

EMBRACING

OUR COMMUNITY



CEDARS-SINAI MEDICAL CENTER.

A newsletter produced by the Department of Community Health and Education

Summer 2004

Recognizing Health Professional Volunteers Caring for the Community

In 1902, Cedars-Sinai's commitment to community began in East Los Angeles with a 6-bed house to care for individuals suffering from influenza. This strong dedication to community continues more than a century later, demonstrated by more than 100 programs Cedars-Sinai provides to the community. At the May 7th **Community Benefit Recognition Awards**, **Logan Williams**, Manager of Community Education, Prevention & Senior Services, welcomed, honored and thanked the many volunteers and community partners who contribute to the success of the hospital's outreach to diverse communities. Over 120 volunteers and more than ten community partners attended the luncheon ceremony.



Gold Award Recipients

Linda Burnes Bolton, Dr.PH, RN, FAAN, Vice President and Chief Nursing Officer, expressed the reason for the gathering, "As a family we celebrate and recognize the employees who take the time to give back to the community outside their jobs."

"We thank you for your enthusiasm and support. Serving the community is an organization-wide effort and a team philosophy. Together, we have touched the lives of over 200,000 people this past year," explained **Elizabeth Smith**, RN, MBA, Director of the Department of Community Health & Education.

The ceremony included a slide show highlighting volunteers serving the community and an awards presentation to nurses, physicians and health professionals participating in community service. The Community Benefit Committee was also recognized for its vision and leadership of Cedars-Sinai's outreach efforts.



Silver Award Recipients

Community partners, including **the American Red Cross, the Beverly Center, the City of West Hollywood, the Los Angeles Police Department (LAPD)** and churches and synagogues, were recognized for their service. Community representatives spoke about their valued relationship with Cedars-Sinai and thanked the hospital for the extensive health services, educational programs and overall support.

"Whenever we need something, Cedars-Sinai is there," said **Matthew Mancini** from the American Red Cross. He shared that his organization has had a prosperous 27-year relationship with Cedars-Sinai and is impressed by the hospital's professionalism, expert staff and great attitude.

Jakesha Williams, the nutrition coordinator from **Peoples Coordinated Services**, a senior center in Crenshaw, thanked Cedars-Sinai for providing health screenings, immunizations and lectures. Most recently in this 4-year collaboration, a senior computer literacy program is underway.

Kevin Jablonski, PhD., Director of Health and Wellness with the LAPD, explained, "Jointly with Cedars-Sinai, the LAPD developed a Hepatitis C education program that has expanded nationally. We are now developing educational programs and screenings for officers and civilian employees. Cedars-Sinai has been extremely helpful to us." In this 9-year partnership, the LAPD has trained Cedars-Sinai staff on how to take accurate fingerprints of unidentified individuals in order to provide them the best quality of care.

Gail Millan, RN Education Program Coordinator in Nursing Research and Development, beautifully summed up the care given by the exceptional volunteers and community partners, "A gift of kindness and a smile are more than a gift of gold."

Leadership Message

Community Benefit – A Key Part of Our Culture

As we near the end of the fiscal year, it seems an appropriate time to focus on what we've accomplished and what our plans and resources are for the next year. When it comes to Cedars-Sinai's Community Benefit contributions, we have much to celebrate and always more to accomplish.

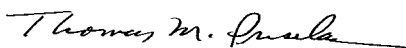
Our achievements over the past year are a direct result of a culture of compassion, volunteerism and community service that permeates our Medical Center. Our nurses, physicians and health professionals have been so generous of their time and talents, and have truly made a difference in the lives of those we serve.

Although validation of your efforts often comes in the form of a broad smile or a heartfelt hug, I would like to add my personal thanks for your dedication. And, of course, to ask for more of the same in the coming year, because the need is ever-present.

To help you learn more about the needs in our community and the organizations that are responding, the **Department of Community Health and Education** has organized a Community Benefit fair June 25 on the Plaza Level outside patio. "Embracing our Community" promises to be a fun and very personal way for our own departments to learn more about your contributions in your own communities, and to introduce you to some of our community partners.

I hope you will join me to at this first-time event to learn where your help is needed in the coming year and how you can join in. Because there is always so much more that can be done.

Sincerely,



Thomas M. Priselac
President and Chief Executive Officer

Lifeline

Rose Bolotin lived 108 fulfilling years before passing away last year. She served as the "poster child" of **Lifeline**, a 24-hour emergency response system. "The fact she could live alone with minimal assistance during the day because she had Lifeline is wonderful. She felt so secure having it. She became a part of all our lives. She was so upbeat," explains **Beverly Freed**, Program Coordinator of Lifeline.

"By staying in their own homes, individuals have a sense of independence and dignity. They feel a connection to the outside world."

Lifeline provides a caring, compassionate and invaluable connection for the frail elderly, disabled and financially challenged, within the community. Lifeline is an easy-to-use personal response service that allows individuals to remain at home and be independent by providing quick assistance whenever needed. By pressing a waterproof lightweight button worn as a pendant or wristband, a person gets help immediately.

"Lifeline provides peace of mind to the subscriber as well as to family members. By staying in their own homes, individuals have a sense of independence and dignity. They feel a connection to the outside world," says Freed.

In 1984, Lifeline started at Cedars-Sinai in response to the need in the community. Cedars-Sinai is the only hospital in Los Angeles that has maintained an emergency response system despite the changes in healthcare through the years, and subsequently serves most local hospitals. The service costs about \$40 per month. Approximately 20% of Lifeline subscribers are financially in need. Lifeline tries to serve everyone whether they can afford it or not. "We provide goodwill by serving a community in need of service," explains Freed.

With more than 1,000 subscribers, three hundred are over 90 years old, and six are over 100 years old. Lifeline is not limited to seniors; even new mothers with at-risk babies utilize the service. And with a new reminder feature, it is more than a response system; now it can remind a person to take medication, go to an appointment or follow guidelines for diet and exercise.

With a small staff of three and a strong base of volunteers, the Lifeline team is highly dedicated to serving community members in need, often going above and beyond the call of duty. For instance, every subscriber receives a birthday card each year. And for Rose Bolotin's 105th birthday, some members of the team celebrated with her at her home.

Contact Beverly Freed, Program Coordinator, at (310) 423-5468 for more information.

Tips for Healthy Physical Activity

Try these activities suggested by the **National Institutes of Health** to add more movement to your daily life:

- Take the stairs instead of the elevator. Make sure the stairs are well lit.
- Get off the bus one stop early if you are in an area safe for walking.
- Park farther away from entrances to stores, movie theatres, or your home.
- Take a short walk around the block with family, friends, or coworkers.
- Rake the leaves.
- Visit museums, the zoo, or an aquarium. You and your family will walk for hours and not realize it.
- Wash the car.
- Take a walk after dinner instead of watching TV.

Embracing Our Community: Community Benefit Fair

Cedars-Sinai's first ever **Community Benefit Fair** will be held on Friday, June 25, 2004.

Community Benefit is a planned, organized and measured approach to a hospital's participation in meeting identified community health needs. The community, particularly the poor, frail elderly, minorities and other underserved groups, benefit by improved health status and quality of life.

An array of community benefit programs, services and activities is provided by Cedars-Sinai. From support groups, to health

screenings, to mobile clinics, to exercise programs, community benefit is a cornerstone of the Medical Center's mission. However, given the extensive services offered by Cedars-Sinai to the community, many programs identified as Community Benefit are not known throughout the hospital. The purpose of the Community Benefit Fair is to gather the hospital's community programs in one collective setting, along with several external community partners, and give employees the opportunity to learn and inquire about Community Benefit. The hope is to foster an overall

environment throughout the hospital that supports and furthers the growth of Community Benefit, by building upon existing efforts as well as seeking innovative approaches to meeting community health needs. In addition, employees will learn about opportunities where they can become involved in Community Benefit

The fair is sponsored by the Department of Community Health and Education. Please look for us outside on the Plaza Level patio between the North and South Towers on Friday, June 25th from 11:30-1:30 p.m.

Teen Line

As a freshman, **Talia Alberts** was compelled to be involved in **Teen Line** after hearing an outreach presentation at her school. Established in 1981, Teen Line is a teen-to-teen hotline that provides crisis intervention and prevention, peer counseling and referral for 12 to 19 year olds. Each month, over 100 trained teens answer calls ranging from relationship issues and sex to suicide, child abuse, depression and eating disorders.

After a 13 week, sixty hour training, which covered a variety of topics relevant to teens, Talia was equipped to be a trained "listener." Now finishing tenth grade, Talia has been volunteering three to four nights each month for the past couple of years. When asked what she likes most about her experiences with Teen Line, Talia answered, "The feeling that you're helping somebody. And all the kids at Teen Line - there is a great community. And with the incredible training, I've learned how to deal with difficult calls."

Teens who need help with a problem can pick up the phone and talk with another teen. "Teen Line gives people a place to go. A lot of kids don't feel

comfortable with a school counselor and don't have anyone to talk to. This is an anonymous way to get help. There is someone who will listen to you and not judge you. This is an important service we provide," explains Talia.

"A lot of calls are difficult. There isn't often one conclusion, one solution to a problem. We give options, not solutions or advice. We don't know what happens when we hang up the phone. We don't know the impact. We have to assume the best," expresses Talia about the challenges of being a listener. To assist some callers, listeners give referrals and encourage callers to seek a therapist or other on-going help.

Teen Line has influenced Talia's life in positive ways. She explains, "I'm much better at listening. It has helped me in everything. I have problem-solving skills. And with friends, I can validate what they're going through is tough but that I am there for them."

Not only is Talia a Teen Line listener, she has taken it upon herself to make a new outreach video for Teen Line. She feels the current video is out-of-date and needs improvement. Subsequently, Talia is creating a video that connects better

with kids, which will include pertinent interviews kids can relate to. This project speaks to Talia's interest in both psychology and film. She hopes to go into the film industry and be a director.



Teen Line Listener, Talia Alberts

For those teens interested in volunteering, Talia explains, "It's a great way to be involved. A great experience overall." And for those teens who need help, "Teen Line is a great resource. It helps our community."

Teen Line assists approximately 10,000 teens a year. The hotline is available every evening from 6-10 p.m. by calling 1-800-TLC-TEEN or 310-855-HOPE.

CAPTURING COMMITMENT

Cedars-Sinai is a large organization with over 9,000 employees and physicians. As one of the largest single-site hospitals in the nation we are well aware of the dedication of Cedars-Sinai staff and health professionals to both their jobs and their communities.

The Community Health and Education Department will take the lead this year in educating our employees about Community Benefit. Additionally, we will be working with departments throughout the medical center to survey employees about their commitments to their own communities. This will be an opportunity for Cedars-Sinai to get a true sense of the impact and importance our employees have on our Los Angeles community. We encourage you all to participate in this exciting venture and look forward to reporting back to you the results of our findings.

DEPARTMENT OF COMMUNITY HEALTH & EDUCATION

Community Benefit activities are integrated and delivered through more than 20 Cedars-Sinai departments, with many specialists contributing their expertise in specific areas. While dozens of Cedars-Sinai departments offer services and lead programs designed to benefit vulnerable populations in the community, caring for the needs of neighbors are the sole purpose and single focus of the **Department of Community Health and Education**. The Department of Community Health and Education is responsible for facilitating a planned and sustained approach to working with the community and partnering with other community-based organizations to increase access to preventive health information and to deliver community health services.

For more information about this newsletter, please contact Cindy Levey, MPH, Senior Consultant at 310-423-9597

COME JOIN US AT THE COMMUNITY BENEFIT FAIR: “EMBRACING OUR COMMUNITY”

**11:30 a.m.—1:30 p.m.
Friday, June 25, 2004**

**Plaza Level Outside Patio between the
North and South Towers**

- **Learn about the many community benefit programs provided by Cedars-Sinai**
- **Find opportunities for giving back to your community**

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