

Care, Comfort and Hope

Wisconsin Hospitals Community Benefits

Intentional and Unintentional Injuries & Violence

A teen arrives in the emergency department by ambulance following a terrible car accident. A child receives head injuries while bicycling without a helmet. A woman walks into the emergency department with injuries inflicted by an abusive spouse. These are stories of pain and tragedy that hospital personnel see all too often. Injury is the most under recognized major public health problem facing the country and it is the leading cause of death in people ages 1 to 44 in Wisconsin. Wisconsin hospitals devote significant resources to reduce the number of intentional and unintentional injuries that occur in the communities they serve.

Memorial Health Center invites community to Know the Hazards

As a hospital located in an area dominated by farms and forests, Memorial Health Center is always prepared to treat individuals with injuries resulting from farm and chainsaw accidents. What the health center would really like, however, is to prevent these types of injuries from happening in the first place, which is where community education comes into play.

Memorial Health Center, in collaboration with the Taylor County UW Extension Service, the Taylor and Price County Land Stewardship planning groups, the Forest Industry Safety and Training Alliance, Inc. (FISTA-USA), and Riesterer & Schnell Implement, held a FREE safety forum for the public.

KNOW THE HAZARDS: Chainsaws, Tractors & Rotary Mowers, consisted of a full day of safety programs and demonstrations. Forty-four community members, including professional farmers, hobby farmers, and outdoor recreation enthusiasts of all ages, attended the event.

Among the day's highlights were chainsaw safety and tree-felling demonstrations, lessons about how to avoid flipping a tractor due to inappropriate hitching or due to the inappropriate moving of fallen trees, and tips to avoid the emergency room, limb loss, and/or death.

Attendees rated the usefulness of the forum's topics as a 4.4 on a scale of 1.0 (poor) to 5.0 (excellent). Attendees were also asked to assess their knowledge before and after each of the lectures and demonstrations; results show that people's knowledge levels increased thanks to each of the lectures and demonstrations.

Knowing the hazards of dangerous machinery like chainsaws, tractors, and rotary mowers can mean the difference between life and death. Memorial Health Center is pleased that as a result of KNOW THE HAZARDS, 44 people are now better equipped to protect their lives and limbs.

Memorial Health Center, Medford

Partnership puts more life-saving tools nearby for you – the first responder



It's a horrifying scenario to think about. But just imagine you're at a meeting and the colleague next to you suddenly collapses and doesn't appear to be breathing. As you consider how you would respond, look at your watch. With every passing minute, your colleague's odds of surviving drop by 10 percent. After 10 minutes, it may be nearly hopeless.

"During sudden cardiac arrest, the first few minutes can have a significant impact on the outcome," said Eric Christensen, chief of St. Croix EMS & Rescue. "Ordinary bystanders' recognition of symptoms, notification of 9-1-1 and immediate CPR and AED use greatly influence how EMS will begin their treatment when arriving on scene. We see the difference this makes."

Knowing the importance of those few life-saving moments, Hudson Hospital & Clinics has led a community effort to place automated external defibrillators (AEDs) throughout the community. These devices, which you've likely seen mounted on the walls at grocery stores, churches and schools, can help save the victim of a sudden cardiac arrest. A bystander can use the small machine to analyze the victim's heart rhythm and determine if he or she needs defibrillation shocks. Its audible and/or visual cues walk the user through the process.

If you've noticed more and more of these units throughout your community, it's because of the work of the Heart2Heart – Saving Lives Together program, formally known as the Hudson Community Public Access

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Defibrillator (PAD) program, a partnership between Hudson Hospital & Clinics and St. Croix EMS & Rescue, with fundraising support from Hudson Hospital Foundation.

“Heart2Heart follows American Heart Association (AHA) guidelines and is a community-wide approach to save lives together – to increase and improve awareness, access to, and use of AEDs and CPR training,” said Karen Hansen, program development, and community relations manager at the hospital. “Our goal is to build confidence and empower bystanders to respond.”

The program caught the attention of Doug Clark, director of Environmental Health and Safety Global Operations of Ecolab, based in St. Paul, Minnesota. Clark lives in Hudson and, as an EMT, works on the St. Croix EMS ambulance crew. When he was working to standardize AED equipment at all of the Ecolab plants, the company elected to donate 11 of its AEDs and numerous CPR Anytime® training kits.

“Ecolab is very community-oriented,” said Clark. “They were very supportive of this. We want these out in the community where people can use them.”

In fact, Clark said, he has used AEDs to save two people’s lives. In both cases, he was out in the public without his EMT gear, but was able to get AEDs from police cars on scene.

“That’s a pretty gratifying experience,” he said. “It keeps you going.”

Grant funds

Heart2Heart was recently awarded two grants with funding provided by the Rural Hospital Flexibility Program through the Wisconsin Office of Rural Health (\$30,000) and the Bailey Foundation (\$5,000). These grant funds will enable the program to:

- Increase the number of AEDs available throughout the community by continuing to offer subsidized, low-cost units and free CPR/AED training for specified employees to area businesses and organizations.
- Provide affordable, accessible training to community members - \$10/person through August 2009 (a \$65 value). Whether you are looking for certification or not, Heart2Heart offers CPR/AED training in a variety of class formats and settings. Ask about our take-home training kits and new teen classes.
- Expand the community coalition to include the Hudson School District. Grant funds will help Heart2Heart build awareness in grades kindergarten through 12, as well as provide training at the junior and senior high levels.

CPR is an inexpensive and readily available technique that can save lives. Heart2Heart hopes to increase the number of people trained and the quality of CPR provided.

Training

Philip Hughes, RN, is manager of Hudson Hospital & Clinics’ education development and CPR training manager for the program. He said one of the Heart2Heart program goals is to train everyone – from middle school students to the elderly. In high schools, he wants to see students serve as peer training advisors.



“When you start with a young student, the training really becomes second nature as they get older,” said Hughes. “They are like sponges; they’ll learn anything and can do amazing things.”

Teacher Darren Peterson, of Baldwin-Woodville High School, has been an EMT for 10 years. He said the training provided for his students through the Heart2Heart program is “outstanding.”

“The instructors are professional and truly passionate about the materials they present,” said Peterson. “They do an awesome job of bringing excellent emergency training and preparedness into the community for all people.”

In 2007, the program trained about 150 community members. In 2008, that number rose to more than 300, said Hughes.

“Even if you don’t perform CPR, you can use an AED on someone and it may be the difference between whether they live or not,” he said. “The biggest obstacle is people are afraid they won’t do everything right. Don’t be. We need people to react and do something.”

Hughes’ career includes eight years as a nurse, six years in an emergency room setting, and five years on an ambulance crew. “You see people who come into the Emergency Center who could have survived with bystander assistance, but didn’t. It gets to you,” he said.

Hudson Hospital & Clinics, Hudson

Community Partners for Medication Safety

Health care organizations across the country are working to make health care safety a priority. In May of 2006 Langlade Hospital put together a team of health care professionals to focus specifically on medication safety. The team has grown into a community-wide initiative that involves key stakeholders from Langlade Hospital, Aspirus General Clinic, Langlade

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County Health Department, The Department on Aging, Aspirus VNA, Langlade County Department of Social Services and local pharmacy support. The team established strategies to bring awareness to patients and their families about medication safety and how patients play a critical role in making their own care safe by becoming active, involved and an informed member of the health care team. The Partners launched a medication safety campaign that continues today and features a medication bag labeled, Take Me Too, as a reminder to patients to keep all medications together and to bring medications to all doctor and hospital visits. The team also provides assistance to community members in reviewing their medications and updating their medication lists. A Rural Wisconsin Safety grant was received which expanded the program to include safe medication disposal and helping more residents avoid the dangers of medication mismanagement.

Langlade Hospital – An Aspirus Partner, Antigo

Safe Sun

At the recent YMCA Kids Day event held at the Lambeau Field Atrium in Green Bay, St. Vincent Hospital's Regional Pediatrics Center spread some sunshine safety. Hundreds of families attended the free event and many of them made bracelets with St. Vincent Pediatric Department volunteers, intermingling colorful beads with white energy beads that turn colors when exposed to the sun's rays. The kids took home bright beaded bracelets, word search puzzles, sun screen and fact sheets about sun exposure, our attempt to educate the children and their parents about sun safety and skin cancer prevention.

St. Vincent Hospital, Green Bay

Upland Hills Health and Lifeline host fall prevention



On average, one out of three people over the age of 65 fall each year, with the majority of falls occurring in the home. To help bring these numbers down and reduce the number of injuries seen from falls in the home, Philips Lifeline and Upland Hills Homecare and Hospice teamed up to teach caregivers what they can do to prevent these falls.

The in-service provided information on how to prevent falls among older adults. Presenter Mollie Bartelt, from Phillips Lifeline, used the tower of risk blocks to help identify the six most common fall risks. These included home hazards, sensory deficits, low blood pressure, multiple medications, mobility issues and balance problems. Also incorporated was how Phillips Lifeline can help benefit fall safety and the introduction of two new innovations in the Philips Lifeline products was presented. The in-service was attended by staff from several area facilities

including, social workers, nurses, administrators, and therapy staff.

“The presentation really gave usable information that caregivers can put into practice to help prevent falls in the home,” stated Elyssa Goldberg, social worker for Upland Hills Hospice, “I think that everyone in attendance left armed with some good ideas to reduce these home injuries.”

Upland Hills Health, Dodgeville

Paramedic Intercept Program

Fort HealthCare's network of emergency medical services (EMS) responders are many times the first to care for a patient, as they are on call 24 hours a day, seven days a week. Ten years ago, Fort HealthCare created the Paramedic Intercept program. The program was designed to supplement the existing EMS systems in Jefferson County as well as Western Waukesha, Eastern Dane, northern Walworth Counties and Rock County.

The Paramedic Intercept program provides advanced life-saving care at the scene of an accident or illness and is the first program of its kind offered by any hospital in Wisconsin. Fort HealthCare's licensed paramedics, who are emergency medical technicians (EMTs) with the highest level of additional training, travel in a four-wheel drive vehicle containing life-saving equipment and medications and meet local rescue services en route to the hospital. The Fort HealthCare paramedics and local EMTs work together, treating the patient according to guidelines prepared by the Fort Memorial Hospital emergency department physicians.

The Fort HealthCare paramedics are recognized for their skill and dedication to treating patients as if they were members of their own family. Kevin Kaminski, the Fort HealthCare EMS coordinator, knows first hand the value that the Paramedic Intercept program brings to the community. “We respond to about 750 calls per year, which is roughly 20 percent of all 911 calls in our service area. Whether it is pain control, sudden cardiac arrest, respiratory emergencies, child birth, trauma or just to hold the hand of a frightened person because of the emergency they are experiencing, our paramedics are on duty and we enhance the pre-hospital care people receive with our program.”

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The Fort HealthCare Paramedic Intercept program serves ten area rescue squads and is staffed with paramedics who work in the Fort Memorial Hospital emergency department. There is no charge to patients for the service. The cost for the program, paid entirely from Fort HealthCare operations, was \$226,000.

Fort HealthCare, Fort Atkinson



Kneeling behind their training manikins were participants of the Neighbor-Saver CPR Course, from left, Theron Prindle, Carol Prindle, Linda Cameron, Sue Backaus and Sally Derksen. Behind them is instructor Sue Nordahl.

Neighbor-Saver CPR Course teaches CPR and choking relief

The Greater Black River Area Safety Council, in conjunction with Black River Memorial Hospital, conducted a Neighbor-Saver Saturday CPR Course November 7 at Black River Memorial Hospital. The instructor was Sue Nordahl, RN, BSN, ME-PD, manager of the hospital's Education Coordination Department.

Course participants were taught how to help someone who is choking or who has collapsed and has no pulse. The course was offered at no charge and the participants received a copy of the American Heart Association's "Family & Friends™ CPR" training booklet.

Black River Memorial Hospital, Black River Falls

Bellin Health hosts Super CPR Day

Bellin Health held two free classes teaching cardiopulmonary resuscitation during its Super CPR Day event on Saturday, April 25.

The adult and child CPR classes were held at a convenient community location, Harmony Café, 1660 W. Mason St., Green Bay. A great turnout of Super CPR Day participants, ages 12 and older, attended the first two sessions. Participants in either non-certification class received a certificate of participation.

"Being trained in CPR can mean the difference between life and death for loved ones or someone in need," said Debbie Leoni, community outreach coordinator for Bellin Health. "It's a pleasure to have been able to give so many of our residents the means to offer lifesaving techniques should the need arise."

CPR adds critical minutes to a victim's life by pumping blood and oxygen to vital organs such as the heart, brain and lungs. It also lengthens the time that an electric shock from a defibrillator can be effective.

"CPR can be a vital, life-saving skill that everyone needs to know," Leoni said. "If ever a spouse, parent or child's life is on the line, the training we offered in April will enable our participants to act quickly and confidently."

Bellin Health, Green Bay

Family and Friends CPR – a civic service

CPR is a skill that can save lives – and Wheaton Franciscan Healthcare makes it easy for its associates, their families and friends to learn that skill.

In a partnership between the Wheaton Franciscan Healthcare CPR Training Center in Southeast Wisconsin and the American Heart Association, individuals can register to attend the community CPR Friends & Family course. The free class is available on an annual basis to Wheaton Franciscan Healthcare associates, their families and friends.

A two-and-a-half hour instruction period covers the basic techniques of CPR, teaching participants how to recognize when CPR is appropriate and then how to perform the compression and breathing techniques. The course does not meet CPR certification requirements for employment or required professional credentials, but it does give many individuals the training they need to save a life. Four separate evening sessions are offered each spring and are traditionally filled long before the registration deadline.

Wheaton Franciscan Healthcare associate Jennifer West and her husband took the course last year and are hoping to register for a refresher this year. "I was certified many years ago in the formal CPR class, but never felt I had the time to devote to maintaining the certification," said West. "This class was perfect – in one evening, free of charge, I gained the skills and confidence I needed to be able to help in an emergency."

Wheaton Franciscan Healthcare provides the class as a benefit for associates. It might even be a bigger benefit for the community at large, with more individuals getting the training they need to help provide CPR in an emergency.

Wheaton Franciscan Healthcare, Milwaukee

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Wisconsin Hospitals Community Benefits (continued)

CPR training to schools

CPR training is offered by the River Falls Area Hospital (RFAH) to start educating children at a young age.

Shauna Knott, RFAH Wellness Center Coordinator, has been teaching CPR in local schools for all of the 6th grade students in River Falls, Ellsworth and Spring Valley. “We were able to teach CPR to over 350 students last year,” states Knott. “We are excited to reach this eager and young population.”

The training class was based on the American Heart Association’s Family & Friends CPR Anytime kit, which includes an inflatable manikin and an hour-long DVD. The class structure included hands-on practice with chest compressions and breath administration on the manikins, along with using an AED trainer, to simulate an actual shock. This entire program allowed the students to practice their newly learned skills and taught them about their school’s AED—how it works and its location in their schools.

For Spring Valley students, RFAH handed out one CPR ANYTIME kit to each student. The expectation was that each student would train at least two community members. An additional 43 community members were trained in CPR, thanks to the students and their CPR kits. Spring Valley, Wisconsin is now a healthier community, and community members can hopefully assist in any emergency situation.

River Falls Area Hospital, River Falls

Submit community benefit stories to Mary Kay Grasmick, editor, at mgrasmick@wha.org.



Read more about hospitals connecting with their communities at www.WiServePoint.org.