



PUBLIC NOTICE

CITY OF ALAMEDA HEALTH CARE DISTRICT

Community Relations Committee

Tuesday, November 16, 2010 – 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.

AGENDA

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.

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| I. <u>Call to Order</u> | Rob Bonta |
| II. <u>Regular Agenda</u> | |
| A. Approval of Minutes –September 28, 2010 ACTION ITEM [enclosure] | Rob Bonta |
| B. Community Relations and Outreach | |
| 1. Celebrate Alameda Youth - 100 Best Communities for Young People | Jim Franz |
| 2. Community Health Fair Report | Louise Nakada |
| 3. Flu Clinics – City of Alameda, AUSD, Community | |
| 4. Alameda Elders Communities | |
| C. Business Associations | Dennis Eloe |
| 1. Chamber of Commerce | |
| 2. Abbott Diabetes | |
| D. Marketing / Communications | Louise Nakada |
| • Alameda Hospital Physicians | |
| • November/December e- Blast | |
| • HBI Gulls Call | |
| • Website Update | |
| E. CEO Update | Deborah Stebbins |
| F. Physicians Relations Update | Tony Corica |
| G. Alameda Hospital Foundation Update | Dennis Eloe |
| H. December Meeting | Rob Bonta |
| III. <u>Board / Committee Comments</u> | |
| IV. <u>Public Comments</u> | |
| V. <u>Adjournment</u> | |
| VI. <u>Next Meeting: To be determined</u> | |



Minutes of the Community Relations Committee
September 28, 2010

Members 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	Jeptha Boone, MD		Deborah E. Stebbins
	Tracy Lynn Jensen		Tony Corica

Members Absent:

Robert Deutsch, MD	Stewart Chen	James Kong, MD
Jordan Battani	Bill Withrow	Alka Sharma, MD
	Brad Shook	
	Terrie Kurrasch	

Submitted By: Kristen Thorson

Topic	Discussion	Action / Follow-Up
I. Call to Order	Rob Bonta called the meeting to order at 7:42 a.m.	
II. Regular Agenda	<p>A. <u>Approval of Minutes – July 27, 2010</u></p> <p>B. <u>Business Associations / Community Organizations Meetings Updates</u></p> <p>1. Business Associations (WABA, GABA, PSBA Towne Centre)</p> <p>Louise Nakada updated the committee on the recent meetings with the business associations. The meetings have resulted in opportunities for the hospital to be more visible in the community through the business associations and to provide them with resources on a variety of topics such as health care reform, disaster planning, and free health screenings (3B's). The Hospital is joining all business associations in the City.</p> <p>2. Community Organizations (Boys and Girls Club, College of Alameda)</p> <p>Deborah Stebbins stated that recent meetings with the</p>	Mr. Jensen moved to approve the minutes. Dr. Boone seconded the motion. The motion was approved with three abstentions (William, Evans, McCormick).

Topic	Discussion	Action / Follow-Up
	<p>Boys and Girls Club and the College of Alameda have also resulted in opportunities for the Hospital to be more visible and to assist these organizations with health care resources. The Hospital would also like to work with the school district to provide resources and education for students on healthy eating and nutrition.</p> <p>C. <u>Community Relations and Outreach</u></p> <p>1. Community Newsletter</p> <p>Louise Nakada distributed copies of the Community News letter to the Committee. Approximately 27,000 copies of the newsletter will be mailed to Alameda households in October.</p> <p>2. Community Events Report</p> <p>Louise Nakada announced the upcoming outreach events and activities that the Hospital will be involved with.</p> <ul style="list-style-type: none"> ▪ Park Street Classic Car Show – October 9, 2010 – the hospital will be at the car show and will offer the 3B Assessment to the community. ▪ Oakland Asian Health Services Health Fair – October 14, 2010 – Alice Cheng, RN will be present to provide info on hospital services and the Asian Health Outreach Program. ▪ TB Testing for AUSD teachers – November 2010 – The Hospital will be conducting the TB testing for the AUSD teachers and volunteers during the month of November. ▪ Flu Vaccination for City employees – November 2010 – The Hospital will be offering free flu shots at City Hall for City employees also in November. ▪ Abbott Diabetes – The Hospital will be participating in the Abbott Diabetes employee Health Fair to offer information about the Hospital and our services. <p>3. Community Health Fair – October 23, 2010</p> <p>Louise Nakada informed the committee that the Health Fair would be held on October 23 from 9:00 a.m. – 12:30 p.m. There will be free flu shots and also a limited amount of free pneumonia vaccinations available to the Community. There will also be a wide array of screenings and information available to the attendees.</p> <p>4. Alameda Fire Department Senior Safety</p>	

Topic	Discussion	Action / Follow-Up
	<p data-bbox="646 180 751 212">Program</p> <p data-bbox="456 243 1110 411">Louise Nakada announced that the Senior Safety Program through the Alameda Fire Department has received funding for another year. The Hospital will be collaborating with the Fire Department to help with the program and specifically with translation needs.</p> <p data-bbox="505 443 704 474">D. <u>CEO Update</u></p> <p data-bbox="456 506 1122 705">Deborah Stebbins stated that there had been recent commentary in the blogs about the quality of care at Alameda Hospital. Ms. Stebbins stated that she had responded to David Howard of Action Alameda News. A copy of the response was handed out to the committee for reference.</p> <p data-bbox="505 737 878 768">E. <u>Physician Relations Update</u></p> <p data-bbox="456 800 1097 936">Tony Corica announced that Nailah Thompson, MD is now at the clinic at Alameda Towne Centre to see patients four days a week. Jenna Brimmer, MD will begin working at the clinic in January.</p> <p data-bbox="505 968 1008 999">F. <u>Alameda Hospital Foundation Update</u></p> <p data-bbox="456 1031 1097 1167">Dennis Eloë announced that the Foundation would be holding their annual meeting on October 20 from 5:30 p.m. – 7:00 p.m. at which time officers for 2011 would be elected.</p>	

Topic	Discussion	Action / Follow-Up
III. Board / Committee Comments	<p>Jim Franz informed the Committee that Alameda had been named one of the nation's 100 Best Communities for Young People by America's Promise Alliance and ING. A celebration is being planned for the beginning of November on the USS Hornet to celebrate the recognition with the community. The Committee was invited to attend.</p> <p>Mr. Franz stated that the Alameda Sister City Association would be celebrating China's National Day with a ceremonial flag raising on October 1, 2010 at 3:00 p.m. at City Hall. Everyone was invited to attend.</p> <p>Mr. Franz stated that on November 10, the City will be participating in the City Wide Disaster Drill. Ms. Stebbins stated that the Hospital would also be participating with the drill.</p>	
IV. Public Comments	None	
V. Adjournment		The Community Relations Committee was adjourned at 9:00 a.m.