

# Care, Comfort and Hope

## Wisconsin Hospitals Community Benefits

### Access to Primary and Preventive Health Services

Hospitals do what they can to move health care services out of the clinical setting into the heart of the community. Community health screenings and education classes help raise awareness of small, and sometimes, large steps that individuals can take to improve their health. When people learn more about how their lifestyle decisions affect their health, they make changes that ultimately lead to better health, which raises the health status of the entire community.

#### **Promoting healthy families**



For the past seven years, one large scale event has addressed many of “Healthy Wisconsin 2010’s” health priorities by providing health activities for Adams County Families.

Adams County Kids Day was first held in 2002 with over 400 children, parents, guardians and grandparents attending. The event originated through the joint efforts of Moundview Memorial Hospital & Clinics and A-F Area Schools. Since then, the hospital and school district joined forces with several other community service organizations to plan it as an annual event chaired by the hospital. Over 1,000 children and adults now attend every year.

Many of the event’s activities promote healthy lifestyles and habits that address the state’s health priorities. In addition to stage shows, over 50 businesses, community service agencies, church groups, service clubs and school groups provide hands-on activities for children aged toddlers through fifth grade and their parents.



Some examples of these activities include the Wisconsin Nutrition Education booth where children learned about proper nutrition. 4-H Club veggie car races where children made cucumber cars and raced them down a slope while learning about healthy foods. The hospital rehabilitation department’s obstacle course encouraged kids to exercise and reduce their risk for obesity. Hospital staff taught children proper hand washing techniques to reduce the spread of communicable illnesses. The Tobacco Free Coalition educated children about tobacco use. And, free dental care kits were given to over 300 children to help educate and prevent future cavities.

Social and economic issues are also addressed. The event is always held free of charge so that everyone can participate regardless of their income. Another goal is to educate families, especially those who are low income, about the various resources available in the community by providing handouts and direct contact with the organizations. Finally, the event provides an opportunity for families to learn about each other and improve parent/child relationships by participating in activities together.

“Kids Day is a great example of local organizations and businesses coming together to make a difference in the lives of children and their families,” said Tammy Lowrey, Community Relations Director at Moundview Memorial Hospital and chair of the Kids Day Committee. “Donations allow us to keep the event free of charge which is important since we have a large number of low income families in our area. The event is just the right mix of entertainment and healthy activities to bring families back year after year.”

**Moundview Memorial Hospital & Clinics, Friendship**

#### **Fort HealthCare’s Health 365 Wellness Program**

Health 365 is a Fort HealthCare Health Promotion program intended to help people remember that their health is something that needs attention 24 hours a day, 7 days a week, 365 days of every year. Annual physicals or thinking about staying healthy once you’re already sick is not enough.

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## Wisconsin Hospitals Community Benefits (continued)

Through Health 365, there are numerous tools, programs and services that Fort HealthCare provides to make taking important preventive health measures simple, easy-to-understand and affordable, demonstrating our commitment to the well-being of our service area population.

Health 365 programming includes:

- FREE E-Health 365 Newsletter
- FREE cholesterol screenings
- FREE blood sugar (glucose) screenings
- FREE bone density screenings
- Support groups
- Educational seminars and classes
- Special events and challenges
- Licensed on-line wellness library
- Online health care guides
- Online wellness calculators
- FREE health risk assessments (HRAs)

The Fort HealthCare Health 365 program encourages proactive health behavior by encouraging individuals to “know their numbers” and health risks. Preventive health care and early detection are both shown to enhance individual well-being and lower health insurance costs.

Perhaps the greatest benefit of the program is that it offers free lab tests to assess cholesterol and blood sugar levels. The value of these free tests exceeds \$50. Any member of the community can obtain a lab slip from any of the free monthly Fort HealthCare blood pressure, bone density and cholesterol screenings or community events. Alternatively, numbers from a recent physician visit can be used, and member login information can be obtained by calling the Fort HealthCare Health Promotion Department at (920) 568-5244.

Upon the completion of lab work, test results are mailed along with a membership welcome letter and private login information for the Health 365: Members Only portion of the Fort HealthCare Web site. Enrollees log in, create a profile and complete questions for the General Health Assessment in order to receive a personalized health report and begin enjoying the benefits of membership right away.

Personal health information and answers to the health questionnaire are confidential. Lab results are reviewed by a Fort HealthCare medical staff member and individuals are contacted directly if lab results are outside of a normal range.

**Fort HealthCare, Fort Atkinson**

### ***Staff reaches out to those in need***

Justice: We are a voice for the voiceless. We advocate for the most vulnerable and act responsibility on behalf of those we serve. We do all we can to make health care affordable in our communities.

Over the last several years, Eagle River Memorial Hospital (ERMH) has been working to strengthen their relationships with the Vilas Food Pantry, including serving dinners to its clients periodically and placing food donation containers in the hospital lobby.

Alicia Evensen, Manager of the ERMH Laboratory felt that she and her department could be of greater service to the pantry clients. Over the last year Alicia has taken it upon herself to set up a series of fundraisers at the hospital to provide monetary gifts, food gifts and services to at the pantry. Recently the ERMH Lab staff has work collaboratively with local grocers to set up a fresh fruit program. While working to raise the money, the lab staff took the initiative to order truckloads of produce that will provide over 160 families with apples, oranges, bananas and grapes. Along with providing funding, Alicia and her staff take turns organizing and working at the pantry to distribute the fruit to the pantry clients and also be available to offer a friendly smile and hello. The hospital has worked with Alicia and her staff to allow them to work with the pantry during work hours to help provide a convenient time for clients to pick up food and interact with ERMH staff members as a health resource.

Alicia and her staff will be providing some free screenings at the food pantry including non-fasting cholesterol and glucose. Alicia's commitment and passion for this cause have inspired other hospital staff to offer blood pressure tests, nutrition services and wellness information. Currently, Alicia is working with local merchants to hopefully begin providing fresh milk and eggs to the program. An ERMH lab-sponsored raffle and ice cream social are planned to help part of the funding for these items. Both events were held at the hospital and utilizing hospital resources.

The ERMH Laboratory Staff, with the leadership of Alicia have truly made a difference in the lives of the many families who are in need and find help in these challenging economic times at the Vilas Food Pantry. By working together as a team, this staff has not only reached out a helping hand to those in need, but has inspired other staff to live the mission of Ministry Health Care.

**Ministry Health Care – Eagle River Memorial Hospital, Eagle River**  
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## **Wisconsin Hospitals Community Benefits (continued)**

### ***Howard Young supports Lakeland Food Pantry initiatives***

Howard Young Medical Center and the Howard Young Foundation have a history of working closely with the Lakeland Food Pantry. Over the past year, as a result of the creative and tireless efforts of Sheila Clough, President of Howard Young, and the Food Pantry Task Force, many valuable services have been offered to the pantry clients at no cost.

Simple clinical services such as blood pressure checks and cholesterol screenings have been developed. By networking with a local optometry office, eye care screenings and eye glass assistance is being organized for the future. Nutritionists are giving talks on healthy foods and recipes are being shared and demonstrated to support healthy eating habits. Proper refrigeration and food preparation classes are also being held.

A variety of health care screenings have been implemented, including education on depression and other behavioral health services. Activities are being created that will help promote social interaction, such as a community lunch or breakfast. Future sessions will also include exercise programs and information on fitness, advance health care planning and area resource lists.

Ministry Medical Group in Woodruff, with the help of Team Manager Terri Adams, has initiated a Medication Assistance Program, which will greatly assist pantry clients, particularly the elderly, in medication organization and payment assistance.

In addition, a voucher system was developed for using a local cab agency for persons needing a ride. Oftentimes, trying to get these people to where they need to be is particularly challenging in a rural area with no public transportation system.

**Ministry Health Care – Howard Young Medical Center, Woodruff**

### ***“Spring Refresher” Health Fair a Success***

On April 17, 2008 a free “Spring Refresher” Health Fair was held for the Reedsburg community and surrounding areas. This event was held at the Fusch Community Center in Reedsburg. A health fair was held from 5 – 6 pm with various information on nutrition, cardiac health, pulmonary health, blood pressure screenings, audiology screenings, breast cancer information, grip strength testing, sleep well information, chair massages, core body strengthening information, antibiotics information, home safety and memory information for seniors, and AED & CPR information. This free program included a box lunch for attendees.

As part of this evening, a fun and educational program was given by Dr. Mark Blegen on, “Why You Eat More Than You Want To: Insights from a Cookie Jar.” Dr. Blegen is an expert in nutrition and exercise and is an assistant professor at St. Catherine’s in Minnesota. His topic was very educational and gave insight on how our environment affects us and our weight management. He provided recommendations and tips on how we can positively influence our weight (without the calorie counting). This event was very well attended by nearly 100 people. This event was made possible by the Excellence in Health & Fitness Committee of RAMC and the Cardiopulmonary Rehab Department of RAMC.

**Reedsburg Area Medical Center, Reedsburg**

***Submit community benefit stories to Mary Kay Grasmick, editor, at [mgrasmick@wha.org](mailto:mgrasmick@wha.org).***



Read more about hospitals connecting with their communities at [www.WiServePoint.org](http://www.WiServePoint.org).