



**AGENDA**

**Community Relations Committee**

Tuesday, August 23, 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 –June 28, 2011 **ACTION ITEM** [enclosure]

Stewart Chen, DC

B. Advances in Diagnostic Imaging Capabilities

1. Diagnostic Imaging Presentation

John Wesley Ellis

C. Communication Update

1. Direct Mail: Postcard, Newsletter

Louise Nakada

2. Community Presentations

D. Community Relations and Outreach

Louise Nakada

1. Stroke Awareness Campaign

2. Let's Move Alameda

3. Outreach Update and Upcoming Events

E. CEO Update

Deborah Stebbins

F. Alameda Hospital Foundation Update

Dennis Eloë

G. Alameda Hospital Tour

Tony Corica

**III. Board / Committee Comments**

**IV. Public Comments**

**V. Adjournment**

**VI. Next Meeting: September 27, 2011**



**Minutes of the Community Relations Committee**

June 28, 2011

**Board Members:**

Stewart Chen, DC  
J. Michael McCormick

**Medical Staff Present:**

Jim Yeh, DO

**Community Members:**

Jim Franz  
Bill Withrow  
Terrie Kurrasch  
Hien Doan  
Shubha Fanse  
Tracy Zollinger, LaC  
Monica Valero

**Management Present:**

Deborah Stebbins  
Tony Corica  
Dennis Eloie  
Louise Nakada

**Absent:**

Jordan Battani  
James Kong, MD  
Jeptha Boone, MD

**Submitted by:** Christina LaMar

| Topic               | Discussion   | Action / Follow-Up  |
|---------------------|--|---|
| I. Call to Order    | Stewart Chen, DC called the meeting to order at 7:31 a.m.  |   |
| II. Roll Call       | Christina LaMar called roll, noting that a quorum of voting members were present.  |   |
| III. Regular Agenda | A. Action Items  |   |
|                     | 1. <u>Approval of Minutes: April 26, 2011 &amp; May 24, 2011</u>   | Mr. Withrow made a motion to approve the minutes as presented. Ms. Kurrasch seconded the motion. The motion carried unanimously.  |
|                     | B. Committee Membership  |   |
|                     | 1. Committee Membership Recommendation<br><br>Director Chen recommended Mike McMahon for membership on the Community Relations and Outreach Committee. | Director Chen will recommend the appointment of Mike McMahon as a Community Member on the Community Relations and Outreach Committee to the Board of Directors at the July 11, 2011 |

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|  |  | Board Meeting. |
|  | C. Communication Update  |                |
|  | 1. Communications Enhancement Plan Presentation  |                |
|  | <p>Daniel Weinzveg, Tramutola, presented the results of the Communication Enhancement Plan (May 9 – June 14) in Alameda. Interns Reese Parsons-Field and Wendy Chew gathered information and educated Alameda residents about Alameda Hospital. Results are as follows:</p> <ul style="list-style-type: none"> <li>• Stroke Smart Outreach: <ul style="list-style-type: none"> <li>○ Contacted 1,185 households</li> <li>○ 270 face-to-face conversations</li> </ul> </li> <li>• Let’s Move Alameda Outreach: <ul style="list-style-type: none"> <li>○ Contacted 1,155 people by phone</li> <li>○ Distributed 5,000 Activity Journals</li> <li>○ 16 School Visits</li> <li>○ 25 Community Partner Connections</li> <li>○ Local news publication: Alameda Patch &amp; Alameda Sun</li> <li>○ 3 Blogs</li> <li>○ Appearance at the Towne Center Cultural Festival, Concerts at the Cove, Little League Closing Ceremony and the Let’s Move Neighborhood Distribution Event.</li> </ul> </li> </ul> <p>Overall community feedback was positive, however many were unaware of the services that Alameda Hospital offers.</p> |                |
|  | 2. Community Newsletter  |                |
|  | <p>Ms. Nakada reviewed that the Community Newsletter is distributed every year in late September. New sections for the upcoming year will include: Patient Testimonies, Childhood Obesity Information, Stroke Assessment &amp; Prevention Campaign Information, Advances in Technology, Quality Initiatives, Wound Care Center Status, and Community Programs and Calendar. Suggestions made for the upcoming</p>  |                |

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|  | <p>edition were in reference to finances, marketing initiatives and multi-lingual abilities.</p>   |  |
|  | <p>D. Community Relations and Outreach</p>   |  |
|  | <p>1. Stroke Awareness Campaign</p> <p>Ms. Nakada revealed that the June Stroke Assessment that took place in Harbor Bay was the most successful to date. Another Assessment will take place on Thursday, June 20.</p>   |  |
|  | <p>2. Let's Move Alameda</p> <p>Ms. Nakada announced that the Let's Move Alameda Campaign has been launched and over 5,000 Journal have been distributed throughout the City of Alameda.</p>   |  |
|  | <p>3. Community Outreach and Events</p> <p>The following outreach events will be taking place:</p> <ul style="list-style-type: none"> <li>• 4<sup>th</sup> of July Parade – Ride the Alameda Hospital Cable Car</li> <li>• Jumpin Jivin Jubilee on July 4, 2011 in Rittler Park</li> <li>• The next Concert at the Cove will be on July 8, 2011</li> <li>• Alameda Hospital's Health Fair on October 22, 2011 from 9:00 a.m. to 12:30 p.m.</li> </ul> <p>Ms. Nakada indicated that Alameda Hospital will be gathering data in order to qualify for grants to fund initiatives such as the Childhood Obesity and the Let's Move Alameda Campaign.</p> | <ul style="list-style-type: none"> <li>• Ms. Nakada and Mike McMahon will discuss partnership with the Alameda Unified School District.</li> </ul> |

|                                     |   |                 |
|-------------------------------------|---|-----------------|
|                                     | <p>E. CEO Update</p> <p>Ms. Stebbins announced that she has had meetings with Alameda County Board of Supervisors Nate Miley and Wilma Chan in order to improve visibility in the county. Nate Miley will be sponsoring an event at the Oakland Zoo July 15, 2011.</p> <p>Ms. Stebbins commented that Alameda Hospital will be adding a permanent location for disposing of expired medication.</p> <p>Alameda Hospital continues to work with the county to receive Stroke Certification through the Joint Commission.</p> | No action taken |
|                                     | <p>F. Physicians Relations Update</p> <p>Mr. Corica reviewed the addition of an Orthopedic Physician, Urologist, and an Oral Surgeon to the Hospital. Dr. Alice Cheng held a dinner in Oakland Chinatown in order to build partnerships with Alameda Hospital.</p>  |                 |
|                                     | <p>G. Alameda Hospital Foundation Update</p> <p>Mr. Eloie announced the partnership with Michaan's Auctions. They will auction any item donated on behalf of Alameda Hospital at no cost, then donate the proceeds to the Alameda Hospital Foundation. In addition, an Antique Adventure will be held on August 26, 2011 from 4:00 p.m. to 7:00 p.m. where items can be brought and appraised. Any pieces that are donated will be auctioned with the proceeds benefiting the Alameda Hospital Foundation.</p>              |                 |
| <p>IV. Board/Committee Comments</p> | <p>Mike McMahon stated concerns for the State of California budget cuts. He suggested visiting the California Forward website to gain more information and having the CEO meet quarterly with the Superintendant so that we may change business practices in order to take care of the community.</p>   |                 |
| <p>V. Public Comments</p>           | <p>None</p>   |                 |
| <p>VI. Adjournment</p>              | <p>A motion was made to adjourn the meeting and being no further business, the meeting was adjourned at 9:03 a.m.</p>   |                 |