

## AGENDA

### Community Relations Committee

Tuesday, April 26, 2011 – 7:30 a.m. – 9:00 a.m.

#### Location:

Alameda Hospital (Dal Cielo Conference Room)  
2070 Clinton Avenue  
Alameda, CA 94501

**Office of the Clerk: (510) 814-4001**

This is being noticed as a Board meeting as a quorum may be present. Ex-officio members and non-committee members cannot vote on any item, whether or not a quorum of the Board is present. Members of the public who wish to comment on agenda items will be given an opportunity before or during the consideration of each agenda item. Those wishing to comment must complete a speaker card indicating the agenda item that they wish to address.

### **I. Call to Order**

Stewart Chen, DC

#### A. Introductions

### **II. Regular Agenda**

#### A. Action Items

1. Approval of Minutes – November 17, 2010, January 25, 2011, February 22, 2011 **ACTION ITEM** [enclosure] Stewart Chen, DC
2. Approval of Revisions to Community Relations and Outreach Committee Structure and Purpose **ACTION ITEM** [enclosure] Terrie Kurrasch

#### B. Committee Membership

Stewart Chen, DC

1. Committee Appointment Process Louise Nakada
2. Introduction of Prospective Community Relations Committee Members Stewart Chen, DC

#### C. Community Relations and Outreach

Louise Nakada

1. Stroke Awareness Campaign
2. Community Calendar
3. Let's Move Alameda
4. Communications Plan

Tom Clifford

#### D. CEO Update

Deborah Stebbins

#### E. Physicians Relations Update

Tony Corica

#### F. Alameda Hospital Foundation Update

Dennis Eloe

### **III. Board / Committee Comments**

### **IV. Public Comments**

### **V. Adjournment**

### **VI. Next Meeting: May 24, 2011**



Minutes of the Community Relations Committee  
**November 16, 2010**

Present:

Board Members	Community Members	Physicians	Management
Rob Bonta, Chair	Jim Franz	Jim Yeh, DO	Dennis Eloie
Michael McCormick	Ann Evans		Louise Nakada
Leah Williams	Bill Withrow		Deborah E. Stebbins
			Tony Corica

Absent:

Board Members	Community Members	Physicians	Management
Jordan Battani	Stewart Chen DC	James Kong, MD	
Robert Deutsch, MD	Brad Shook	Alka Sharma, MD	
	Terrie Kurrasch		
	Jeptha Boone, MD		
	Tracy Lynn Jensen		

Submitted By: Kristen Thorson

Topic	Discussion	Action / Follow-Up
I. Call to Order	Rob Bonta called the meeting to order at 7:40 a.m.	
II. Regular Agenda	A. <u>Approval of Minutes – September 28, 2010</u>	Ms. Evans made a motion to accept the minutes as presented. Ms. Williams seconded the motion. The motion carried with one abstention (Withrow).
	<p>B. Community Relations and Outreach</p> <p>1. Celebrate Alameda Youth – 100 Best Communities for Young People</p> <p>Mr. Franz recapped the events surrounding the celebration held on the USS Hornet on November 6, 2010 for the award achieved by the community for 100 Best Places for Young People. The event was a huge success. The award came with a \$1,000 grant that was used to underwrite the celebration event.</p> <p>Mr. Franz also informed the committee that he and other community leaders were working on developing an anti-bullying workshop for youth in Alameda. Ms. Williams ask if the workshops would include cyber-bullying. Mr. Franz replied that it would. The workshops would target middle school children.</p>	

Topic	Discussion	Action / Follow-Up
	<p style="text-align: center;">2. Community Health Fair Report</p> <p>Ms. Nakada distributed a Health Fair Summary that summarized the events of the annual Alameda Hospital Community Health Fair held on October 23, 2010. Approximately 800 adults and 200 children attended the event. Over 70 employee and family volunteers, auxiliary and 20 nursing students help run the event. Approximately 500 flu shots were given.</p> <p style="text-align: center;">3. Flu Clinics – City of Alameda, AUSD, Community</p> <p>Ms. Nakada informed the committee that the Hospital sponsored a flu shot clinic for the City of Alameda employees and provided 100 flu shots. November 18-19 the hospital will be sponsoring a flu shot clinic for the Alameda Unified School District. The hospital will also be planning another community flu shot clinic in December.</p> <p style="text-align: center;">4. Alameda Elders Communities</p> <p>Ms. Nakada announced that the Alameda Elder Communities (AEC) will be hosting a seminar on Navigating Senior Housing Options. The seminar will be held at the Hospital.</p>	
	<p style="text-align: center;">C. Business Associations</p> <p style="text-align: center;">1. Chamber of Commerce</p> <p>Mr. Eloe informed the committee about an preliminary discussions with the city and business associations to combine all of the Alameda business associations into one organization.</p> <p style="text-align: center;">2. Abbott Diabetes</p> <p>Mr. Eloe also informed the committee about future collaboration possibilities with Abbott Diabetes, including sponsorships and participation at community events. The Hospital recently participated in an employee health faire at Abbott Diabetes and management has met with leadership at Abbott to develop a relationship between our two</p>	

Topic	Discussion	Action / Follow-Up
	organizations.	

Topic	Discussion	Action / Follow-Up
	<p data-bbox="505 195 927 226"><b>D. Marketing / Communications</b></p> <p data-bbox="456 264 1105 331">Ms. Nakada reviewed the following marketing and communication strategies for the Hospital.</p> <ol data-bbox="602 369 1024 401" style="list-style-type: none"> <li data-bbox="602 369 1024 401">1. Alameda Hospital Physicians</li> </ol> <p data-bbox="456 438 1089 541">The next focus postcard will feature the Alameda Hospital Primary Care Physicians at the Towne Centre.</p> <ol data-bbox="602 579 1024 611" style="list-style-type: none"> <li data-bbox="602 579 1024 611">2. November/December e-Blast</li> </ol> <p data-bbox="456 648 1097 751">The next e-Blast will feature physicians, a holiday greeting from the hospital and announcement of upcoming flu shot clinics for the community.</p> <ol data-bbox="602 789 846 821" style="list-style-type: none"> <li data-bbox="602 789 846 821">3. HBI Gulls Call</li> </ol> <p data-bbox="456 858 1114 1035">The Hospital has been using the Harbor Bay Isle (HBI) Gulls Call every other month to highlight services of Alameda Hospital and offer health education such as flu prevention and cardiac/stroke symptoms to residents on HBI.</p> <ol data-bbox="602 1073 854 1104" style="list-style-type: none"> <li data-bbox="602 1073 854 1104">4. Website Update</li> </ol> <p data-bbox="456 1142 1117 1283">The website is in the process of being redesigned to give it a fresh look. We are also looking at putting patient testimonials on the website. The website receives 5,000-6,000 unique visitors each month.</p>	
	<p data-bbox="505 1318 716 1350"><b>E. CEO Update</b></p> <p data-bbox="456 1388 1130 1528">Ms. Stebbins update the committee on current and upcoming capital projects and program development at the Hospital, including PACS, EHR, and wound care.</p>	
	<p data-bbox="505 1566 902 1598"><b>F. Physician Relations Update</b></p> <p data-bbox="456 1635 1114 1850">Mr. Corica informed the committee that Dr. Jenna Brimmer will be starting at the Clinic/MOB in January. With this addition, the clinic will now have full-time physician coverage. In addition, Dr. Mable Lim will begin seeing patients, including Medi-Cal, at the Clinic by January 2011.</p>	
	<p data-bbox="505 1885 1032 1917"><b>G. Alameda Hospital Foundation Update</b></p>	

Topic	Discussion	Action / Follow-Up
	<p>Mr. Eloee stated that the Harbor Bay Club will be hosting the Alameda/Oakland Magazine Launch Party on January 13, 2011. All proceeds from the raffle tickets will go to the Alameda Hospital Foundation. The event offers another opportunity for the Hospital and Foundation to be visible in the community.</p>	
	<p>H. December Meeting</p> <p>Mr. Bonta suggested that the December committee meeting be canceled as it was scheduled for the week between Christmas and New Years.</p>	<p>The committee agreed to cancel the December meeting.</p>
<p>III. Board / Committee Comments</p>	<p>Ms. Williams stated that this was her last meeting as a District Board Member and indicated that she would be happy to stay involved with the committee as a community member. She also stated for the record that she has filed complaints with multiple agencies regarding the recent election and alleged misrepresentation on the ballot by Elliott Gorelick.</p> <p>Mr. Bonta also stated that this would be his last meeting as chair of the committee as well as District Board Member. He thanked everyone for the opportunity to serve the District and stated that he would always be a supporter of the hospital.</p> <p>Ms. Stebbins extended thanks from staff and the committee to both Mr. Bonta and Ms. Williams for their leadership on the Board and with the Community Relations and Outreach Committee.</p>	
<p>IV. Public Comments</p>	<p>None</p>	
<p>V. Adjournment</p>		<p>The Community Relations Committee was adjourned at 9:10 a.m.</p>



Minutes of the Community Relations Committee  
**January 25, 2011**

Present:

Board Members	Community Members	Physicians	Management
Michael McCormick	Jim Franz		Dennis Eloie
Jordan Battani			Louise Nakada
Stewart Chen, DC	Terrie Kurrasch Jeptha Boone, MD		Deborah E. Stebbins Tony Corica

Absent:

Board Members	Community Members	Physicians	Management
	Ann Evans Brad Shook Tracy Lynn Jensen Bill Withrow	James Kong, MD Alka Sharma, MD Jim Yeh, DO	

Submitted By: Christina LaMar

Topic	Discussion	Action / Follow-Up
I. Call to Order	Stewart Chen, DC called the meeting to order at 7:43 a.m.	
II. Regular Agenda	A. 1. <u>Approval of Minutes – November 16th, 2010</u>	Deferred to next meeting due to lack of quorum
	2. <u>Approval of Revisions to Community Relations and Outreach Committee Structure and Purpose</u>	
	B. Committee Membership	<ul style="list-style-type: none"> <li>• Dr. Chen requested that every member bring a name of a possible recruit to the next meeting.</li> <li>• Dr. Chen requested that Louise and Dennis put together a matrix of current membership and their expertise.</li> <li>• A letter will be sent to current membership to determine interest in continuing with the committee.</li> </ul>
	1. Review of Physician and Community Membership	
	<p>Director Battani stated that there needs to be a majority of voting eligible members present to have a quorum.</p> <p>Dr. Boone mentioned the need for a presence of the medical staff at committees.</p> <p>Mr. Franz suggested recruiting members based on various expertise.</p> <p>Ms. Battani suggested that guidelines and training be in place for new and standing members.</p>	

Topic	Discussion	Action / Follow-Up
	<p>Ms. Battani mentioned adding a member from the PTA or AEF</p> <p>Ms. Stebbins suggested that a City or Government staff member would be an asset.</p> <p>Ms. Battani stated that checking with current members that do not attend regularly will determine interest in continuing with the committee.</p> <p>Dr. Chen mentioned adding a member from the local Fire or Police Department.</p>	
	<p>2. <u>Appointment of New Member</u></p>	<ul style="list-style-type: none"> <li>• Dr. Chen removed the item Appointment of New Member for a future date.</li> </ul>
	<p>C. Community Relations and Outreach</p> <p>1. Webster Street Lunar New Year Festival</p> <p>Guest, Jeff Cambra, stated the name of the Festival will be changed to something like “Alameda Cultural Festival”. The festival is in the planning phase and is tentatively scheduled for May 22, 2011.</p> <p>Mr. Cambra states the objective of the festival is to develop education and increase awareness of the Asian Pacific population on the island of Alameda.</p> <p>Dr. Chen discussed the need for sponsors. Sponsorship will vary from \$1,000 to \$10,000 based on ability to pay and non-profit status.</p>	



Topic	Discussion	Action / Follow-Up
	<p>Dr. Chen commented that out of a population of 71,000 in Alameda, almost 30% are of an Asian culture.</p> <p>Ms. Stebbins suggested the College of Alameda and the Consulate be invited to participate.</p> <p>Dr. Chen responded that the Consulate General has given a positive verbal acknowledgement of his attendance.</p> <p>Ms. Stebbins mentioned that Alameda Hospital may sponsor a booth highlighting appropriate services and screenings.</p> <p>Mr. Chen reviewed that the event is non-profit and its main focus is on cultural awareness.</p> <p>Mr. Eloë mentioned the Foundation's Art &amp; Wine Fundraiser event the night prior.</p> <p>2. City-wide Childhood Obesity Initiatives</p> <p>Ms. Nakada will meet today with local organizations to discuss a City-wide Childhood Obesity Initiative. The response to an invitation to join the taskforce was very positive.</p> <p>Ms. Stebbins suggested the First Lady as a possible keynote speaker and to include the Coast Guard in the planning.</p> <p>3. Community Stroke Risk Assessments</p> <p>Ms. Nakada noted an e-blast was created to inform the community of the free assessments.</p> <p>Ms. Battani requested an average that the assessments cost the hospital.</p>	

Topic	Discussion	Action / Follow-Up
	<p>Ms. Stebbins responded that the Hospital has submitted a request of approximately \$37,000 from Alameda County for the public awareness campaign and community initiatives.</p>	<ul style="list-style-type: none"> <li>Ms. Stebbins recommended the attachment of the Alameda County Need Assessment to the packet.</li> </ul>
	<p><b>D. Marketing / Communications</b></p> <p><b>1. Stroke Awareness Campaign</b></p> <p>Ms. Nakada reviewed that the Hospital is hoping to receive financial support from Alameda County for the Stroke Awareness Campaign.</p> <p>Ms. Nakada stated that postcards, print ads and articles are being developed. A community stroke presentation by physicians is planned for May.</p> <p>Ms. Nakada stated stroke awareness presentations will take place at various senior facilities.</p> <p>Dr. Chen offered to volunteer for the stroke campaign.</p> <p>Ms. Nakada referenced the new stroke webpage on the Alameda Hospital website.</p>	<ul style="list-style-type: none"> <li>Ms. Battani suggested attaching an event calendar to the agenda.</li> </ul>

Topic	Discussion	Action / Follow-Up
	<p data-bbox="553 264 756 296"><b>E. CEO Update</b></p> <p data-bbox="506 333 1133 512">Ms. Stebbins updated the committee on current and upcoming capital projects and program development at the Hospital, including the new Kaiser Cosmetic contract, wound care, and being a part of the Blue &amp; Gold Plan.</p>	
	<p data-bbox="553 552 943 583"><b>F. Physician Relations Update</b></p> <p data-bbox="506 621 1127 942">Mr. Corica informed the committee that Dr. Jenna Brimmer started at the Clinic/MOB in January. With this addition, the clinic will now have nearly full-time physician coverage. Also, Dr. Mable Lim will begin to see patients, including Medi-Cal, at the Clinic. Dr. Claudine Dutaret is a new Neurologist that recently joined the medical staff. The development of a local Orthopedic program is in the planning stages.</p>	
	<p data-bbox="553 982 1081 1014"><b>G. Alameda Hospital Foundation Update</b></p> <p data-bbox="506 1052 1133 1262">Mr. Eloie stated that the Harbor Bay Club Alameda/Oakland Magazine Launch Party was a success. This event offered another opportunity for the Hospital and Foundation to be visible in the community in addition to fundraising for the Foundation.</p>	
<p data-bbox="152 1304 448 1367"><b>III. Board / Committee Comments</b></p>	<p data-bbox="506 1304 1089 1444">Mr. Franz mentioned that the Alameda Youth Collaborative is working with schools for the anti-bullying workshops. The workshops will begin in schools on March 12, 2011.</p> <p data-bbox="506 1482 1122 1587">Ms. Battani announced that the Alameda Health Care District will be celebrating its 10 year Anniversary on July 1, 2012.</p>	<ul data-bbox="1179 1304 1487 1472" style="list-style-type: none"> <li>• Ms. Battani requested that members begin brainstorming ideas for the 10 year Anniversary event.</li> </ul>
<p data-bbox="212 1625 399 1688"><b>A. Public Comments</b></p>	<p data-bbox="506 1625 578 1656">None</p>	
<p data-bbox="212 1730 431 1761"><b>B. Adjournment</b></p>		<p data-bbox="1179 1730 1487 1824">The Community Relations Committee was adjourned at 9:03 a.m.</p>

Minutes of the Community Relations Committee

February 22, 2011

Present:

Board Members	Community Members	Physicians	Management
Stewart Chen, DC	Jim Franz Bill Withrow Terrie Kurrasch	Jim Yeh, DO	Dennis Eloie Louise Nakada Deborah E. Stebbins Tony Corica

Absent:

Board Members	Community Members	Physicians	Management
Michael McCormick Jordan Battani	Jeptha Boone, MD	James Kong, MD Alka Sharma, MD	

Submitted By: Christina LaMar

Topic	Discussion	Action / Follow-Up
I. Call to Order	Terrie Kurrasch called the meeting to order at 7:34 a.m.	
II. Regular Agenda	A. 1. <u>Approval of Minutes – November 16th, 2010 &amp; January 25, 2011</u>  2. <u>Approval of Revisions to Community Relations and Outreach Committee Structure and Purpose</u>	Deferred to next meeting due to lack of quorum
	B. Committee Membership  1. Review of Physician and Community Membership  Ms. Nakada presented the Community Relations and Outreach Committee Membership List.  Ms. Nakada stated that three members would like to resign from the committee: Tracy Lynn-Jensen, Brad Shook, and Ann Evans.  Mr. Corica mentioned a discussion with Dr. Kong stating his continued interest in the Community Relations and Outreach Committee Membership.  Mr. Withrow asked if a Form 700 needs to be filed for each member of this committee.	<ul style="list-style-type: none"> <li>• Ms. Nakada will post the Community Relations and Outreach Committee Membership List online with the packet.</li> <li>• Mr. Corica will confirm Dr. Kong's interest in membership.</li> <li>• Ms. Nakada will confirm Dr. Sharma's interest in membership.</li> <li>• Ms. LaMar will be</li> </ul>

Topic	Discussion	Action / Follow-Up
	<p>2. New Membership Discussion</p> <p>Ms. Stebbins reviewed that Leah Williams had shared an interest in membership.</p> <p>3. <u>Appointment of New Member</u></p>	<p>in contact with legal counsel regarding the Form 700.</p> <ul style="list-style-type: none"> <li>• Ms. Stebbins will confirm Leah Williams' intent for membership.</li> <li>• Dr. Chen removed the item Appointment of New Member until a quorum is formed and new members are recruited.</li> </ul>
	<p>C. Community Relations and Outreach</p> <p>1. Let's Move Alameda</p> <p>Ms. Nakada reviewed the involvement of Alameda Hospital with local organizations to develop a city wide campaign focused on childhood obesity. The development of a Summer Health and Fitness Program for youth is taking place and including: community resources for youth, a Summer Activity Journal, positive rewards such as vouchers through the Farmers Market, and marketing opportunities for the fall Health Fair.</p> <p>2. Stroke Awareness, Direct Mail Postcard</p> <p>Ms. Nakada sent out a postcard announcing the free stroke screen with a positive response. February and March Screening Clinic appointments were all booked and April is half booked presently. A special day was held exclusively for Cantonese and Mandarin speaking community members. Twenty-two (24) to twenty-four (24) people attended the two January screenings.</p> <p>Ms. Stebbins asked what the percentage of persons attending the screenings are high risk for a stroke.</p>	

Topic	Discussion	Action / Follow-Up
	<p>Ms. Nakada replied that five (5) to ten (10) percent of the people attending the screening are of a high risk status.</p> <p>3. Community Calendar</p> <p>Ms. Nakada presented a calendar of events taking place in regards to Alameda Hospital.</p> <p>Ms. Stebbins stated an increased need for translators for events such as the Chinatown fair in June and suggested a relationship with the students at the College of Alameda. Dr. Jennifer Ong, Guest, mentioned healthcare translation services available through the University of California Berkeley Campus.</p> <p>4. America's Cup</p> <p>Mr. Eloee stated that America's Cup is the second largest sporting event and will be coming to the Easy Bay in 2013. Alameda Hospital has begun discussions with business leaders regarding potential opportunities for collaboration.</p>	
	<p>D. Community Speakers Discussion</p> <p>Ms. Nakada mentioned an interest to invite various community organizations and businesses to give informational presentations regarding their services. Ms. Kurrasch stated that she would like to invite George from the Boys and Girls Club. Ms. Stebbins suggested inviting someone to speak about Alameda Point development</p> <p>Dr. Chen commented that he would like to look into the possibility of developing a mentoring program. Ms. Ong, Guest, informed the committee of the Be A Mentor program that can be utilized to screen youth.</p>	

Topic	Discussion	Action / Follow-Up
	<p>E. CEO Update</p> <p>Ms. Stebbins mentioned that the application to the Joint Commission for Stroke Certification is almost complete.</p> <p>Ms. Stebbins reviewed that the terms of the contract in regards to the new Wound Care Center are finalized and the financing through the Bank of Alameda will be presented to the Finance and Management Committee this month. The prospective grand opening for the Wound Care Center will be in fall of 2011. Our partner, Accelecare, will be responsible for the marketing of the new Wound Care Center.</p> <p>Ms. Stebbins stated that she would like to invite Michelle Obama to speak on behalf of our Childhood Obesity Campaign in March 2012.</p>	
	<p>F. Physicians Relations Update</p> <p>Mr. Corica reviewed that Alameda Hospital is continuously seeking new Physicians for the Clinic with various specialties.</p> <p>Mr. Corica updated the committee that Alameda Alliance has rescheduled the site survey for the Clinic for March 8<sup>th</sup>, 2011.</p> <p>Mr. Corica extended his appreciation that the Alameda Hospital Auxiliary donated \$30,000 to Alameda Hospital for new equipment.</p>	
	<p>G. Alameda Hospital Foundation Update</p> <p>Mr. Eloie announced the generous offer made by the Foundation to Alameda Hospital to finance twenty-five (25) percent of the financial needs for the new Wound Care Center.</p>	

Topic	Discussion	Action / Follow-Up
III. Board / Committee Comments	None	
A. Public Comments	Dr. Jennifer Ong is a local Optometrist that is active in the Alameda County Commission of the Status of Women, Gender & Racial Equity Committee, Alameda Rotary, Hepatitis B Free Campaign for Alameda County, and the American Optometric Association Political Action Committee. Dr. Ong will mention the Community Relations and Outreach Committee to the Alameda Rotary Club members at the next meeting this week to assist in recruitment.	
B. Adjournment		The Community Relations Committee was adjourned at 8:53 a.m.



Date: January 10, 2011

To: City of Alameda Health Care District, Board of Directors

From: Deborah Stebbins, CEO

Subject: Approval of the Revisions to the Community Relations and Outreach Committee Structure and Purpose

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**Recommendation:**

To approve the revisions to the standing committee structure as outlined below.

**STRUCTURE AND PURPOSE:**

1. Community Relations Committee:
  - a. Primary Purpose: The primary purpose of the Community Relations Committee is to develop a community engagement and outreach plan that supports the hospital's strategic plan and annual goals. The Committee advises the board on strategies and programs to enhance health care services to the community, increase the district's (hospital's) market share, effectively position the hospital for success based on information flow with the community and elected officials and support the fund-raising objectives of the Alameda Hospital Foundation.
  - b. Committee Composition and Voting Rights: The committee shall be comprised of the following members:
    - i. At least two members of the City of Alameda Health Care District Board of Directors all of whom shall be voting members of the committee. One of these members also shall be appointed to serve as the committee co-chair. The other co-chair will be an at large member from the community who will be elected each year.
    - ii. The President of the City of Alameda Health Care District Board of Directors shall be an ex-officio, non-voting member, unless the President is serving as a voting member of the committee.
    - iii. Up to three members of the Alameda Hospital Medical Staff all of whom shall be voting members of the committee.

~~iii~~.iv. Up to eleven at large members chosen for expertise needed by the district all of whom shall be voting members of the committee. At least one member at large shall also be a member of the Alameda Hospital Foundation Board.

~~iv~~.v. The City of Alameda Health Care District Chief Executive Officer, and other hospital management as delegated, who shall not be voting members of the committee.

~~v~~.vi. The Executive Director of the Alameda Hospital Foundation and the Director of Community Relations shall serve as staff to the Committee and collaborate with the Committee co-chairs on the preparation of agenda.

c. Terms: The committee shall be appointed annually.

d. Meeting Frequency: The committee shall meet at least quarterly.