a higher quality of service. **Cindi Rajcic/ First Avenue Counseling Center**, reported that First Ave is bringing sliding-scale services to Ramona. She shared and distributed information regarding a 52 week Domestic Violence program for court-ordered DV offenders, as well as other parenting and anger management programs to satisfy court-ordered class requirements for back-country residents. **LeeAnn Mangels/ Warner Spr. Community Resource Ctr**, reported that small grants have been trickling in and keeping the program afloat. She requested that Council members forward her information regarding relevant grants. She presented and distributed information regarding Warner Native Pride Cultural Gathering Health Expo on 4/18/09. Applications for vendors were distributed. **Allie Lisk/ North Rural Recovery Center**, reported that Mental Health Systems (MHS) is creating a local Youth Advocacy Council (YAC). The focus of the YAC will be to promote youth leadership in pro-actively preventing alcohol/tobacco and other drug use. **Theresa Tynan/ Labyrinth: Ramona’s Garden**, reported that due to an increase in need for food in the community, St Mary’s in the Valley Episcopal Church has decided to implement a community garden. **Luan Rivera/RUSD**, reported on a current joint statewide effort being made between elected state officials, school boards and other stakeholders, to begin a dialogue on the way the state does business. These talks are going well and are expected to highlight a need for reform and better business practices. **Mitchell Jones/ Elizabeth Hospice Marketing**, reported that bereavement support is being offered, free of charge, to all community members on Friday afternoons at the Community Center. **LaVonna Connelly/ community advocate**, She reported that a committee had formed to address the need for disabled transportation resources, and that the Ramona Senior Center had become an umbrella organization for this effort.

Committee Reports:

I Substance Abuse/Mental Health Committee Report:

Kim Lasley, Committee Chair, reported on several projects:

1. **Yellow Ribbon Suicide Prevention Program** - The committee is working with RUSD, PTA and school representatives to plan a Yellow Ribbon Suicide Prevention event for March 24th. The event will include education/training for teachers and other school leaders, as well as assemblies at the school sites. Kim shared that the total cost of the event would be \$1,750. She would secure \$550 through the PTA and individual schools. Her committee requested \$1200 from the CAC for this event.
2. **Safe Streets Project** – The committee is partnering with local law enforcement to assist with planning and organizing neighborhood programs to develop safer streets in the community of Ramona to reduce drug sales and access.
3. **I Pledge** – The committee decided to reinstitute the “I Pledge Not To Be A Party To Underage Drinking” project that was launched two years ago in Ramona.
4. **Youth Advocacy Coalition (YAC)** – Allie Lisk will be presenting at the next CAC meeting to begin development of a Ramona chapter of YAC. The objective of YAC is to teach youth how to impact legislation of alcohol, tobacco and drug prevention through advocacy.
5. **ARRIBA Ramona** – Nancy reported on the progress of the youth activities project. The committee is in the process of filing for non-profit status, and working with the Ramona Unified School District to lease the old Ramona Community School property to start programs. Seed money for the project was requested and approved for \$1300 by the Council.

II Obesity/Diabetes Committee Report:

Project 21 San Diego TODAY Ramona - Joanna Yanez, committee Chair, reported that the TODAY project, through a collaboration between NCHS, the CAC, Health and Human Services of San Diego, and RHS Healthcare Academy, had been doing health screenings in the district (among 5th graders). These screenings have been an excellent tool to educate youth on obesity and diabetes as well as identifying students at high risk.

1. **Hanson Elementary School** – March 16, 2009, 97 5th grade students participated in the Obesity/Diabetes Screening Day.
2. **Mt. Woodson Elementary School** - April 1, 2009, 86 5th grade students participated in the Obesity/Diabetes Screening Day.

Events:

Yellow Ribbon Suicide Prevention Program: Stan Collins from San Diego Yellow Ribbon spent 2 Wednesdays training Ramona High School students (members of the Yellow Ribbon Club and Peer Mentors in the Ready to Learn Program). Nineteen students participated in this informative and thorough training. These students assisted during the assembly and other Yellow Ribbon activities scheduled for the week on campus.

Yellow Ribbon Week Activities: Members of the Yellow Ribbon Club sold carnations during lunch (Monday-Wednesday) to be delivered to students on Friday. This is meant to spread hope and encouragement to the students at RHS. Also, students decorated the campus with (yellow) ribbons, balloons, and posters to bring awareness to Yellow Ribbon Week.

Staff Training: Twelve staff members at RHS (including counselors, security team members, support staff, and an administrator) participated in Stan’s ‘core’ staff training. Ave Williams (RHS Counselor) and Toccara Maytrott briefly presented at the staff meeting Monday morning to make teachers aware of suicide risk factors and warnings signs. Several veteran teachers have

gone through the suicide training in the past, so this will simply serve as a refresher for many until we have the time and resources to do a more in depth staff training.

Assembly: Approximately 2000 students and 75 staff attended an assembly on Tuesday, March 24th presented by Stan Collins, San Diego Yellow Ribbon staff.

Community Action Council of Pala/Pauma/Valley Center

Presentation: Terry Green, executive director for PPH Foundation and Tina Pope, Director of Development provided an update on PPHF for the Council. Terry described some of his experience and past employment. He provided a brief update on the new hospital – Palomar Center West which is the largest building project in the State of California. It is still ahead of schedule. All cost saving changes in construction that do not affect patient care are being explored. Some items such as a family resource and educational center will be postponed unless there is a donor. The PPH Foundation is charged to raise 45 million dollars. They will focus on: 1) the needs; 2) identifying the engines – staff and volunteers needed to raise the funds; and 3) constituents – those who can donate. There will be naming opportunities and opportunities to fund specific programs.

I Access to Care:

Insure Kids Now! The Council discussed the Insure Kids Now, a program which was piloted in Ramona to increase access to care. School health clerks receive training on how to refer a child for health insurance coverage. When they identify a student without health insurance, they fax a completed form to a certified Application Assistant (CAA) at the community clinic who could enroll the child in a low-cost or free health insurance program. Flyers on the program are provided for all school staff. A reduction in County and Clinic staff to assist with health insurance enrollment could be a barrier.

Neighborhood Healthcare’s clinic in Pauma will keep reduced hours until: 1) a new provider is hired and 2) patient demand indicates the need for increased hours. They are currently interviewing and plan to hire a new provider.

II Obesity / Diabetes Committee Report:

P21 TODAY screening conducted at Lilac and Pauma Elementary Schools. 101 students were screened; 61 were a healthy weight; 18 overweight; 21 were obese and 1 was underweight. Thirty nine percent were overweight or obese. 70 students were tested for blood glucose and 1 was found to have elevated glucose. Irma Cortez with Neighborhood Healthcare will do the follow-up calls on all students at-risk based on BMI and/or glucose. It was suggested that a 10 minute education segment that explains the significance of BMI and blood glucose and the importance of a healthy weight be provided in each participating classroom right after the screening. Students could be provided a handout that they would take home and discuss with their families. Parent education on BMI, diabetes, and healthy nutrition may be offered this summer.

Roundtable Discussion: Olivia Leschick, Administrator in Charge of Special Projects VCPUSD, indicated that Valley Center High School had received a \$150,000 grant for their health career pathway in

the past from the Department of Education and an additional \$50,000 was awarded to sustain the program. The Health Fair was scheduled at the Middle School and Mimi will be coordinating the event. **Carolina Huerta, Indian Health** distributed a flyer announcing the Traditional Indian health Gathering.

Funding for Council Projects: **Mimi Van Koughnett, Paradise Valley Services**, requested \$400 to help establish a Running Club at Lilac Elementary School. The program would be supervised by teacher, Adriana Kuenzi. **Olivia Leschick, VCUSD**, requested \$99 to purchase the nutrition newsletter – *Nutrition Nuggets* - in Spanish. The newsletter is already being provided to all parents; however many parents do not read English. The Council discussed and approved both requests for funding.

Period Report: April 2009

Community Action Council of Poway/Rancho Bernardo/Rancho Penasquitos:

Presentation on PPH Service Line: **Betsy Burns** of PPH described PPH's Behavioral Health Services, offered at both Palomar and Pomerado. She answered questions from meeting participants.

Presentation on Yellow Ribbon Suicide Prevention Program: **Carol Skiljan**, Executive Director of the Yellow Ribbon program, provided handouts and talked about ways that they could bring the program to PUSD high schools. Given the limited funding we have to work with, she recommended focusing on presentations to school staff to begin with. **Jack Rogers** strongly endorsed the program and recommended raising additional funds to support a more comprehensive program in the schools. **Nancy Roy** read a letter requesting \$1400 from PPH, the maximum amount we can allocate to this project from our Council's annual budget. The Council approved the funding request. **Dennis Bentley** and **Ken Harmaning** pledged \$250 from PQ Kiwanis.

Presentation by Doreen Gagnon, Neighborhood Healthcare – She provided an update on their planned clinic in Poway. Neighborhood Healthcare is a non-profit that operates a number of clinics in San Diego County. They have purchased a plot on Poway Road next to the Salvation Army Thrift Shop. Doreen showed an artist's rendering of the planned clinic. Doreen reported that the Economic Stimulus Bill includes funding for clinics. Neighborhood Health plans to apply for funding to build the Poway Clinic. In support of the grant writing, Doreen asked us to set up a series of focus groups allowing conversations with a cross section of our population. Several members offered ideas for doing this

Roundtable Discussion: **Lois Knowlton** announced that the Poway Adult Day Health Care Center has moved to its new location. The ribbon cutting will be June 4. **Diane Darby-Beach, Alzheimer's Association**, announced that the Alzheimer's Association will be moving soon **Pam Fullerton, Arbors Assisted Living**, announced that The Arbors just held a yard sale to benefit Operation Homeport. She invited members to their monthly open house. **Ken Harmaning, PQ Outreach Coalition Foundation**, distributed a flyer showing ways to help foster children and a flyer announcing the Rancho Penasquitos Safety Fair. **Dael Kiesler**,

Diamond Gateway Women's Org., announced the Diamond Gateway Women's Organization's Spring Tea, benefitting two local charities. **Rex Kennemer, Community Alliance for Healthy Minds**, announced that the forum held by Community Alliance for Healthy Minds was a success and thanked those who attended. **Andy Patapow, PUSD School Board Member**, described the severe funding cuts that PUSD is dealing with. **Melinda Wynar, N. County Inland Services Ctr.**, announced a fashion show being held by the North County Inland Older Adult Center. **Marilyn Greenblatt, Jewish Family Services**, announced that Rides & Smiles is celebrating its 5 anniversary. **Arlene Cawthorne, RB Joslyn Center**, announced that the RB Joslyn Center is changing its name to the Ed Brown Senior Center of Rancho Bernardo. **Lynn George, Center for Healthcare** congratulated Nancy Roy on being named 2009 Public Health Champion for North County Inland by the Country Health and Human Services Department. Members are encouraged to attend and spread the word about each other's events.

Committee Reposts:

I Access to Care Committee Report:

Clinic in PQ: Ken Harmaning described the PQ Outreach Coalition's plans to build a clinic, school, and senior residence on the property of Mt. Carmel Church of the Nazarene. They have recently been told that all their plans fall within existing codes. They have received artist's renderings of the planning buildings. They are planning "green" construction leading to LEADS Certification. This plan, besides being ecologically responsible, will also result in expedited processing through the system. In the meantime, the Coalition is working on setting up free clinical services in the church building, aiming for late fall. They are working on resolving issues such as bio-waste handling, liability, languages, and so on. Canyon Rim will be a target community.

II Obesity/Diabetes Committee Report:

1. Running Clubs: Jane reported that the 15 Running Clubs our Council sponsors are all going well. The first-ever meeting of Running Club Coordinators was convened in March. There was lively discussion, and the Coordinators said they learned a lot from each other and would like to meet at least once a year.

2. Backyard Fruit Project: Jane reported that significant progress has been made on the Backyard Fruit Project suggested at our last meeting. A committee formed, met, discussed options, and decided to start simply by setting up a single collection site and asking people to bring backyard produce. Depending on how that goes, we will expand to more sites or change strategies. The first collection is May 21 at the RB Swim and Tennis Club. Flyers were distributed. This date was selected to coincide with the food distribution by Friends and Family Community Connection that evening. Jane also reported that the opportunity arose to harvest a grove of 75 orange trees. The committee lined up a Boy Scout troop. The scouts, their parents, and the committee picked 72 boxes of oranges and donated them to Hope Foods, Inc.

3. Project 21 / TODAY Poway: Nancy Roy reported that the obesity/diabetes screening at Valley Elementary had to be cancelled, but that things look promising for bringing the Power

Play healthy living curriculum to 4 and 5 graders in Title I schools and to the PUSD after-school program. A meeting is scheduled with school district representatives on May 5 to explore this project. The members of the Obesity/Diabetes committee have been invited.

III Mental Health/Substance Abuse Committee Report:

1. Suicide Prevention: Rex Kennemer and Jack Rogers both endorsed the Yellow Ribbon program and said they have seen it work with teens because it is accessible and makes asking for help easier. The CAC will work with Carol Skiljan, Yellow Ribbon Executive Director, to coordinate and plan for the events.

2. Support for Student Service Centers: Jane reported that the Mental Health/Substance Abuse Committee also wants to support the Student Service Centers in the high schools by providing healthy snacks. Head Start dietician **Helen Jacobsen** provided publications identifying healthy snacks. Nature Valley granola bars appeared to be the best choice from those lists. **Edna Mailey**, Student Service Specialist at Mt.Carmel High School, endorsed this plan. **Jane** presented a letter to PPH requesting that \$450 of our Council's funds be spent on healthy snacks for the 5 high schools' Student Service Centers. The group approved the request.

3. SOCS Box Training: Arlene Cawthorne described the SOCS Box – a notebook of information for those who visit or care for seniors – and described the committee's plans to hold a training class in our area. Meeting participants

helped to identify groups we should target with publicity – senior centers, faith communities, senior residential centers (to reach families), community centers, caregiver support groups. **Nancy** presented a letter to PPH requesting that \$100 of our Council's funds be spent on refreshments and supplies for the SOCS Box training. The group approved the request. Arlene will lead the planning for the training, including publicizing the training in the ways identified.

Community Action Council of San Marcos

Presentation on PPHF and PMC West Update: Marsha Bryan, Director of Major and Planned Giving, PPHF and Tina Pope, Director of Development, PPHF provided an update on PPH Foundation and the new hospital for the Council/ Palomar Center West which is larger than two football fields is currently the largest building project in the State of California. It is a "Green Hospital" from the ground up and will create less of a carbon footprint. They are using value engineering - how to be able to build what is desired at a lower cost. For example, they are following all of the guidelines necessary to get a "Green Seal" but are not applying for the designation due to the 1 million costs. The hospital will open with 288 single rooms with the ability to expand as needed to 465 beds. All rooms will be the same for maximum safety and quality care. The ER will have 32 stations. The OR will be just above the ER because trauma and OR need quick access. The OR will be adaptable to radiology and cardiac care for maximum use efficiency. Care giving staff is now being cross-trained. On July 10th, the last piece of steel will be placed on the top. The hospital will be completed in spring 2012 and take 6 months for the move-in. The PPH Foundation is charged to raise 45 million dollars. Marsha

asked for the Council's help in identifying individuals who can be instrumental in reaching this goal. **Tina Pope** distributed invitations to the June 13, 2009 fundraising event, *Night of Nights Gala*.

Election of Council Vice-Chairs: Ruth Moskowitz, CAC Chair facilitated the election of two Vice-Chair positions. One will focus on youth/family health activities and the other will focus on senior health activities. Both will assist with membership recruitment and can act as Chair the Chair is unavailable. MOTION made, seconded and passed unanimously to elect **Nadine Kaina, Interfaith Community Services** and **Maria Banelos, North County Health Services** as Vice-Chairs of the PPH-CAC of San Marcos

I. Mental Health / Substance Abuse Committee: Gil Bisjak, Committee Chair, reported that the Substance Abuse / Mental Health Committee will focus on the senior population in the San Marcos area. The group has developed a flyer with Behavioral Health resources from PPH and Exodus that will be distributed through the San Marcos Senior Center, Ombudsmen program, faith communities, Interfaith Community Services and Project Care). The Committee will work with Georganne to promote the senior health fair on September 26, 2009; more than 4000 participated last year.

II. Obesity / Diabetes Committee:

1. P21 TODAY Program: Maria Banelos, North County Health Services, reported on the P 21 TODAY Program (Transforming Obesity Diabetes Awareness in Youth) at San Marcos Elementary School. BMI was done on 101 5th graders and 40% were found to be overweight or obese. A fasting glucose screening was completed on 86 students and 42% had elevated blood glucose. The test was repeated on 30 of the students and 14 remained high. Those students found at-risk based on BMI and/or elevated glucose received follow-up phone calls by Maria with North County Health Services. She answered questions and assisted families with health insurance and / or referral to a medical provider as needed. The Council discussed the high number of at-risk youth and the importance of interventions. It was noted that 60% of the students participate in the free/reduced school breakfast program and 92% in the lunch program.

2. Wellness Policy Fair: Dena England, Director of Child Nutrition Services, SMUSD reported on the successful Wellness Policy Fair which was attended by 1300. It included BMI and blood pressure screenings (178 participants); 10 physical challenges; information on the wellness policy; student poster contest; showcase of physically active club; and healthy foods. The \$1500 funding from PPH was used for challenge cards (\$91.59); reusable banners (609.86); and materials and supplies (\$139). Dena noted that the State recently conducted a visit of the San Marcos Wellness Policy and it received a very positive report.

3. Library Nutrition / Physical Activity Project: Sandy Coleman, San Marcos Library reported the Library nutrition / physical activity project will start May 7th on Thursdays from 4-5 pm. It will target 30 elementary and middle school students who come to the library after school, often hungry. They are partnering with SMUSD to offer a healthy snack; with Network for a Healthy California to provide nutrition education; and partnering with PPH-CAC to fund the 30-minute physical activity class through a contract with Fitness Frenzy. A pre/post test will be

used to evaluate the program. The PPH-CAC funding that was originally budgeted for snacks will be used to extend the physical activity classes. The Council discussed the innovation and importance of this project and the new role of the library. Sandy will compile books on physical activity and nutrition for the students. The Council also discussed the use of the WI fitness system at the library to promote physical activity.

Roundtable Discussion: Celeste Young, North Inland Community Prevention Program, reported that the Responsible Beverage Sales & Service – RBSS – Ordinance was passed unanimously by the San Marcos City Council. She thanked the Mayor, Jim Desmond, and the PPH-CAC for their support of the ordinance. The ordinance will require that everyone who sells or serves alcohol to be trained. **Agnes Herman, newspaper columnist,** asked Council members for health topics and health information for possible inclusion in the regular column she writes for seniors. **Bob Harmon, Director of Student Services, SMUSD,** reported that the School District had just finished the State’s annual *Healthy Kids Survey*. It measures attitudes about foods they eat, exercise, drug and alcohol use, and other health behaviors. The data will be available in May 2009. **Kathy Holmes-Hardy, Aging and Independence Services,** announced that there will be a conference on Friday November 13th in Balboa Park for providers on “Substance Abuse and Alcoholism” in older women and a “Meet the Pharmacist” event at the Carlsbad Senior Center where seniors can have their medications screened. She indicated she could forward information to her list serve of more than 300 providers and seniors.

PPH Cross- Council Committee on Alcohol, Tobacco and Other Drugs (ATOD)

The ATOD committee’s toolbox of information and resources on the misuse of prescription drugs is gaining increasing use, including the Grossmont School District.

A related initiative is to arrange “Take Back Day” for prescription drugs, to allow community members to clear their medicine cabinets of left-over medications. The committee is exploring efforts to collaborate with the Dept. of Environmental Health, DEA and PPH to address the impact on our environment, address how unused prescription drugs are easily accessed by youth, and expose the misuse of taking prescription drugs not prescribed for you or not completing a prescribed treatment of drugs. A Continuing Medical Education (CME) course to train Pharmacists about the proper disposal methods of prescription drugs is being explored, as well as designing an insert that can distributed through various avenues to inform the public about proper care of unused or expired prescription drugs.

Legislative efforts regarding the proposal to raise the extremely low taxes imposed on alcoholic beverages, the lowering of the legal drinking age to 18, and the proposal to legalize marijuana are being reviewed and discussed. The ATOD committee will be taking a position on each of these issues and promote informed legislation on behalf of the community we represent.

Media Report

“Measuring Success”

May 20, 2009

PALOMAR POMERADO HEALTH

PALOMAR
POMERADO
HEALTH
SPECIALIZING IN YOU

Print Coverage for March - April

North County Times

- 505 Total Column Inches
- \$44.91 Column Inch Open Rate
- \$22,679.55 Media Value

Print Coverage for March - April

San Diego Union Tribune

- 230 Total Column Inches
- \$313 Column Inch Open Rate
- \$71,990 Media Value

Print Coverage for March - April

Pomerado News Group

- 105 Total Column Inches
- \$28.01 Column Inch Open Rate
- \$2,941.05 Media Value

Print Coverage for March - April

San Diego Business Journal

- 120 Total Column Inches
- \$115 Column Inch Open Rate
- \$13,800 Media Value

Print Coverage for March - April

San Diego Daily Transcript

- 95 Total Column Inches
- \$92 Column Inch Open Rate
- \$8,740 Media Value

Print Coverage Totals March - April

- 1,055 Total Column Inches
- \$120,150.60 Media Value

PALOMAR POMERADO HEALTH

WEB STATS
Jan-April 2009

Overall Number of Visits

224,018

Jan-Apr 08: 95,631

Overall Number of Page Views

612,295

Jan-Apr 08: 407,902

Overall Number of Unique Visitors

91,659

Jan-Apr 08: 61,615

Top 10 Pages Viewed

Top Content-January-April 2009			
	Page Title	Pageviews	Unique Pageviews
1	Palomar Pomerado Health	234,402	197,644
2	Job Search	57,406	41,427
3	Career Opportunities	56,580	41,211
4	Departments and Services	19,311	12,597
5	Contact Us	18,125	14,370
6	Search	15,580	10,247
7	Facilities	15,187	11,059
8	Pomerado Hospital	13,706	10,421
9	Palomar Medical Center	9,517	7,270
10	Find A Doctor	8,475	5,898

Highlights

23andMe: 297 (since launch 4/24)

Swine Flu: 281 (since launch 4/24)