By the numbers

Cedars-Sinai contributed $600 million to Community Benefit in 2011

From its beginning more than a century ago, Cedars-Sinai has focused on addressing the community’s healthcare needs, especially the needs of those most vulnerable. And at a time when a prolonged economic downturn has left more people struggling, Cedars-Sinai’s role never has been more critical in expanding access to healthcare and providing vital programs and services.

In fiscal year 2011, Cedars-Sinai’s Community Benefit contribution totaled $600.6 million.

This commitment was multifaceted and far-reaching, continued on page 4

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Do you know more than a second grader?

Healthy Habits in class

Health educator Carolyn Buenaflor, MPH, bounds into the classroom at Arlington Heights Elementary. The second-grade students smile, shout “Good morning!” and rush to hug her.

Adored by 8-year-olds, Buenaflor represents Cedars-Sinai’s frontline in the battle against childhood obesity. The medical center now offers the popular Healthy Habits continued on page 6

Cedars-Sinai, 2nd AME partner for education and screenings

Edna Stafford, assistant pastor at 2nd AME Church, knows a thing or two about health. A retired nurse practitioner, Stafford works closely with Cedars-Sinai staff to bring screenings and health education to the roughly 400-member congregation and those in the South Los Angeles community surrounding the church at South Hoover and West 55th streets.

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“Before we started the health-prevention programs with Cedars-Sinai, we had people in the congregation who never had a flu shot,” Stafford said. “Lack of funds or lack of information about the importance of immunization kept them from it.”

Healthy living is a year-round priority at the church thanks in large part to Stafford. When she joined the staff in 2003, she introduced classes on nutrition, aerobics and line dancing. She also preaches about the importance of healthy habits. The church also hosts lectures by professional healthcare workers on topics including HIV, alcohol use, arthritis and the warning signs of cancer.

Cedars-Sinai bolsters those efforts with seasonal influenza (flu) and pneumococcal immunization clinics and preventive care efforts like blood pressure, blood glucose and total cholesterol screenings for diabetes.

“We’ve had a couple of cases where people were not aware that their blood pressure was high,” she said. If follow-up care is recommended for anyone seen during the screenings, the Cedars-Sinai team provides a list of doctors and community health clinics.

Doreth Dunlap, a church member and public school nurse, leads the volunteer team that assists Cedars-Sinai’s staff during its health clinics at 2nd AME.

“To me, blood testing is the most important thing,” Dunlap said. “People can’t draw their own blood and test it at home. And their health insurance does not always cover professional screenings. Even if people come to the clinic and find out their blood sugar is out of whack, they are happy they had the test.”

Cedars-Sinai has been holding free seasonal flu and pneumococcal immunization clinics and screenings at schools, synagogues, churches and senior centers for more than 25 years. The events help people who don’t have regular access to healthcare.

“Our staff loves to be part of it,” said Logan Williams, associate director of Community Health and Education at Cedars-Sinai. “Community service has been part of the hospital’s mission from the beginning.”
The Robert Wood Johnson Foundation has elected to its board of trustees Linda Burnes Bolton, DrPH, RN, FAAN, Cedars-Sinai’s vice president and chief nursing officer. She joins a diverse group of 13 other board members in leading the nation’s largest philanthropy devoted exclusively to improving the health and healthcare of all Americans.

A registered nurse for more than 40 years, Burnes Bolton is a past president of the American Academy of Nursing and the National Black Nurses Association. She has received numerous awards, including the Lifetime Achievement Award from the American Organization of Nurse Executives and the Distinguished Alumnae Award from Arizona State University. In 2009, she was appointed vice chair of the Institute of Medicine Committee on the Future of Nursing.

A creative therapy

Students and adults ‘share and care’ through multicultural mural project

The colorful, multicultural-themed mural that graces Broadway Elementary School in Venice has done more than beautify the campus. Unveiled in February, the large outdoor mosaic also has provided a creative means for the school’s diverse student body to come together as a team.

As they expressed themselves creatively, students from many different backgrounds and life circumstances also learned how to collaborate. They gained a sense of pride in themselves, their school and the community.

The five-month project involved most of the school’s 334 students, as well as parents and teachers. Cedars-Sinai’s Share and Care art therapy program, run through the Psychological Trauma Center, coordinated the mural’s development.

Under the direction of mental health specialist Tabitha Fronk, the award-winning program is in 26 public schools in underserved areas of Los Angeles. Share and Care uses art therapy to help vulnerable students discuss and deal with traumatic events and emotionally stressful situations that can make it difficult for them to learn.

As funding for school-based counseling services dwindles, Share and Care helps to meet this critical need — creating a safe space for children to share their worries and fears and learn coping skills that help them succeed in school and in personal relationships.

Chief nursing officer elected trustee of national healthcare foundation

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including free and part-pay hospital care to those who qualify for financial assistance and helping to cover the unpaid costs of government programs such as Medicare. The medical center provides hundreds of free health education programs and services such as immunizations and health screenings at community sites around Los Angeles. Cedars-Sinai also conducts biomedical research that benefits countless individuals, locally and around the world, and provides education to prepare the next generation of healthcare professionals.

“Within a 10-mile radius of Cedars-Sinai, almost half the households earn less than $35,000 a year and we have a strong commitment and responsibility to helping improve the health of these vulnerable community members,” said Thomas M. Priselac, president and CEO of Cedars-Sinai Health System.

To reach the children, adults and seniors most in need in underserved neighborhoods and to help them to lead healthier lives, Cedars-Sinai partners with hundreds of schools, community centers, homeless shelters, places of worship, senior centers, local governments and other community-based organizations.

Many of these collaborative efforts are focused on helping to prevent or manage obesity, diabetes and heart disease, which are among the most pressing health issues in the Los Angeles region, according to Cedars-Sinai’s community needs assessment.

Community Benefit programs and services also aim to help overcome disparities in health status and disease risk among people of different ages and racial and ethnic backgrounds in a region that is one of the most diverse in the nation.
In the community

Cedars-Sinai contributed more than $600 million to Community Benefit in fiscal year 2011 to provide a wide range of prevention programs and health services in the community, conduct research that leads to major medical advances, and educate the next generation of healthcare professionals.

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July 1, 2010–June 30, 2011

A nurse performs a free screening for a senior.

Women taking part in a Grocery Store Tour closely examine food labels as they learn to select the most nutritious products. Cedars-Sinai sponsors the tours with the Los Angeles Urban League.

Children delight in the chance to become a “Doctor for the Day” or “Nurse for the Day” at a Cedars-Sinai Health Fair.

Saturn Elementary students Tyson Bullard and Karla Valo look over Healthy Habits curriculum.
Summer camp brings to mind canoeing, hiking and roasting marshmallows over an open fire.

But for many children in urban Los Angeles communities, summer camp provides a different experience, as they fill school classrooms and playgrounds during the months when school's out. Activities include arts and crafts, games and — for some urban campers — learning about healthy food choices.

Cedars-Sinai's Healthy Habits for Kids program has partnered with LA's Best, the Koreatown Youth and Community Center and other organizations as part of a campaign to combat childhood obesity. The goal is to get children excited about nutritious food and physical activity.

The Healthy Habits summer program is offered at six locations in underserved areas of Los Angeles.

“We’re delighted to have Cedars-Sinai’s Healthy Habits program as part of the summer camp curriculum,” said Janet Lee, curriculum developer and Koreatown Youth and Community Center staff member. “It’s important to have nutrition as part of our summer program due to the magnitude of the obesity problem.”

Summertime and the living is healthy

for Kids program in 12 elementary schools to help young students get started on a lifetime of healthy eating and exercise.

“Today, we’ll play a little game outside, and we’ll make a healthy pineapple soda,” says Buenaflor, to cheers from the kids. But before they play, it was time to review what they learned during their 10-week sessions. Eager hands shoot up.

“About vegetables!”
“Not eating too much sugar.”
“Exercising ... one hour!”

When she asks for examples of healthy snacks that can be made at home, among the answers are: “ants on a log” (a treat made with raisins, peanut butter and celery), fruit smoothies; dried fruit; yogurt parfait; cucumber salad; veggie pizza; and more.

Students learn how to make these delectables during Healthy Habits lessons and they take home recipes to their parents. Parents also receive tips on healthy eating and physical activity so the learning extends to the entire family.

“Kids are willing to try nutritious foods here in the classroom, then they go home and teach their parents,” said Silverio Chan, a teacher at Arlington Heights. “They even tell classmates whether their lunch or snack is a healthy choice or not. Talk about peer pressure!”

The Healthy Habits program is gaining ground in the fight against childhood obesity. Results from parent surveys last year at eight elementary schools show that at the completion of the program:

• 82 percent of the children eat more fruit
• 72 percent eat more vegetables
• 68 percent exercise more

“What's wonderful about the Healthy Habits program is that now the whole school has started to focus on healthy eating, from the children, to the teachers, to the administration,” said Arlington Heights principal Zoe Jefferson. “We all pay a lot of attention to what we eat now. For our school fundraiser, we even switched from selling candy bars to making fruit smoothies. This lets everyone — even parents and the community — know we're serious about our health.”

The class eventually heads outside for a game that reinforces awareness of the five food groups, with students dividing into teams: fruit, vegetable, protein, dairy and grain.

“What can name a food that's a protein?” Buenaflor asks.

Healthy Habits in class

continued from page 1

Arlington Heights Elementary teacher Silverio Chan joins in the fun when Healthy Habits visits the school.

Excerpt of a story that originally appeared on HealthyCal.org. Reprinted with permission.
Healthy Habits in class

“Hot wings!” is one quick reply, met with laughter.

Several games of relay tag follow, with plastic food items in hand.

Then, it’s time to head back inside for pineapple soda, a healthy refresher mixing pineapple juice and lime-flavored sparkling water.

But first, students must wash their hands, said Buenaflor as she passes around hand sanitizer. “Clean hands are a healthy habit, too.”

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CVS grant brings COACH for Kids’ care to South L.A. schools

Children from four elementary schools in a chronically underserved part of South Los Angeles soon will get visits from Cedars-Sinai’s mobile medical clinic, COACH for Kids and Their Families™. The outreach is possible thanks to a $50,000 grant from the CVS Caremark Charitable Trust.

The new program’s launch was celebrated in May in Gilbert Lindsey Park, just off South San Pedro Street in South Los Angeles. The grant provides funding for one year.

“This fall, COACH for Kids will offer primary medical services such as well-child exams, episodic care, TB testing and immunizations,” said Michele Rigsby Pauley, RN, MSN, CPNP, director of COACH for Kids and Their Families, a program of the Maxine Dunitz Children’s Health Center.

The state-of-the-art COACH for Kids mobile medical unit, a clinic on wheels, will park at Wadsworth Elementary School once a month. Students from neighboring Trinity Street, Harmony and Lizarraga elementary schools also will be served by the COACH for Kids program.

The COACH for Kids medical staff will be able to see 20 to 30 children during each visit, as well as people from the surrounding community, Rigsby Pauley said.

COACH for Kids will provide additional services such as case management and health education.

“This particular area of South Los Angeles is often untouched when it comes to social services, so we’re very excited to bring our program to this community,” Rigsby Pauley said.
L.A. mayor thanks COACH for Kids team, tours mobile medical unit

Mayor Antonio Villaraigosa took time out of his busy schedule to thank members of Cedars-Sinai’s COACH for Kids and Their Families® program during a recent visit to Figueroa Street Elementary School in South Los Angeles.

“The Cedars-Sinai COACH for Kids is an asset to the City of Los Angeles and the Partnership for Los Angeles Schools,” Villaraigosa said. “Thanks to this innovative mobile medical unit, children who had limited access to healthcare can now easily receive physicals, immunizations, hearing, vision and dental screenings, and treatment for illness.”

COACH for Kids and Their Families is a program of Cedars-Sinai’s Maxine Dunitz Children’s Health Center. It provides free primary and preventive health care services to low-income and medically underserved children and their families. COACH stands for Community Outreach Assistance for Children’s Health.

“The mayor was very impressed and personally thanked the team for providing services to underserved children at schools and other sites throughout L.A. County,” said Michele Rigsby Pauley, RN, MSN, CPNP, director of COACH for Kids and Their Families.

Villaraigosa was at Figueroa Street Elementary on March 29 to launch Food for Thought, a new effort by the L.A. Fund for Public Education to provide free breakfast in elementary schools.

On that day, one of the COACH for Kids’ mobile medical units was at the school to provide services to children and their families.

Villaraigosa toured the mobile medical unit and met with each of the COACH for Kids team members to learn more about the program.

Meeting the health needs of the wider community has been an integral part of Cedars-Sinai’s mission for more than 100 years. The medical center is actively working to improve the health of the most vulnerable in our community. As a leading nonprofit hospital, our commitment to community benefit can be clearly seen in three key areas:

• Providing access to essential healthcare for those in greatest need, including the uninsured and underinsured;
• Empowering communities to become healthier through vital prevention programs and services in public schools, senior centers, mobile clinics and more;
• Offering education and research programs to prepare the next generation of healthcare professionals, and expand the horizons of medical knowledge.

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