

COMMUNITY BENEFITnews



A PUBLICATION FOR STAFF

inside:



what's new in community outreach
reaching out to African American women for breast cancer education



staff profiles
Jean Davis-Mallett and Darren Thompson are new members on the Community Benefit team

partnership IN ACTION

The Community Advisory Council

Froedtert's Community Advisory Council was created in 2008 as a key component of the hospital's community benefit plan and a way to strengthen the hospital's community partnerships. Its members are a select group of key stakeholders from Froedtert Hospital, the Medical College of Wisconsin and various community representatives from ethnic, immigrant/refugee, disabled, elderly and faith-based communities—all of whom have a strong commitment and interest in community health improvement.

The Council Members:		
Serve as an advisory body to the community benefit department and other hospital departments to assure that our services are accessible and culturally appropriate.	Provide input on strategic opportunities for health improvement, health education and other community benefit initiatives.	Serve as a conduit for their constituent members, communities and neighborhoods about emerging health needs and issues.

Lo Neng Kiatoukaysy, Executive Director of the Hmong American Friendship Association, and founding council member notes, "Froedtert Hospital is a well respected healthcare institution and I was excited to be asked to represent the Hmong community. Being involved in making it a more accessible healthcare organization is an honor. Froedtert's openness to cultural differences is apparent in the make-up of the council, as it is a diverse group of members who are passionate about addressing health disparities."



Community Council members have provided feedback about the top priority health needs of their communities, to help Froedtert target community outreach programs. And, the council is an educational source, too. A recent meeting highlighted an innovative community-based program that provides self-management skills for people living with chronic disease. "It is our responsibility to continually strengthen Froedtert's approach to community health improvement," says Jean Davis-Mallett, manager of community partnerships. "I am excited about what we can accomplish together."

Reaching Out to African American Women for Breast Cancer Education

A woman has a one in eight chance of being diagnosed with breast cancer during her life.



After skin cancer, breast cancer ranks as the second-most diagnosed cancer among women in the United States. But, for African American women in Milwaukee—it ranks first. Addressing this disparity has been a focus of the Breast Cancer program at Froedtert and the Medical College of Wisconsin.

The Breast Cancer Program is one of 14 disease-specific programs offered through the Clinical Cancer Center, where every woman receives multidisciplinary care for her particular situation. Building on this team approach, the Breast Cancer Program has built alliances with community partners such as the Sister's Network, House of Peace, the Wisconsin Well Woman Program, Men and Women Supporting Each Other (a support group), After Breast Cancer Diagnosis (ABCD) and the University of Wisconsin-Milwaukee School of Nursing. These partnerships have broadened the scope of the program and allowed it to reach a great number of women in the central city.

Froedtert's Breast Care Program has been reaching out to medically underserved and uninsured women in Milwaukee's central city since 2008. Over the past two years, approximately ten African-American educators, coordinated by Froedtert staff, have been providing culturally sensitive community-based breast health education in central city locations. "We want to provide women with access to timely detection screenings and diagnostic services," says Julie Griffie MSN, a clinical nurse specialist with the program. "Our outreach efforts are led by a support group of women who are survivors or immediate family members of survivors. They volunteer and educate African American women on the symptoms, risk factors and

available resources. Through our efforts, we have been able to detect breast cancer in its beginning stages in more women, which results in greater chances of survival."

In 2009, Froedtert's breast health educators reached over 4,000 underserved women and reported great success in meeting with women where they gather. The educators have been invited and welcomed into community churches, beauty shops, meal sites and homes. The programming has been well received, with participants feeling able to speak freely and seek mentoring to resolve their health concerns.

"Froedtert's breast care outreach and education speaks volumes to our entire community," says Sandra Millon Underwood, RN, PhD and professor with the UWM College of Nursing. "African American women are a traditionally underserved population when it comes to breast care. Froedtert's work with this vulnerable

population is premier for any healthcare institution dedicated to addressing health disparities."

The African American breast care outreach program has received the attention of funders, as well. With the help of the Froedtert Hospital Foundation, the program was recently awarded significant grants from the American Cancer Society and Kohl's Department Stores to continue and grow its outreach with minority women.

"All women—regardless of race, ethnicity or socioeconomic status—deserve a fighting chance to survive breast cancer," says Dr. Underwood. "The continued work of the breast care program's outreach ensures that will happen. Froedtert and the Medical College are champions when it comes to ending health disparities in breast cancer."

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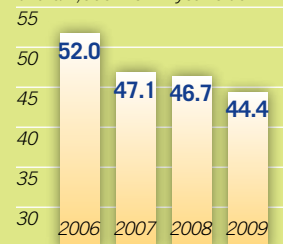
Sandra Millon Underwood, RN, PhD, UWM College of Nursing professor

Teen Pregnancy Update

The City of Milwaukee announced that for the third year in a row, Milwaukee has seen a decrease in the teen birth rate. According to Health Department reports, there were 44.4 births per 1,000 females aged 15-17 years old in 2009—a historically low level. For that age group, the birth rate has decreased from 46.7 in 2008, 47.1 in 2007, and 52.0 in 2006.

Milwaukee Teen Birth Rate

births/1,000: 15-17 year olds



The decrease is seen across all racial and ethnic groups, although significant disparities persist. Hispanic and African-American girls are still far more likely than Caucasians to give birth as teens. Officials say the current shift indicates that Milwaukee should be on track to reach its goal of 30 births per 1,000 by 2015.

"This downward trend is encouraging, but the issue is far from solved," says Bernadette Allen, MSW, a social worker in Froedtert's OB Clinic and the Maternal Fetal Care Center. "Teen pregnancy is a highly complex issue, but we need to keep working at it. Reducing teen pregnancy is one of the most effective ways of reducing child poverty in Milwaukee."

JEAN DAVIS-MALLETT
 Manager of Community Partnerships
 and
DARREN THOMPSON
 Community Benefit Coordinator

Meet the Community Benefit Team

Jean Davis-Mallett became Froedtert’s Manager of Community Partnerships in July, 2010. Jean promotes Froedtert’s commitment to improve the quality of life in the communities we serve, recognizing the greatest opportunity for impact is in Milwaukee’s underserved, urban population. She cultivates new relationships with community-based organizations, convenes a community advisory council, manages the community service program and supports a variety of community benefit programs, including our school nurse at MPS charter school, Westside Academies.

Jean comes to Froedtert from Harley-Davidson Motor Company. She received her MBA from Alverno College, Bachelors of Business Administration from Clark Atlanta University and professional certificate in non-profit management from the UWM School of Continuing Education. She has studied abroad in Puerto Rico, Cuba and China, and currently serves on the board of the YWCA of Greater Milwaukee.

Although he joined Froedtert as the Community Benefit Coordinator in August, **Darren Thompson** is a familiar face to many staff. As a facilitator for the hospital’s cultural competence education series last year, Darren had the opportunity to work with hundreds of staff. In his new role, Darren tracks and reports all community benefit activities and programs for Froedtert Hospital. He is also responsible for interpreting this data for various constituencies including the Wisconsin Hospital Association (WHA) and the IRS, as well as internal audiences and the community.



In addition, Darren oversees several hospital-wide efforts such as the Community Giving Campaign, Holiday Gift Drive, Blood Drives, and he coordinates a variety of publications.

Previously, Darren served as a Public Ally as part of the AmeriCorps program in Milwaukee. He attended Marquette University and serves on the board of the Gerald L. Ignace Indian Health Center. In his spare time, Darren is a composer and performs Native American flute music throughout the United States.

Accepting a Charitable Hand

Growing up in a missionary family in Africa, Katie Ryder witnessed acts of charity every day. Never did she imagine that one day she would accept a charitable hand as well. That day occurred on June 1, 2010. Taken to the Froedtert Hospital emergency department after fainting, Katie was diagnosed with Thrombotic Thrombocytopenic Purpura (TTP), a rare, life threatening autoimmune blood disorder.

Prior to Katie’s medical emergency, she was a healthy, thirty-one year old school teacher. When the economy declined, she was working as a part-time tutor. But, she had no medical benefits. “I don’t have insurance’ are the scariest words you have to say aloud when you are deathly ill,” Katie recalls.

“The fact that I was uninsured never came into play during my seven hours in the emergency room, the 2.5 days in ICU, or the 28 days on a medical floor,” says Katie. “Through many plasmapheresis treatments, the administration of very expensive, life



“I don’t have insurance’ are the scariest words you have to say aloud when you are deathly ill.”

Katie Ryder

saving drugs, daily blood tests, and most importantly in the care of my doctors and nurses, I knew I was well cared for. Wondering how I was going to pay for all of this amazing care was all a bit overwhelming, but I knew God heard my prayers.”

The social work and patient financial services teams at Froedtert worked with Katie to determine her eligibility for BadgerCare or other government programs, with few options available. After thorough review, Froedtert Hospital’s Charity Care program covered all of Katie’s care – over \$200,000. “The words, ‘you have been approved for charity care’ have changed my life. I am so thankful to the financial counselors who walked me through the process and understood my need. In all likelihood, I would have had to declare bankruptcy, because there was no way I would have met the expenses of the treatment I received.” Katie adds, “I am thankful for everyone at Froedtert– they have been an answer to my prayers and I will be forever grateful!”

2010 activities & HIGHLIGHTS



School of Radiologic Technology Interns SHARE Their Time

Through the Froedtert Cares Community Service Program, 16 rad tech students volunteered four hours of their day at SHARE Wisconsin, a nonprofit food buying club that offers quality, nutritious products at a reduced cost. It is a volunteer-run, community-based distribution system with a mission to “foster the dignity and self-worth of each person and a commitment to serve the common good.” Student volunteers teamed up to assemble packages, move large food items, and inspect food items for freshness. “With the help of Froedtert’s volunteers, SHARE continues to provide nutritious food to our community,” says Bill Timken, Volunteer Coordinator for SHARE. “We look forward to working with more volunteers through Froedtert’s Community Service Program.”

Froedtert and the Medical College of Wisconsin Community Education

Last year, over 6,370 people attended a wide variety of health related classes offered throughout the community. Westside Healthcare Association, a federally qualified health center and community partner, has been the site of several evening community education classes. The Think First and ENCARE programs, focused on injury prevention, were presented at nine area high schools and reached over 1,600 students.

Community Giving Campaign

Over 550 staff at Froedtert Hospital and Woodland Prime contributed to the 2010 Community Giving Campaign. It raised \$94,438 in support of the United Ways of Greater Milwaukee, Waukesha, and Washington Counties, and the United Performing Arts Fund. These organizations represent nearly 200 local community based organizations that provide safety net services to diverse populations, improve overall quality of life, and help strengthen communities.

Holiday Gift Drive

Staff generously donated over 400 gifts to needy children last holiday season. In partnership with the Volunteer Center of Greater Milwaukee, Froedtert’s contributions benefited four community organizations: Fitzsimonds Boys & Girls Club, Next Door Foundation, Lisbon Avenue Neighborhood Development, and Lake Valley Camp.

Blood Drives

2010 saw another successful year of drives with the BloodCenter of Wisconsin. Staff at Froedtert Hospital and Woodland Prime donated a total of 428 units of blood.

WHAT IS COMMUNITY BENEFIT?

Community Benefit is most commonly defined as: “a planned, managed, organized and measured approach to a health care organization’s participation in meeting identified community health needs. It implies collaboration with a “community” to “benefit” its residents—particularly the poor, minorities and other underserved groups—by improving health status and quality of life.

Froedtert Hospital’s community benefit framework is to improve the quality of life in the communities we serve through healthcare programs and services that are measurable, accessible and culturally appropriate; recognizing the greatest opportunity for impact is in Milwaukee’s underserved, urban population.

Froedtert’s community benefit department focuses on addressing health disparities, community capacity building and programs that train the next generation of healthcare workers.

To find out how you can get involved with the **Froedtert Cares Community Service Program**, please contact

Jean Davis Mallett (805-0445 / jdavisma@froedterthealth.org) or **Darren Thompson** (805-0863 / dthompso@froedterthealth.org)

Stay informed about Froedtert’s community benefit programs by visiting froedtert.com / **About Us / Our Commitment to Community**, or through the Intranet under **Inside Froedtert**.

