

Focus on Health

WELLNESS & LIFESTYLE

Fall 2015

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A Collective Mission

At Dignity Health Dominican Hospital, our mission is to improve the health and well-being of the community, but we realize we cannot accomplish this reality alone.

Each year, Dominican works with its community partners to identify and address areas of pronounced social need. This year, we have set our sights on three persistent challenges: homelessness, substance use, and lack of mental health resources.

In this issue of *Focus on Health*, we will share an update on our collective work to address these issues. Through collaborations with community organizations, Dominican Hospital is working to connect individuals experiencing homelessness with affordable housing, helping to stimulate open conversation between substance abusers and their loved ones, and closing the gap in mental health services for youth.

The annual Community Assessment Project (CAP) summary report from the United Way of Santa Cruz County, included in this issue, will expand the lens to look at broader community needs, and the progress made to answer those needs.

We also will tell you about our efforts to adopt a model of continual, comprehensive care that emphasizes prevention, as well as the advanced technologies and programs made possible through your generous giving to the Dominican Hospital Foundation.

We are all connected, our needs interrelated. Only when we work together toward humankindness for all can a healthier community be our reality.

A handwritten signature in black ink that reads "Nanette" followed by a stylized flourish.

Nanette Mickiewicz, MD
Dominican Hospital President

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Focus on Health

WELLNESS & LIFESTYLE Fall 2015

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Sharing Their Gratitude

Two Patients Express Their Appreciation of the Recent Care They Received at Dominican

In June, Leonard Vertin was helping a friend rebuild a retaining wall when he began to cough. And cough and cough.

“I thought I had sawdust in my throat,” said Mr. Vertin, a Santa Cruz resident. “Then when it didn’t stop, I thought I had pneumonia or the flu. I had no clue what was really wrong with me.”

After eight days of coughing and feeling short of breath, Mr. Vertin, 83, and his wife Carolyn, drove to Doctors on Duty, where they were promptly sent to Dominican’s Emergency Department.

“I never had any pain,” Mr. Vertin said. “In the E.R., they told me I had had a minor heart attack — of which I had no idea — and some destruction of my heart.”

A few days later, Mr. Vertin had a quadruple bypass performed at Dominican by cardiothoracic

surgeon Bilal Shafi, MD. He was discharged from the hospital after six days.

“When I first woke up, I felt like things had been fixed in me,” said Mr. Vertin, a retired accountant.

“I was breathing easier and felt much better. I had very positive interactions with the staff. Every nurse was great. I had visiting nurses at home for three weeks. They were terrific, too.”

Mr. Vertin’s follow-up care was with cardiologist Victor Ochoa, MD. In August, coincidentally on the day of his 59th wedding anniversary and two days before his wife’s 80th birthday, Mr. Vertin returned to Dominican, where Dr. Ochoa’s partner, cardiologist Jay Johnson, MD, implanted a cardiac defibrillator.

Mr. Vertin spent the next few months receiving cardiac rehabilitation therapy twice a week at Dominican

Hospital Health and Rehabilitation Services on Frederick Street.

“I’m so happy I went through it all,” Mr. Vertin said. “I’m breathing easier now and have more energy. All of the doctors, nurses, and Dominican’s staff treated me so well. I’m thankful to them.”

Nancy K. Austin anticipated that one day she might need a knee replacement.

“I had been scoped a couple of times after an injury,” Ms. Austin said. “I suffered with knee pain for roughly 10 years.”

Co-author of the best-selling book “A Passion for Excellence: The Leadership Difference” with Tom Peters, Ms. Austin, 65, was well acquainted with Dominican Hospital and the services it provided. She has served on the hospital’s board



of directors since 2005 and was chairperson from 2012 to 2014.

An Aptos resident, Ms. Austin said that when her orthopedic surgeon, Nicholas Abidi, MD, suggested the time had come to replace her right knee, she knew she would have the procedure done at Dominican.

However, what Ms. Austin couldn't anticipate at that time was how reassured and calm she would feel before the surgery, thanks to enrolling in Dominican's Total Joint Care Program.

Before patients have a total hip, knee, or ankle replacement at Dominican, they attend a free Total Joint Care Program class to meet the team who will take care of them before, during, and after their surgeries. Dominican's Orthopedic Patient Navigator, Catherine Lawhorne, RN, is also available to patients throughout the surgical

experience to answer any questions they might have.

"The class really positively affected my perception of the entire hospital stay," Ms. Austin said. "It's not just the info that is provided on what to expect, but the staff really seemed to know what a patient would likely be worried about, and all of those issues are addressed in a warm and thoughtful way."

Ms. Austin's hospital stay lasted three days. Five months later, she returned to the class in preparation for having her left hip replaced, also by Dr. Abidi.

"This is what quality and excellence look like in living color," said Ms. Austin, who had her hip replaced in April. "A person can get used to living with a certain level of pain. I had forgotten what it was like to wake up with no pain, but now I do."

"Everyone involved at Dominican made this the best possible experience for me," she continued. "I'm so grateful."

Photo, top left: An undetected heart attack left Santa Cruz resident Leonard Vertin, with his wife Carolyn, in need of quadruple bypass surgery. Leonard credits the surgeons and rehabilitation programs at Dominican with his recovery.

Photo, top right: Dominican orthopedic patient Nancy Austin and her husband, Bill, enjoying a Giants game. Before Nancy had her knee and hip replaced through Dominican's Total Joint Care Program, she lived with pain for more than 10 years.



Commitment to Our Community

Dignity Health Dominican Hospital has been listening to the health care needs of the Santa Cruz County community for close to 75 years.

Back in 1941 when the Adrian Dominican Sisters first opened Sisters Hospital on West Cliff Drive in Santa Cruz, requests for solutions to health care needs were relatively straightforward and easily addressed.

Today, our community's health care needs, much like those of our nation, are far more complex, and they require a far more complex response.

Caring for people who are sick or injured isn't the only role of hospitals and medical centers any longer. Now, these organizations must address what people need to do to become and stay healthy. The availability of medical homes with primary care physicians and other trained medical professionals is vital to the long-term health of the individual and the community.

Additionally, addressing the key social issues of our time through community collaborations is of particular importance to Dominican, according to Hospital President Nanette Mickiewicz, MD.

"We have worked closely with our community partners to identify areas of significant need and to develop strategic plans to address those deficits," said Dr. Mickiewicz. "This year, our combined efforts are focused to combat the homelessness, substance use disorders, and mental health issues that continue to challenge the wellness of our community."

Collaboration is critical to providing education and increased support for individuals afflicted by these three social issues. In the following pages, you will learn about the continued efforts of Dominican and its community partners to affect real and lasting change.

Blazing a Smart Path

Community Partners Tackle the Link Between Housing and Health Care Needs for the Homeless

This fall, a new program launched to transform the way local agencies address the housing and health care needs of the Santa Cruz County homeless population.

Smart Path to Housing and Health brings together essential community partners and is partially funded through the Dignity Health Social Innovation Partnership Grant.

Led by United Way of Santa Cruz County, this multi-agency effort will support community engagement and evaluation work linked to the program. The previous system involving separate silos for housing and health has transitioned into one integrated system to assess, match, and track housing needs and interventions for people experiencing homelessness in Santa Cruz County.

“It is essential to have hospitals such as Dominican help address the issue of homelessness,” United Way of Santa Cruz County Executive Director Mary Lou Goeke said. “By moving more individuals experiencing homelessness into housing and providing case management that helps them coordinate care services, access to health services and health outcomes will be improved in our community.”

Smart Path builds upon the experience and relationships established through the Santa Cruz County 180/2020 multi-agency initiative, which brings together agencies weekly to coordinate and prioritize permanent housing and services for those who are

homeless with high medical vulnerability, high risk for early death on the streets, and high use of costly crisis health services.

“We realized that coordination in addressing the health needs of the homeless population would be better served if we could track which services they needed and where they were seeking such services,” Dominican’s Director for Community Engagement Martina O’Sullivan said. “This collaboration with multi-use agencies is an excellent way to maximize community resources and expose the most pressing issues facing the homeless in Santa Cruz County.”

Christine Sippl, MPH, Senior Director of Programs and Strategic Partnerships at Encompass Community Services, said that having Dominican as a full partner has made a huge impact.

“As a hospital challenged to meet the health needs of people experiencing homelessness every day, Dominican has a deep appreciation of the connection between homelessness and health,” Ms. Sippl said. “As we work together to create a true continuum of assistance and services focused on resolving each person and family’s homelessness as it occurs — in replacement of our old systems that were designed more for short-term management of the crisis of homelessness — having Dominican Hospital as an invested partner to plan and coordinate with is extremely valuable.”



United Way of Santa Cruz County, led by Executive Director Mary Lou Goeke, helped establish the Smart Path to Housing and Health program, a multi-agency effort to address the link between homelessness and health care needs.



Commitment to Our Community: Addressing Homelessness

Providing a Healing Place

Homeless Recuperative Care Center Delivers Safety and Support for Homeless Persons in Need of Medical Care

In January 2014, the Homeless Recuperative Care Center (RCC) officially opened its doors to homeless persons needing to recuperate from illness or injury.

A total of 64 residents — 47 men and 17 women, primarily ranging in age between 45 and 64 — were served by the RCC over the next 12 months.

Representing a collaboration across multiple community organizations, including Dominican Hospital, the Homeless Services Center (HSC), and the Santa Cruz County Health Services Agency Homeless Persons’

Health Project (HPPH), the RCC is a 12-bed shelter for individuals who have been discharged from Dominican Hospital, Watsonville Community Hospital, or other area medical clinics or hospices.

“More than likely these homeless patients are well enough to be discharged with in-home support provided by a friend or family member. However, these patients do not have the health resources necessary to sustain the level of wellness achieved from their hospital stay,” Dominican’s Director for Community Engagement Martina

O’Sullivan said. “The Recuperative Care Center provides a necessary link in the continuum of medical care for homeless individuals. One could safely say that the RCC, with all of its partners, is saving lives.”

Medical diagnoses of patients in 2014 included a need for post-surgery care, ulcers, abscesses, sores, cellulitis, cancer, heart disease, COPD, and complications from substance use. Approximately 60 percent presented with issues of substance use, while 40 percent were diagnosed with a mental health disorder.

“The average length of stay for clients in 2014 was 40.9 days,” former HSC Executive Director Jannan Thomas said. “While at the RCC, residents received a variety of services through both HSC and HPPH such as case management, medication management, care coordination with primary and specialty care providers, counseling and therapy, and mainstream benefit and housing assistance.

“It takes both HSC’s expertise in shelter and moving people into housing and HPPH’s medical

expertise and ability to meet clients where they are with their health care needs to make the RCC a success.”

Dominican, Watsonville Community Hospital, the Central California Alliance for Health, Hospice of Santa Cruz County, Palo Alto Medical Foundation, and the County Health Services Agency have all supported the program financially as well as with support staff or other resources.

“This has been one of the best partnerships that we have been a part of,” Ms. O’Sullivan said. “It’s a strong continuum of care medically for these individuals. This is a concentrated way for people to heal, to bring them to health.”

Photo, left: Former Santa Cruz Homeless Services Center Executive Director Jannan Thomas (left) and Santa Cruz County Health Services Agency’s Homeless Persons Health Project nurse and social worker Paul Gendreau, collaborate with community partners including Dominican Hospital, to provide ongoing medical care to the homeless.



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Shining a Light On Adolescent Mental Health

The Jon E. Nadherny / Calciano Memorial
Youth Symposium Continues to Inspire and Educate

A family's response to a tragedy 20 years ago has evolved into a world-class, annual symposium addressing key topics on adolescent mental health.

The Jon E. Nadherny/Calciano Memorial Youth Symposium was developed by Jon Nadherny's family after he committed suicide in 1995 at the age of 23.

Each year, the symposium provides in-depth reviews of adolescent topics of clinical relevance. Held in recent years at the Coconut Grove in Santa Cruz, the event is co-sponsored by the Dominican Hospital Foundation and the Calciano Memorial Youth Endowment. With Continuing Medical Education units available, it is geared toward practitioners, clinicians, and educators, but is also open to the public.

"The growth of the symposium has been the foundation of our family in dealing with the loss of Jon as a loving son, brother, and nephew," said Linda Calciano, PhD, Mr. Nadherny's mother and the symposium's co-founder. "Although Jon's death continues to be excruciatingly painful, my family continues to cherish and honor the devotion of this community

to the understanding, education, and prevention of suicide."

The 2015 symposium explored "The Spectrum from Autism to Aspergers" with reported attendance numbering near 450. In February 2016, the 18th annual symposium will look at mental health issues among the transgender community.

"This annual symposium, supported by Dignity Health Dominican Hospital and its Foundation, enriches our entire community," said Dominican's Director of Behavioral Health Services George Jarrow, RN, also the symposium's co-chair and conference director. The symposium's advisory committee meets monthly and is composed of representatives from a variety of professions and organizations, including Mr. Nadherny's brother and symposium co-chair Joshua Nadherny-Calciano, MSN, RN, CNL, and Bob Semas, symposium co-founder and former president of the Dominican Hospital Foundation.

"Jon's death shattered our family, and sadly we are not alone," Ms. Calciano said. "My children have attended the symposium throughout



Linda Calciano, PhD, co-founder of the Jon E. Nadherny / Calciano Memorial Youth Symposium, with son Nicholas.

their childhood, learning the various mental challenges they and other young people face.

"I am so proud of their passion and resiliency as they shall always together be dedicated to the legacy of Jon," Ms. Calciano continued. "I attend each symposium with gratitude and humbleness as I listen to and observe all the amazing individuals who share their love for mental wellness in our youth."

To make a donation to support the symposium go to supportdominican.org or call 831.462.7712.



Commitment to Our Community: Meeting Mental Health Needs

Responding to the Call

Dominican's Psychiatric Resource Team Delivers Timely Support to Patients and Medical Staff

It is safe to say that the work of the Dominican Hospital Psychiatric Resource Team is critical to the health and well being of patients who have both behavioral health needs and co-occurring medical conditions.

A program that began in December 2013 and has since been regarded as a best practices model by external reviewers, the Psychiatric Resource Team fielded more than 2,000 calls last year from doctors, nurses, and case managers inside the emergency department and hospital who needed information, support, and resources for patients in need.

"We are a bridge internally and externally," Dominican's Director of Behavioral Health Services George Jarrow, RN said. "We help make connections for patients to services and provide insights to the medical providers as well as the patients in

helping to address need."

The Psychiatric Resource Team consists of Mr. Jarrow and three psychiatric nurse supervisors: David Corboy, RN, Elizabeth McIntire, RN, and Rosie Castillo, RN. The team works in collaboration with three psychiatrists to guarantee that the needs of patients with co-occurring behavioral health conditions admitted to the hospital are met.

The Psychiatric Resource Team provides its services 12 hours a day, seven days a week.

"We're here to ensure the care of the psychiatric patient, including monitoring that they're on the proper medication and treatment plan," Mr. Corboy said. "We also handle the process of discharge — where the patient needs to go after they leave the hospital to get the

proper care they need in a timely and proactive manner."

With funding and office space provided by the hospital, the team also collaborates with community partners that provide mental health and substance abuse services. However, the majority of the team members' time is spent in the hospital with patients.

"We provide answers to questions that most people are unfamiliar with," Mr. Jarrow said. "We help to dispel myths — help people understand that a mental illness doesn't necessarily result in a lack of capacity to make decisions.

"We're here to make sure that these patients receive the compassionate care and the help they need."

Photo, top left: As a member of Dominican's Psychiatric Resource Team, David Corboy helps ensure psychiatric patients leave the hospital with the proper medication and treatment plan.

Photo, top right: Dominican's Psychiatric Resource Team: (Top, L to R) George Jarrow, RN, Dominican Hospital Director of Behavioral Health Services; David Corboy, RN. (Bottom, L to R) Rosie Castillo, RN; Psychiatrist Miryam Weber, MD; Elizabeth McIntire, RN.



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A Hero Among Us

Dominican's Director of Behavioral Health Services George Jarrow
Named a 2015 United Way Community Hero

As a teenager, George Jarrow, RN, got a job working alongside his mother at a long term care nursing facility.

Mr. Jarrow assisted in lifting the patients—many of whom had been diagnosed with dementia, multiple sclerosis, cerebral palsy, or developmental disabilities or were recovering from a stroke—as well as helping them with their daily activities.

That early interest blossomed into a lasting career. Mr. Jarrow worked in Dominican Hospital's Behavioral Health Unit for 22 years, and for the past 10 years, he has served as Director of Behavioral Health Services.

This summer, Mr. Jarrow was one of 16 community heroes named by the United Way of Santa Cruz County in conjunction with the 2015 Community Assessment Project (CAP), an annual collaborative project that measures and improves the quality of life in Santa Cruz County in the six areas of economy, education, health, public safety, social environment, and natural environment.

County residents are invited to nominate individuals who are helping the community in meeting specific CAP goals. In Mr. Jarrow's case, he was selected in the area of social environment for helping achieve the stated goal: "By the year 2015, county residents with disabilities will be able to obtain services needed to support increasing options, pursue goals, and participate in community life at levels consistent with their ability."

Mr. Jarrow will join his fellow honorees for a special CAP press conference and celebration in November.

"Receiving the honor was extremely humbling, but I don't see myself as a hero," Mr. Jarrow said. "The real heroes are those individuals who are overcoming their challenges and the direct service providers who support and encourage them in their endeavors."

At Dominican, Mr. Jarrow directs a team of three psychiatric nurses who work in collaboration with psychiatrists to ensure the needs of patients with behavioral health conditions are served. He is also the chairperson and program director of the Jon E. Nadherny/Calciano Memorial Youth Symposium Advisory Committee and joined the Community Prevention Partners Coalition in 2012 as a member of the Prescription Drug Initiative and the Executive Committee.

Dominican's Director for Community Engagement Martina O'Sullivan, MSW, has known Mr. Jarrow for 31 years, 13 of which she spent working closely with him on Dominican's former Behavioral Health Unit.

"George is a knowledgeable and relentless advocate working with multiple partners and coalitions, both private and public, to ensure that mental health, substance use disorders, and homelessness services remain a priority in our community," Ms. O'Sullivan said. "George does not talk about what he does, he simply goes about doing good for some of the most vulnerable in our community. That seems pretty heroic to me."



*George Jarrow,
Dominican
Hospital Director
of Behavioral
Health Services and
2015 United Way
Community Hero.*



Commitment to Our Community: Meeting Mental Health Needs

There in Times of Emotional Crisis

Dominican and Key Partners Address Behavioral Health Issues in Our Community's Youngest Members

Many families are hesitant to reach out for help when their school-age children are experiencing a crisis.

Whether they don't know what kind of help is available or where to begin looking for it, or are concerned about the stigma attached to mental or behavioral health issues, families in crisis often take no action at all.

Dignity Health Dominican Hospital is supporting a partnership between Encompass Community Services and the Santa Cruz County Office of Education that will identify youths and families in need of short-term, family-focused therapy and support to prevent and address urgent mental health needs.

"One of the priorities we've had

at Dominican is to look at gaps in services," Dominican's Director for Community Engagement Martina O'Sullivan said. "One gap we found concerns the lack of resources for young people experiencing behavioral health issues."

Jo Ann Allen, director of student support services at the Santa Cruz County Office of Education, said that the Dignity Health grant the organization received is essential in that it does not include the same restrictions many government-linked funds have on who might be helped.

"This grant will allow us to provide more comprehensive services for targeted schools in the county," Ms. Allen said. "We have seen the

need for children and families that have fallen between the cracks — the homeless individuals, the undocumented, or members of uninsured or underinsured families. This helps fill a void."

Formerly known as the Santa Cruz Community Counseling Center, Encompass Community Services has provided quality human services to Santa Cruz County since 1973. The nonprofit is based in Santa Cruz and will work with the schools through its youth services programs.

"The support from Dominican Hospital Community Programs will help ensure that a family's access is not impacted by their ability to pay, their lack of insurance or the complexities of their insurance program, like deductibles, co-pays, provider networks, confusing systems to call to establish eligibility, etc.," said Eileen McCormick, director for youth services at Encompass. "When you need help and are trying to manage or avoid a crisis, and really don't know what to do next — that's the last thing you need."

Photo: Jo Ann Allen, Director of Student Support Services for the Santa Cruz County Office of Education, speaks to a gathering of mental health and school district collaborative partners about their partnership with Dominican and Encompass Community Services to address school-age mental health.



Commitment to Our Community: Treating Substance Use Disorder

Now's the Time to Talk About It

A New Campaign Aims to Raise Awareness About Treating Substance Use Disorder

Approaching a loved one with suspicions about substance abuse is certainly no easy task.

In fact, the experience of those whose professional work is devoted to helping people with substance use disorder is that loved ones often feel so overwhelmed, intimidated, or intrusive about broaching the subject that they ultimately say or do nothing at all.

This fall marks the launch of a new campaign with a simply stated call to action: Talk About It.

Community Prevention Partners (CPP) is a collaboration between Dominican Hospital, United Way of Santa Cruz County, and representatives from other sectors including service providers,

community-based organizations, and community members. Through a unique social media and communications plan that encourages straight talk, CPP intends to dispel myths about substance use disorder while increasing support for effective prevention and treatment.

“The key objectives of Talk About It are to develop informed, compassionate approaches to people with substance use disorders, intervene earlier, support them seeking help, and ensuring such help is available when it is sought out,” said Bill Manov, PhD, alcohol and drug program chief of the Santa Cruz County Health Services Agency. “Research shows that one in four families is affected by substance abuse in this county and nationwide.

Part of the disorder is that social norms are such that people are very uncomfortable or don't think it's their role to discuss substance use disorder with the individual.”

One of the goals of CPP is to promote health and well-being by providing support for youth, families, and community members in adopting a drug-free lifestyle. Another is to educate and raise community awareness about substance use trends.

“A large population with substance use disorder lacks proper assessment, services, and resources to overcome their addiction,” said Megan Joseph, director of community organizing at the United Way of Santa Cruz County. “Left undiagnosed and untreated, substance use disorder costs our community in the form of financial, health, social, and legal consequences.”

Dominican's Director of Behavioral Health Services George Jarrow, RN, shared that substance use disorder plays a significant role in terms of frequent Emergency Department usage by individuals.

“The Talk About It plan is gaining momentum and steam by bringing together stakeholders who strive to achieve a healthier community,” Mr. Jarrow said. “Dominican plays an active role in that we have an understanding of the scope of the problem.”

Photos: As a part of CPP, Bill Manov, alcohol & drug program chief of the Santa Cruz County Health Services Agency, and Megan Joseph, director of community organizing at United Way Santa Cruz County, develop informed, compassionate approaches to addressing substance use disorder.

It Takes a Community to End Hunger

Longtime Partners Dominican Hospital and Second Harvest Food Bank Continue Their Quest to End Hunger in Santa Cruz County

Dominican Hospital has a number of valued partnerships with a variety of businesses and organizations in Santa Cruz County.

One of its longest partnerships has been with Second Harvest Food Bank of Santa Cruz County. Established in 1972 as the first food bank in California, it distributes more than eight million pounds of food out of its headquarters in Watsonville annually.

With a mission to end hunger and malnutrition by educating and involving the community, the nonprofit counts more than 200 agencies and programs as well as more than 3,000 volunteers as actively assisting it in achieving its goal.

“Dominican’s food and fund drives singlehandedly have raised more than a million healthy meals for low-income families throughout Santa Cruz County over the past 20 years,” Second Harvest Food Bank Santa Cruz County CEO Willy Elliott-McCrea said. “We also have collaborated with Dominican for

more than 10 years to develop our model nutrition program called Passion For Produce. Dominican has provided grants to help us grow this program into a highly effective community-driven nutrition distribution and education program.”

Mr. Elliott-McCrea reported that in 2014, Passion For Produce taught more than 600 nutrition classes at 35 locations countywide, as well as distributed more than one million pounds of fresh fruits and vegetables. He shared that more than 90 percent of class participants reported eating more produce and drinking less soda, and more than 80 percent stated they have reduced portion sizes and increased daily exercise.

Dominican Hospital President Nanette Mickiewicz, MD, is the co-chair of Second Harvest’s 2015 community-wide Holiday Food Drive, which has a goal of raising more than four million healthy meals through food drives sponsored by hundreds of local businesses, churches organizations, and schools.





“We do value programs and efforts that make the connection that good nutrition is a path to good health,” Dominican’s Director for Community Engagement Martina O’Sullivan said. “Dominican Hospital was the very first organization to invite Second Harvest to come onto its premises and distribute fresh fruits and vegetables through its Passion For Produce program. We were a beginning point for Second Harvest to reach out to families.”

In terms of his organization’s goal of addressing malnutrition, Mr. Elliott-McCrea said its partnerships with Dominican and other health-oriented organizations are essential to tackling such a far-reaching issue.

“Food insecurity, or hunger, is about lack of access to healthy foods,” Mr. Elliott-McCrea said. “Poor nutrition is the primary driver of rapidly escalating health care costs, which have tripled in Santa Cruz County over the past 20 years from \$800 million to \$2.4 billion per year.

“Poor nutrition and cheap food have driven the local obesity and diabetes epidemics now impacting fully one-third of all children and half of all low-income children countywide,” he continued. “Dominican’s leadership in building a healthy community through good nutrition is vital. It is leading community efforts to turn around these epidemics by tackling hunger and malnutrition head-on.”

Photo, top: Representatives from the Second Harvest Food Bank Passion For Produce program distribute healthy produce to residents at a Watsonville apartment complex. Dominican Hospital has supported the Food Bank in its efforts to eliminate local hunger for more than 20 years.

Photo, bottom: A bounty of fresh, local produce and food, ready for distribution by the Passion For Produce program.



Commitment to Our Community: Giving Back

A Call to Community Service

Dominican Sisters Pursue their Mission Outside the Hospital Walls

Next year will mark the 75th anniversary of the arrival of the Michigan-based Adrian Dominican Sisters in Santa Cruz, and the legacy of good care and good will that was started at Sisters Hospital on West Cliff in 1941 remains strong today among the seven sisters on staff at Dignity Health Dominican Hospital.

Along with providing support and leadership roles at the hospital, each of the sisters participates in projects out in the community that further the general health and well-being of Santa Cruz County.

Sister Rita Eileen Dean, vice president of mission integration and sponsorship, explains that each of the Dominican Sisters at the hospital is motivated by different community issues.

“They take on these different challenges because each one has a passion for a particular chosen area of community life that can use a helping hand,” said Sister Rita.

Health Fair Faithful

Since the advent of free community health fairs more than five years ago, Sister Rita has served at the registration table and as a greeter at every fair.

“Meeting our guests, putting them at ease, and helping them get the most out of the health fairs is important to the fairs’ success, and something that enriches me, too,” said Sister Rita.

Dominican partners with Dignity Health Medical Group-Dominican and Physicians Medical Group of Santa Cruz to host two fairs annually, a women’s health and lifestyle expo in the spring and a senior health fair in fall. These fairs can bring more than 400 participants.

“We are honored to be able to offer these fairs to the community, and I am honored to have been a part of each,” Sister Rita added.

When Clothes Are an Emergency

Sister Beth Butler staffs the desk in the hospital’s main lobby and in the Emergency Department as needed, and always keeps an eye out for ways to help others. She names nine projects she has a hand in, and often is able to reuse or repurpose items donated to her to serve those less fortunate.

Between 200-300 patients a year benefit from Sister Beth’s “clothes closet” in the Emergency Department.

“It’s a basic human need to be clothed, and some of our emergency patients, because of homelessness or the traumatic circumstances that

brought them to us, may have next to nothing to wear when they leave,” said Sister Beth. “The closet relies on donations of like-new clothes, shoes, and hats from hospital staff. Everybody is always so grateful to look decent and feel decent when they leave the ER,” she says.

At Thanksgiving, she rallies staff to donate gently-used warm jackets, which are delivered to the homeless services complex on Coral Street. At Christmas, she organizes the “Count Your Blessings” campaign, during which hospital staff buy gifts for needy families chosen by the Head Start program.

With donations from staff and the community, she provides food or goods to the Sienna House for young mothers, the Jesus, Mary & Joseph home for abused moms, the St. Francis Kitchen, the day worker and homeless centers in Santa Cruz, and the SPCA.

Next Generation of Health Professionals

With her background in education, including a stint as principal at Holy Cross School in Santa Cruz, Sister Adrienne Piennette seems the perfect fit as the coordinator of a career class at Dominican in partnership with Cabrillo College. Most days, Sister Adrienne is a representative of volunteer services at Dominican, but on Fridays she orchestrates the Cabrillo Health Academy for about 10 students on track to have careers in health care.

Each week a different hospital expert presents a seminar on pertinent topics ranging from hospice to



Photo, above: Longtime Dominican health fair volunteers Sisters Rita Eileen Dean and Adrienne Piennette greet attendees with welcoming smiles.

Photo, left: The Cabrillo Health Academy, a program from Dominican Hospital and Cabrillo College managed by Sister Adrienne Piennette (back right), provides hands-on hospital education to students interested in health care careers.

critical care to radiology. Each intern prior to the health academy has completed prerequisite courses at Cabrillo and also will volunteer 120 hours at the hospital during the term. Sister Adrienne says that the academy appeals to re-entry students who may be a bit older and of diverse backgrounds. Three students in last year’s program are pursuing coursework to further their goals in health care, she reports, and every student who completes the academy is granted a \$3,000 scholarship for further studies, compliments of the Dominican Medical Staff’s Pteron Society.

“This is a hands-on course of study and our students are very excited and very curious about the health academy,” said Sister Adrienne.

The Earth Is Also a Patient

Sister Mary Ellen Leciejewski has personified Dominican’s and

Dignity Health’s ecology efforts for more than 15 years, and is widely known for making sure those in health care keep the Earth’s health a priority as well.

While every initiative on her task list touches the community—for example, she is currently cataloging the chemical footprints that various hospital vendors create—she is best known in the community as one of the originators and faithful caretakers of the Wheeler Organic Garden on the hospital campus.

“We planted the first raised beds in April 2004, and we continue to grow,” says Sister Mary Ellen. “We are now a certified organic garden.”

Strawberries, pumpkins, kale, beets, hot peppers, tomatoes, zucchini, basil, sunflowers and beans join a recently expanded orchard of 15 trees in the garden this fall. Everything in the garden is



Health Care on the Road

The vividly decorated Mobile Wellness Clinic, under the supervision of Sister Michaela Siplak, is becoming more widely known in the community as it finishes its third year. A registered nurse, Sister Michaela has served in many hospital roles including nursing department director and vice president of nursing in her more than 45 years at Dominican.

“When we take the mobile center out in the community, we typically see the same conditions in our patients that are most commonly seen in the emergency department: hypertension, uncontrolled diabetes, and respiratory problems,” shared Sister Michaela. “Our mobile center staff is able to help those people and keep them from needing that trip to the ER.”

The wellness van has grown its presence and now has stops scheduled at nine church parking lots in Davenport, Felton, Boulder Creek, Scotts Valley, Santa Cruz, Aptos, and Watsonville. The Mobile Wellness Clinic takes a small donation from patients, and gets support from Dominican Hospital Foundation. For a complete schedule, visit dominicanhospital.org.

Hands-on care of the citizenry with the mobile clinic is in keeping with Sister Michaela’s personal commitment to serving those most in need. For 20 years Sister Michaela has been on the team staffing the RotaCare clinic in Live Oak one night a week. Volunteer health care professionals treat patients, no matter their insurance status or ability to pay.

watered via drip irrigation, which significantly reduces water usage.

Produce from the garden is provided to the Dominican Oaks senior residential community next door, the hospital’s cafeteria, and occasionally the Grey Bears community group.

Sister Mary Ellen says she and the staff gardener are always looking for ways to bring the community to the garden, including making it a destination for horticulture students.

“We want to share our adventure with as many people as we can,” she says. “The garden enjoys the support of the Dominican Hospital Foundation, which also provided the inviting conveniences near the entrance.”

Making Health Wishes Known

In 1990, the phrase “Advance Directive for Health Care” began to appear after Congress created formal pathways to ensure patients could make informed decisions about their care, particularly at the end of life. Sister Veronica Kelley, a registered nurse in Dominican’s family birthing center for many years and the manager of the patient relations department at the time Advance Directives were introduced, began an educational program for the community in 1991 that continues today.

Sister Veronica’s seminars are scheduled in the hospital’s Education Center via the community health and wellness program (PEP) about three times a year. Check the most recent catalog or call 831.457.7099 for the

next date and time. Sister Veronica will also accommodate those with limited mobility by visiting nursing care facilities if needed.

“Durable powers of attorney for health care” and “advance directives” are now in society’s general vocabulary, though questions remain and clarification is often needed.

“Doctors’ offices ask patients about them now, and each patient who comes into the hospital is asked if they have their wishes formalized in one of these documents,” explained Sister Veronica. “No one is required to have one, but we will always ask. And if a patient wants to create one, he or she can tell a staff member at any time and the chaplains office will respond.”

“This outreach fits our mission to provide our patients with dignity in health care, including at the end of life,” says Sister Veronica. “Too often, I’ve seen the grief and heartache that can result when people haven’t made their wishes known in advance. We do everything we can to honor our patients’ wishes during their stay.”

Food as Mission

By day, Sister Judy Silva is a member of the hospitality services team and is at the hospital at 5 a.m. to greet those arriving for early scheduled procedures.

But on the last Thursday night of the month, Sister Judy leads a dedicated band of volunteers in serving dinner to homeless men and women at Our Lady Star of the Sea Church on Frederick Street in



Photo, above: Sister Judy Silva (second from left) and a crew of dedicated volunteers come together each month to prepare and serve delicious meals to local community members experiencing homelessness.

Photo, left: Sister Michaella Siplak (second from left) and her Mobile Wellness Clinic team.

Santa Cruz. Children and pets are often welcomed along with their adults, too.

As they have done since last April, dinner volunteers prepare the food at home and bring it to the church, where the most recent gathering found some 25 people enjoying the home-cooked dishes. On each dinner evening, the church hall also becomes an extemporaneous dormitory as those without a home can spend the night in its safe and sober environment. In the morning, guests are served homemade muffins, fruit, and cereal for breakfast, and everyone gets a sandwich to take with him or her.

Sister Judy says feeding the homeless is fulfilling her mission to serve at a most basic level. “I believe I must do

it,” she said. “They say the best way to meet Jesus face to face is to meet and welcome strangers in your life.”

As it can happen when people give back to the community, Sister Judy feels like she is rewarded by the enthusiasm of others for the project.

“The enjoyment I’m getting is that people are calling and wanting to help, wanting to be with me and our homeless brothers and sisters,” she shared.

Sister Judy and her team plan to bring their pop-up dinners to Star of the Sea more often. If you want to help out, please call 831.622.7533.



Commitment to Our Community: Giving Back

An Investment with High Dividends

Dominican Invested \$45 Million Back into the Community Last Year

Dignity Health Dominican Hospital will always find ways to improve the health of Santa Cruz County.

The hospital is a mission-driven non-profit organization. Outreach into the community began shortly after the Adrian Dominican Sisters first arrived here in 1941. They integrated themselves in the community with their spirit of generosity at the hospital and their many outreach initiatives.

That tradition of giving has continued to grow. Today, Dominican reinvests nearly \$1 million each week into

the health and well-being of our community. According to the community benefits statement that each not-for-profit hospital must file every year with the IRS, Dominican provided more than \$45 million in direct, uncompensated care and essential community health improvements in the fiscal year that ended June 30, 2015.

More than \$14 million of that \$45 million was hospital care that went uncompensated last year. This approach to what is commonly called charity care is practiced at all Dignity Health hospitals and other

non-profit health care organizations that share a common mission of giving care to all who seek help, regardless of ability to pay.

Another unique feature of Dignity Health hospitals is the annual Community Grants program, through which each of the hospitals picks local initiatives that closely reflect that hospital's mission and strategically help meet identified, local health needs and improve overall community health. Last year, 10 local organizations received \$160,000 from Dominican, including Dientes Dental Clinic, Second Harvest Food Bank of Santa Cruz County, Encompass Community Services, Hospice of Santa Cruz County, and Healthy Kids. Martina O'Sullivan is Dominican's director for community engagement and chairs the Dominican Community Advisors (DCA) group, which shepherds the grant process each year.

"Community members from many organizations, including business, the public sector, and

non-profits, come together through the DCA to make sure the grants are strategically distributed to reap the greatest health rewards,” says Ms. O’Sullivan.

Through the grants program, which debuted in the early 1990s, local community organizations have received more than \$2 million in grants from Dominican Hospital to promote health and wellness. Though notable, it pales in comparison to the approximately \$800 million overall reinvested by Dominican in the community’s current and future health in the same 20 years.

The Dominican Hospital Foundation is the intersection where the hospital and community come together to

invest in the community’s health. The Foundation provides the opportunity for donors to decide which specific area of health care is meaningful to them. Dominican Vice President of Philanthropy Beverly Grova says the Foundation is strongly aligned with the hospital to support its goal of 24/7 emergency services, being a certified center for both stroke and chest pain, and providing what today’s patients require for the neonatal intensive care unit, cardiac, orthopedics, neurosurgery, cancer care, and more.

“Our donors tell us they want to be sure Dominican has the most advanced care and strong patient satisfaction,” said Ms. Grova. “Often they want to memorialize a family member, establishing a health care legacy.”

To find out more about Dominican Hospital Foundation, visit supportdominican.org.

For the audited breakdown of Dominican’s community benefits in the most recent fiscal year, please see the back cover of this issue of Focus on Health.

Photo, left: Co-Chair of the Dominican Community Advisors Ana Ventura Phares (left) and Dominican Hospital President Nanette Mickiewicz, MD, (right) with Dignity Health Community Grants recipients Community Bridges Collaborative, which supports health benefits and preventive health care primarily for low income Latino farm and service workers and their families.

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When it comes to building stronger communities, there's strength in numbers. PG&E proudly supports Dominican Hospital Foundation and its vital work in the Santa Cruz area. Together, we can achieve something better.



Together, Building
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SANTA CRUZ COUNTY
**COMMUNITY
ASSESSMENT
PROJECT**

2015



United Way
of Santa Cruz County

“We cannot live for ourselves alone. Our lives are connected by a thousand invisible threads, and along these sympathetic fibers, our actions run as causes and return to us as results.”

-Herman Melville, Author



CAP Board Members (left to right): Leslie Conner, Susan Brutschy, Kirsten Liske, Mary Lou Goeke, Abbie Stevens. See next page for their affiliations.

You Can Help Weave a Stronger, More Vibrant Santa Cruz County.

Well-being is defined as the state of being comfortable, healthy, or happy. Increasingly, research teaches us that well-being does not arise from a single circumstance but from many conditions in our lives working together.

This year's Community Assessment Project (CAP) Summary Report traces a few of the thousands of invisible threads representing many strands of community well-being and quality of life, from health to the economy, to education, and more. When woven together, they often yield unexpected patterns and surprising results. We know this is true from our own personal experience. When we eat right and exercise, our health improves, but so does our work productivity, our grades, and our creative ideas. When we are economically secure, we can give and invest more in the community. When we feel safe in our neighborhood we reach out to our neighbors more warmly and more often.

This connectivity is as true for the community as it is for individuals. Martin Luther King, Jr. said, "Whatever affects one directly, affects all indirectly. I can never be what I ought to be until you are what you ought to be. This is the interrelated structure of reality." Our experts in this year's CAP Summary Report help us to understand our interdependent reality here in Santa Cruz County. They show us that when we impact one area, our actions hum along many invisible threads, improving our community's well-being in multiple ways. Please, join us in weaving a stronger Santa Cruz County.

Kirsten Liske & Leslie Conner,
2015 CAP Co-Chairs

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social environment

Building Bridges, Building Community

How cultural organizations create access to a more inclusive social climate



Community events such as the Santa Cruz Museum of Art and History festivals help build bridges to a stronger, more inclusive county.

Most of us experience the Santa Cruz County community in isolation, moving through a small cluster of bubbles: work, school, neighborhood, sports teams. We spend most of our days with people who look like us, who share our culture, background, and socioeconomic class.

This isolation breeds social division and inequity. When we don't know someone from a different race or class, we're less likely to understand their concerns. We are more likely to judge them. They become the "other."

"When I hear the word 'community' I envision people of all ethnicities, ages, and income levels. I see them laughing together, learning together, and taking care of each other," says Nina Simon, executive director of the Santa Cruz Museum of Art and History. "How can we build this vision of the future? When we break out of our bubbles and build bridges across our differences, we build a stronger community." She suggests the best bridges are community places that bring people together from all walks of life, in shared celebration, respect, and learning.

Ms. Simon says the Museum of Art and History (MAH) is strongly and steadily becoming a trusted community bridge. It has the vision and energy to be a formidable bridge since it is founded on deep local roots and the creative process. Rather than clinging to and operating in a bubble of "art people" or "history people," the MAH is striving to connect all people in Santa Cruz County.

"I've seen how powerful bridging can be," says Ms. Simon. "I see events like the MAH's Beyond Borders festival in April, where hundreds of people explored art, culture, and social justice. Costumed Oaxacan dancers whirled by UCSC researchers and immigrant day workers who shared the struggles of low-wage work. People of all ages and backgrounds wove together a three-story sculpture out of paper and dreams."

The MAH collaborates with more than 2,000 community members annually, pairing unlikely partners across Santa Cruz County. At the monthly Third Friday community festivals, engineers,

storytellers, and taiko drummers share billing. Knitters and graffiti artists, activists and business leaders—all share their voices in the Museum's exhibitions, events, and county-wide cultural programs.

These projects help people build bridges and community, says Ms. Simon. "Museum visitors tell us that 'meeting new people' and 'being part of a bigger community' are two of the things they love most about the museum," she notes. "I've also seen the quieter moments: a teen who stands up a little straighter after singing in public for the first time, an immigrant family who feels at home, far from home, surrounded by the diversity of our community."

National research shows that social bridges decrease racism, increase public safety, and improve community health.

"We need to build strong bridges between Latinos and Anglos, rich and poor, south and north county," says Ms. Simon. "Building bridges will make our community more equitable. It will

shrink gaps in housing, health care, and quality of life. And it will make all our lives richer as we expand the bubbles of our personal experiences.”

MAH’s executive director says, “Art can build bridges because it provides safe, positive opportunities to connect with strangers. It’s not easy to talk directly about race, class, or equity. But if it’s in the context of watching a film together, painting a mural, or planting a garden, it feels safe and joyous. Art can ignite

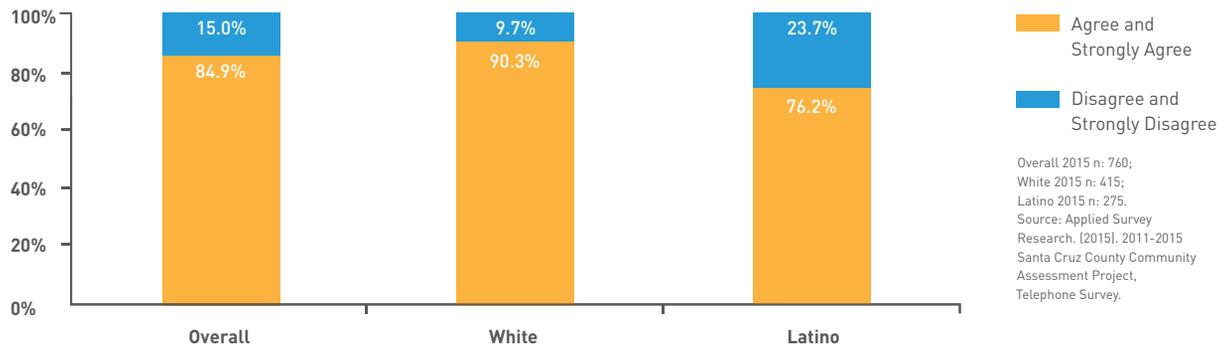
conversation about social issues in ways that make us care, give us hope, and spur us to act.”

Social bridging isn’t just happening at the MAH. At the Arts Council Santa Cruz County’s first Ebb and Flow festival earlier this year, thousands of families explored the San Lorenzo River levee via an explosion of sculpture and performance art. At the Watsonville Film Festival, people come together around fresh, powerful stories told on-screen.

Ms. Simon believes that building social bridges doesn’t just make our community stronger, it makes our lives richer. “We can all be part of this work,” she suggests. “Explore a cultural event that is foreign to you. Enjoy a street festival in another part of town. Get involved at the museum and share your voice with people from across the county. We can build the community of our dreams, one bridge at a time.”

How much do you agree or disagree with the following statement about your neighborhood?

People in this neighborhood help each other out.



“The Museum of Art and History is a safe and creative space for people to connect around issues we care about.”

Silvia Austerlic, Alumni of 2014-15 Creative Community Committee (C3) at the MAH

public safety

We Are as Safe as We Make It

Enduring public safety blends community involvement and engaged law enforcement



Retiring Watsonville Police Chief Manny Solano has been a longtime advocate for mutual respect and neighborhood safety.

Everyone deserves to live in a safe and thriving community, and it is broadly recognized that creating enduring public safety for Santa Cruz County must include, but also reach beyond, traditional policing and other responses by the criminal justice system.

“It may seem like the days of leaving the back door unlocked and welcoming strangers when they knock are over,” says Deputy Chief Rick Martinez of the Santa Cruz Police Department. “In Santa Cruz County, however, there are varied initiatives and opportunities that help us connect to our neighbors. Community involvement when joined with effective law enforcement creates a strong social fabric of mutual respect and collective responsibility for each other’s safety.”

For example, Deputy Chief Martinez says National Night Out is an annual community-building event that creates a positive way for law enforcement and community members to connect with each other and build mutually beneficial relationships. The Santa Cruz Neighbors’ annual block party events serve a

similar purpose, creating neighborhood camaraderie that can help increase public safety. Another example is Watsonville’s annual Peace and Unity March that included law enforcement members for the first time this year, and the event’s makeup helped build positive community relationships among its hundreds of participants.

Public safety experts have found that a community must work together to thrive and be free of crime and violence. Strategies include providing accessible and well maintained spaces for neighborhood activities and public events, and ensuring safe environments in neighborhoods, schools, and families.

“Ensuring that public spaces are well maintained plays a significant role in public safety,” says Lieutenant Jorge Zamora of the Watsonville Police Department. Well lit parks help encourage use while discouraging suspicious behavior. Filling unoccupied buildings and other unused spaces with thriving local businesses, art venues, or community-based organizations

can also help activate the space and decrease crime. “Mesa Verde Gardens, for example, has transformed empty lots near dozens of schools and churches into thriving community garden spaces,” says Lieutenant Zamora. He also points to the initiative by the Santa Cruz Museum of Art and History to partner with the community in planning the development of Abbott Square in downtown Santa Cruz, transforming an underutilized space into a vibrant shared venue for activities.

Community beautification can also contribute to community safety, say local experts. “Graffiti can decrease the community’s sense of pride and sends a negative message about what is acceptable,” says Deputy Chief Martinez. “Our cities are working to reverse this unsightly trend through graffiti abatement programs that include incentives for reporting graffiti and also require property owners to remove graffiti within 48 hours of the crime.”

Watsonville recently partnered with volunteers to host a successful graffiti

clean up day at hot spots, sending a new message of unity, respect, and collective ownership of the community, says Lieutenant Zamora.

Graffiti Free Santa Cruz currently has more than 150 volunteers who are given abatement kits and assigned frequent targets in their immediate area to keep graffiti-free or report incursions to a dedicated hotline. Additionally, the Volunteer Center of Santa Cruz County and the County Government of Santa Cruz partner on the Graffiti Removal Project to remove graffiti in unincorporated areas.

Engaging youth in meaningful activities in school and in the community can also help stem crime, say Lieutenant Zamora and Deputy Chief Martinez. In the Criminal Justice Council's recent Youth Violence Prevention Strategic Plan, it was identified that youth desire equitable access to employment, after-school activities, and ways to be positively engaged in the community.

"The Watsonville and Santa Cruz Youth City Councils are examples of local governments opening up a channel for a new narrative and shining light on what is possible when youth have a voice and are empowered to use it," says Lieutenant Zamora. The Community Action Board's Sueños program is another effort to devise pathways to employment for traditionally underserved youth in our community, he says, adding that Big Brothers Big Sisters also helps meet this need by providing positive, meaningful relationships for youth who may not otherwise have an adult ally.

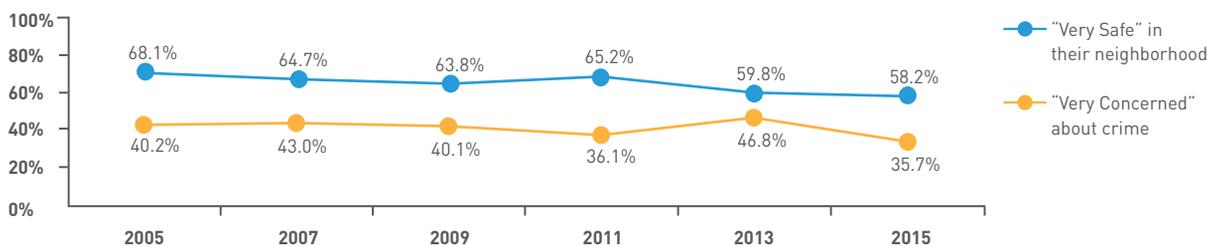
"We each have a role to play in creating public safety, and working together is exponentially stronger than working as individuals," says Deputy Chief Martinez. "As a community, we can all help create the safe and thriving community we desire."



"I love to work in my community. We support each other and we believe that we can make a change! I have learned from these experiences that I want everybody to do their best and grow their greatness."

Joseph Romandia,
member of Jovenes SANOS

**How concerned are you about crime in Santa Cruz County?
How safe would you say you feel in your neighborhood?**



Concerned about Crime Overall 2015 n: 779; Safe in neighborhood Overall 2015 n: 782.
Source: Applied Survey Research. (2015). 2005-2015 Santa Cruz County Community Assessment Project, Telephone Survey.

natural environment

Green Is a Way of Life

Santa Cruz County is a place of multi-sector synergy



Lynda Tran, DDS, and team at Kai Family Dentistry are honored to be Certified Green since June of this year. Left to right: Anna Stewart, Dr. Lynda Tran, and Tanya Martin.

Collaboration and innovation within and across many facets of the community thrive in Santa Cruz County more so than other places. Great examples of synergy among Santa Cruz County's economy, individual health, and the natural environment are the positive impacts being made by the Monterey Bay Area Green Business Program (GBP).

"When we try to pick out anything by itself, we find it hitched to everything else in the universe."

-John Muir, Naturalist

"The GBP is a successful partnership of environmental agencies, utility companies, nonprofit organizations, and businesses," says Kirsten Liske, Vice President of Green Communities at Ecology Action and a GBP supporter. "The program recognizes, assists, and promotes businesses that voluntarily establish environmentally responsible operations, based on GBP guidelines."

The GBP primarily serves small to medium businesses that have limited

staff resources and expertise to manage environmental performance. To be certified "green," participants must comply with all existing environmental regulations and go a few steps further, meeting GBP standards that conserve resources, prevent pollution, and minimize waste. The program provides on-site expert assistance to businesses at no cost to assess their practices and

access rebates and incentives.

Once certified, the business can utilize the Certified Green Business logo in marketing efforts. The GBP actively promotes certified businesses through print and online media to attract new customers, and to foster and develop a green marketplace for concerned consumers.

Certified green businesses are making a difference in Santa Cruz County, based

on data collected by the Community Assessment Project (CAP). As an example, three of the CAP's top five community concerns about the natural environment are directly addressed by businesses certified by GBP: minimizing water use, reducing use of chemicals that pollute air and water, and reducing litter through innovations in packaging and waste disposal.

We may expect a green business program to positively affect the planet, but can it also improve the economy? Modest sized businesses represent 90% of California's employers, who support more than 52% of the workforce. Indeed, small businesses play a critical economic role in Santa Cruz County. Smaller businesses were the first to rehire as California recovered from the recent recession. According to Ms. Liske, "They found that by making their operations more efficient, saving on utility bills, and attracting more customers with CGB standing, their bottom lines improved and they were able to consider adding job opportunities; an important benefit in a county that has a higher than

average unemployment rate than most of California.”

By switching to less toxic cleaning and landscape chemicals, CGBs reduce their employees’ health risks and increase job satisfaction among a concerned workforce. Many CGBs establish incentives for their staffs to carpool, bus, bike, and walk to work, which reduces traffic and air pollution, and positively impacts the health challenge Santa Cruz County faces with high adult and childhood obesity rates.

With Santa Cruz County’s education and health services sectors contributing to employment growth, the Green Business Program intends to ensure smaller health related businesses, such as Kai Dentistry of Santa Cruz (see left), share in the benefits from their services. Dr. Lynda Tran, owner, received a green business certificate last June. As a new business owner, she said she wanted her workplace to align with her personal “green” habits. She also specifically wanted to trim medical waste going to

the landfill. Her team chose products free of the synthetic compound BPA, digitized radiography to eliminate film and processing chemicals, dramatically increased recycling, and adopted less-toxic procedures to sterilize instruments. Tai Family Dentistry bought a company bike for staff to use for errands. Additionally, patients who bike or use public transportation to get to their appointment are offered a 5 percent discount. “This gesture saves our patients money while improving their health and the environment,” says Dr. Tran.

Naturalist John Muir said, “When we try to pick out anything by itself, we find it hitched to everything else in the universe.” Similarly when we green our businesses and home practices, we improve our natural environment, plant another seed for a green economy, and improve our collective health.

To find certified green businesses or learn more about the program, visit www.montereybaygreenbusiness.org.



“I’m always looking for new ways to reduce my carbon footprint and supporting certified green businesses is a great way to do that. Every time you choose a green business—be it a hotel, restaurant, or dry cleaner—you’re helping support that effort.”

Julianne Rhodes, Santa Cruz resident and longtime green business supporter

What one thing concerns you the most about the natural environment in Santa Cruz County?

	2005	2007	2009	2011	2013	2015
#1 RESPONSE	 Water Pollution 23.7%	 Water Pollution 22.8%	 Water Availability 18.1%	 Water Pollution 22.3%	 Water Pollution 27.0%	 Water Availability 27.0%
#2 RESPONSE	 Traffic 17.6%	 Air Pollution 13.8%	 Water Pollution 15.3%	 Litter 10.4%	 Litter 16.1%	 Drought 23.6%

2015: 656 respondents offering 904 responses. Source: Applied Survey Research. (2015). 2005-2015 Santa Cruz County Community Assessment Project, Telephone Survey. Note: This was an open-ended survey question which allows the respondent to provide any answer. Due to variance in coding, data should be compared by top responses rather than tracking individual responses over time.

health

Santa Cruz in Top Fourth of Healthiest Counties

Experts say getting involved is roadmap to even healthier community



The moderate climate and public facilities in Santa Cruz County such as beach volleyball courts build healthy lifestyles for Scott Fortner and his coworkers at the Central Coast Alliance for Health.

According to County Health Rankings and Roadmaps, Santa Cruz County this year ranked 11 out of 57 counties in Health Factors, and ranked 12 in Health Outcomes. The study, conducted by the Robert Wood Johnson Foundation and the University of Wisconsin Population Health Institute, measures elements in many areas including the county's physical environment, social and economic factors, clinical health care and health behaviors, violent crime, and unemployment.



A playground is an asset for building healthy young bodies as well as for learning socialization skills.

"All of these elements directly correlate to the health of every community," says Scott Fortner, chief administrative officer at the Central California Alliance for Health. "We all play a part in our communities' health, not only in raising awareness about the many factors that contribute to health, but in increasing the health of our community itself. Earning the ranking of 11 or 12 is commendable, but can we do better?"

Exceptional overall community health can't be achieved or sustained without the active, continuous involvement of community members, says Mr. Fortner. "That means people like you and me play a pivotal role in the health of our community. The engagement of everyone, including individual community members, public health and healthcare, local government, educators, philanthropy, investors and community development, and of course, local business, is critically important."

For example, he says employers are uniquely situated to engage the workforce by developing and implementing health promotion

practices in the workplace. Strategies can include creating a lunchtime walking program, or redesigning employee health benefits in a way that incentivizes employee wellness and chronic disease management.

"At the Central California Alliance for Health, we focus on community well-being by offering health education and disease management programs for our more than 330,000 members. Programs range from breastfeeding education, guidance in achieving and maintaining a healthy weight, diabetes management and support, and help with tobacco cessation," Mr. Fortner states. Aside from overall health improvement, Alliance members receive financial rewards for participation in many of the agency's programs.

Likewise, health and wellness initiatives are readily available for Alliance staff. Employees are encouraged to keep moving by participating in a pedometer program. "Our 'Sonic Striding' challenge offers employees the opportunity to push themselves in new ways, with improved health and financial incentives

as a reward,” Mr. Fortner says. He adds that fresh fruit in staff lounges at the Alliance provides a healthy snack alternative. Comprehensive wellness improvement benefits at the Alliance also include an on-site fitness center, coupled with an annual employee health fair, biometric screening, and flu shot clinic.

Mr. Fortner reports there is a direct correlation between violence and obesity, as violence and the fear of violence can influence whether children are allowed to play outside or walk to school. According to a 2011 Robert Wood Johnson Foundation study,

neighborhoods with high levels of violence tend to have underdeveloped or poorly maintained green spaces and limited healthy food options, and both factors are associated with obesity. “Can our community be safer? Are we actively engaged in ensuring a non-violent environment for all Santa Cruz County residents?” he asks.

Here are some suggested ways for community members to get involved and make a difference:

- Consider taking action by volunteering with organizations already committed to improving the health of our

community. United Way of Santa Cruz County can provide details on initiatives in need of volunteer support.

- Attend public planning meetings and advocate for health components, Champion mixed-use development and safe routes to schools, for all development projects. Ensure your voice is heard.

“Solving complex community issues and increasing overall health requires combined resources and wisdom, and action,” says Mr. Fortner. “With shared understanding and aligned efforts, we can make Santa Cruz County even healthier.”

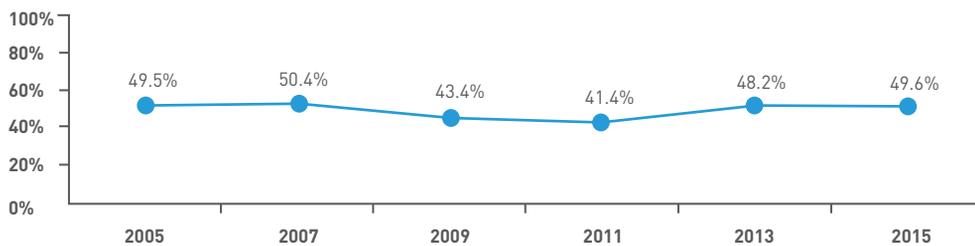
“Staying active contributes greatly to your overall physical and mental health. We are incredibly fortunate to live in such a beautiful place where we have so many excuses to get moving. Whether its hiking, biking, paddle boarding, or playing beach volleyball- never slow down!”

Brianna Kaslin, The Central California Alliance for Health



How many days per week do you engage in physical activity (such as brisk walking, bicycling, dancing, swimming, or gardening) for a combined total of 30 minutes per day?

Respondents answering “5 or more times a week”



2015 - Overall n: 781.
Source: Applied Survey Research. (2015). 2005-2015 Santa Cruz County Community Assessment Project, Telephone Survey. Watsonville, CA.

education

Task Force Aims to Keep Kids in School

Research shows that attendance is crucial to success in school



Aztecas Youth Academy participants experience organized sports as a positive aspect of a well-rounded education.

Starting in kindergarten and continuing through high school, consistent attendance in class has a huge impact on a student's academic success, say local experts.

In order for Santa Cruz County's 38,000 students to achieve academic success and reach their highest potential, they must be in school on time all day, and every day, say experts including Jo Ann Allen, County Office of Education, and Judge Heather Morse, Santa Cruz County Superior Court.

Nationally, over 7 million students miss more than a month of school annually, which equates to 135 million days of lost instruction.

To support this goal, Judge Morse and Ms. Allen joined others in creating the Keeping Kids in School Task Force in January 2014. It was a specific, local response to the State Attorney General's report on chronic absenteeism and the Chief Justices' Summit on

Keeping Kids in School and Out of Court. The Task Force now includes members from every school district, elected officials, social services and health professionals, community members, faith-based leaders, students, and representatives from the judicial system.

In Santa Cruz County, nearly 1,200 students in kindergarten through fifth grade are either moderately or chronically absent from school each year. Nationally, over 7 million students miss more than a month of

school annually, which equates to 135 million days of lost instruction. "The chronic behavior negatively impacts juvenile courts, local economies, family dynamics, school systems, and our community," says Ms. Allen. "Children who are chronically absent in

kindergarten and first grade are much less likely to read at the expected grade level by the end of third grade. By sixth grade, chronic absence is a proven early warning sign for students who are at risk for dropping out of school."

Conversely, she says that good attendance at ninth grade can predict who will graduate even better than eighth grade test scores. "Clearly going to school regularly matters!" she says.

To date, the Keeping Kids in School Task Force has supported a three-part training for allied professionals and consolidated data systems into Attendance Works to gain an accurate understanding of the issue in this county. Judge Morse says successes thus far include launching a countywide campaign to promote the link between attendance in elementary school and academic success, development of a county-wide protocol for handling truancies, and establishing interventions with all members of the Task Force geared toward boosting school attendance.

“Our goals for this school year will be to build on the attendance awareness campaigns, establish uniformity in attendance reporting, tackle high school attendance, support positive school climate initiatives, and address positive alternatives to suspension and expulsion,” says Judge Morse.

“It is important to establish good school attendance habits, beginning in

kindergarten,” says Ms. Allen. “We don’t want any child to fall behind in school or get discouraged.”

“Through a consistent community-wide effort, we are turning the tide on chronic absenteeism,” says Judge Morse. “Help us build a better tomorrow. Keep kids in school!”



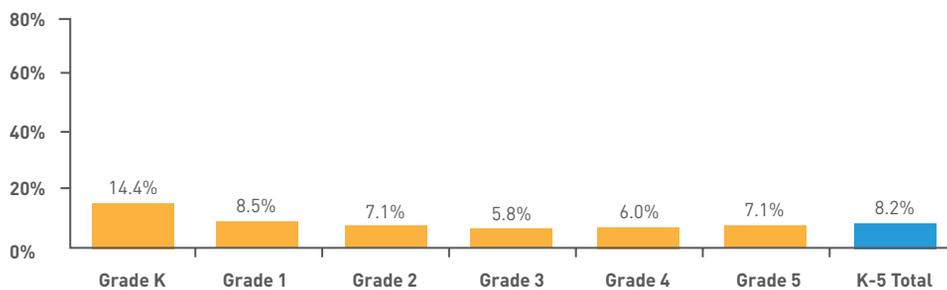
“Aztecas pushed me to attend school and strive for a better future. As a result, Aztecas has helped me transition into an educated, compassionate, and healthy young man.”

Yoni Hernandez,
member of Aztecas Youth Soccer Academy

The Keeping Kids in School Task Force has developed a few practical tips for parents to help support regular attendance:

- Help your children maintain a regular bedtime and stick to a morning routine.
- Ensure your children go to school every day unless they are truly sick.
- Avoid scheduling vacations or medical appointments when school is in session.
- Lay out clothes and pack backpacks the night before.
- Talk to teachers and counselors for advice if your children feel anxious about school.
- Have a backup plan for getting to school.

Percentage of Santa Cruz County¹ Students that are Chronically Absent², 2014



Source: Santa Cruz County, Keeping Kids in School (KKIS) Collaborative. (2014).
 1. Santa Cruz County data is represented by the following school districts: Santa Cruz City, Pajaro Valley, Live Oak, and San Lorenzo Valley.
 2. Chronic absenteeism is when a student misses 10% or more of school for any reason, excused or unexcused.

economy

Banking on Community's Quality of Life

Bay Federal Credit Union shows how businesses and employees give back



Bay Federal employees give back to the community in many ways, including the Stuff the Bus effort to get school supplies to needy families.

“Our employees make a mark in our community through the work they do each day, whether they are working directly with a member who may be going through a trying time, or volunteering alongside each other to positively impact our community.”

–Tonée Picard,
Executive Vice President and
Chief Development Officer at
Bay Federal Credit Union

Local businesses strengthen the economy with jobs and commerce. Additionally they contribute to the overall quality of life and character of a community as their employees personally contribute their time, resources, and talents through volunteering, charitable giving, and fostering public education.

Along with the economic engines provided by the agricultural, health care, education, and retail and service sectors, Santa Cruz County also has a healthy and varied banking community. The largest independent local credit union is Bay Federal Credit Union, and leadership there say Bay Federal understands the vital role it plays in Santa Cruz County.

“As a member-owned financial cooperative, it’s important to us to make financial services affordable, have a balanced, thoughtful approach to our business decisions, be a good steward of our members’ money, and give back to our community in a big way,” says Tonée Picard, Executive Vice President

and Chief Development Officer at Bay Federal.

Originally founded as Santa Cruz County Teachers’ Credit Union in 1957, today Bay Federal Credit Union is a community credit union serving Santa Cruz, Monterey, and San Benito counties. Bay Federal reports \$715 million in assets, 210 local employees, and a dedication to serving the community through a variety of products, services, and programs. They include traditional banking services such as savings and checking accounts, as well as investment services, home loans, auto loans, and electronic banking solutions.

Ms. Picard says that Bay Federal Credit Union’s commitment to serving Santa Cruz County runs deep. Since they are experts on financial matters, Bay Federal offers educational opportunities geared to helping students and adults understand budgeting and financing basics, how credit works, how to repair credit, the home buying process, investing, and other related topics.

A certified financial educator on staff manages free public seminars, presentations, and the experiential learning program, “Bite of Reality,” at local high schools. This program reached 1,324 students and adults in the first six months of this year, and has reached more than 3,000 students annually. Bay Federal also partners with Balance Financial Fitness to offer online courses and phone support to everyone in the community.

“Bay Federal is committed to the financial success of our community, and proud to support our financial education program,” says Ms. Picard.

She notes that Bay Federal Credit Union has also inspired a pervasive spirit of volunteerism throughout the organization, with 100% employee participation in directed volunteer efforts each year since Bay Federal founded its Community Support program in 2002. The program’s steering committee, comprised of members throughout the organization,

reviews and selects non-profit organizations to benefit from the Credit Union’s active volunteer efforts. Each year, through volunteerism, donations, and sponsorships, Bay Federal is involved with more than 150 local organizations focused on making Santa Cruz County a better place.

“Our employees make a mark in our community through the work they do each day, whether they are working directly with a member who may be going through a trying time, or volunteering alongside each other to positively impact our community,” says Ms. Picard. “Their spirit of collaboration and commitment makes Santa Cruz County a better place for all of us.”

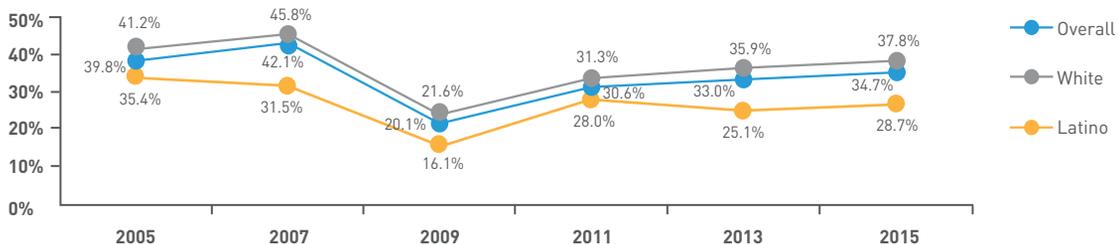


“Over the past 20 years, 1,350 Bay Federal Credit Union employees have volunteered at our events and have helped in raising critical funds for our mentoring services. Their support makes a difference in how kids are raised in Santa Cruz County.”

Marie Cubillas,
Big Brothers Big Sisters
(above right)

Do you feel you are better off financially this year than last year?

Respondents answering “Yes”



Overall 2015 n: 775; White 2015 n: 422; Latino 2015 n: 218. Source: Applied Survey Research. (2015). 2005-2015 Santa Cruz County Community Assessment Project, Telephone Survey. Note: Prior to 2009, the survey question stated “Do you feel you are better off economically this year than last year?”



community heroes



**United Way
of Santa Cruz County**

Left to Right, Top Row:

Steve Gliessman, Andy Shatney, Sarah Emmert, Phil Kramer, Les Forster

Middle Row:

Jose Joel Vasquez, David Robles, Dr. Tamara Ball, Bob Cagle, Kristen Kittleson

Bottom Row:

George Jarrow, Stephanie Conner-Kent, Deborah Blumberg, Barbara Mason, MariaElena de la Garza

Not Pictured:

Susan Freeman, Kathleen King, Lieutenant Jorge Zamaro

Photo credit: Paul Schraub



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Wellness

Tune in every other week to Good Times' *Wellness* column, as reporter Maria Grusauskas explores the ways and means of achieving optimal health in Santa Cruz County. Meet some of the practitioners, learn about the body and brain, and discover the impressive variety of wellness services available locally.



GoodTimes

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The Dominican Hospital Foundation is entering an exciting time as we launch our Healing Courtyards Initiative with two lead gifts received only days apart. The Monterey Peninsula Foundation just awarded a \$500,000 matching grant to us and the Rehabilitation Garden will be named in their honor. Maureen Benito has very generously provided \$250,000 for the project. The Norman and Maureen Benito Central Surgery Courtyard will be a lasting tribute to her late husband.

Based on strong scientific evidence from Stanford Health Care and others, the gardens will impact patient outcomes, reducing the length of hospital stays and the need for pain medication. We hope to see the first courtyards completed in a year's time. You can read more about this exciting project in this issue.

Our board, hospital leadership, and physicians showed serious commitment to advancing Dominican by studying other successful hospital foundations, specifically Sharpe Hospital Foundations in San Diego. Senior Vice President Bill Littlejohn joined us for two days of education on best practices.

We hope you can participate as we celebrate our successes this year at Holidays d'Eleganz on November 20 and 21. This event will support the Healing Courtyards Initiative and an exciting new bionic walker called an Ekso GT™ robotic exoskeleton. Funds raised for the Healing Courtyards Initiative will be matched by the Monterey Peninsula Foundation.

As always, please call us if you would like to be more involved. We can provide several opportunities for you to truly make a difference to others as we work in a focused and aligned way with the hospital staff and our dedicated physicians.

Respectfully,

Ted Burke
President,
Dominican Hospital Foundation



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Healing Courtyards Initiative Launched with Two Lead Gifts from the Monterey Peninsula Foundation and Maureen Benito

“The Healing Courtyards Initiative transforms the hospital, significantly impacting the experience of thousands of people who will utilize these spaces,” said Joe Burton, chair of the Healing Courtyards committee and Executive Vice President & Chief Commercial Officer at Plantronics.

Interested in learning more?

Call the Dominican Hospital Foundation and ask for Beverly or Ana at 831.462.7712
or visit www.supportdominican.org.



JONI L. JANECKI
& ASSOCIATES

Turn the page to read about our two lead gifts.

Healing Courtyards Initiative Launched

First a dream, then a concept, and then a master plan for six healing courtyards. In September, the Monterey Peninsula Foundation donated a \$500,000 matching grant to Phase 1 of Dominican Hospital's Healing Courtyards Initiative. Their generous gift names the Monterey Peninsula Foundation Rehabilitation Garden.

Phase I of the Healing Courtyard Initiative completes the rehabilitation garden and the garden for the central surgery lounge, courtyard, and balcony. When all three phases of the Healing Courtyards Initiative are complete, Dominican Hospital will house six healing courtyards.

A number of scientific studies prove that gardens in hospital settings lower stress levels, reduce the need for pain medication, and result in shorter hospital stays.

Designed by physical, occupational, and speech therapists, the rehabilitation garden serves patients recovering from stroke, brain or spinal surgery, head trauma, and joint replacement. Various types of pavement surfaces, stair configurations, and pathways help patients navigate with walkers, wheelchairs, and canes in a real-life environment. Other features, such as a putting green, will be used to re-learn balance.

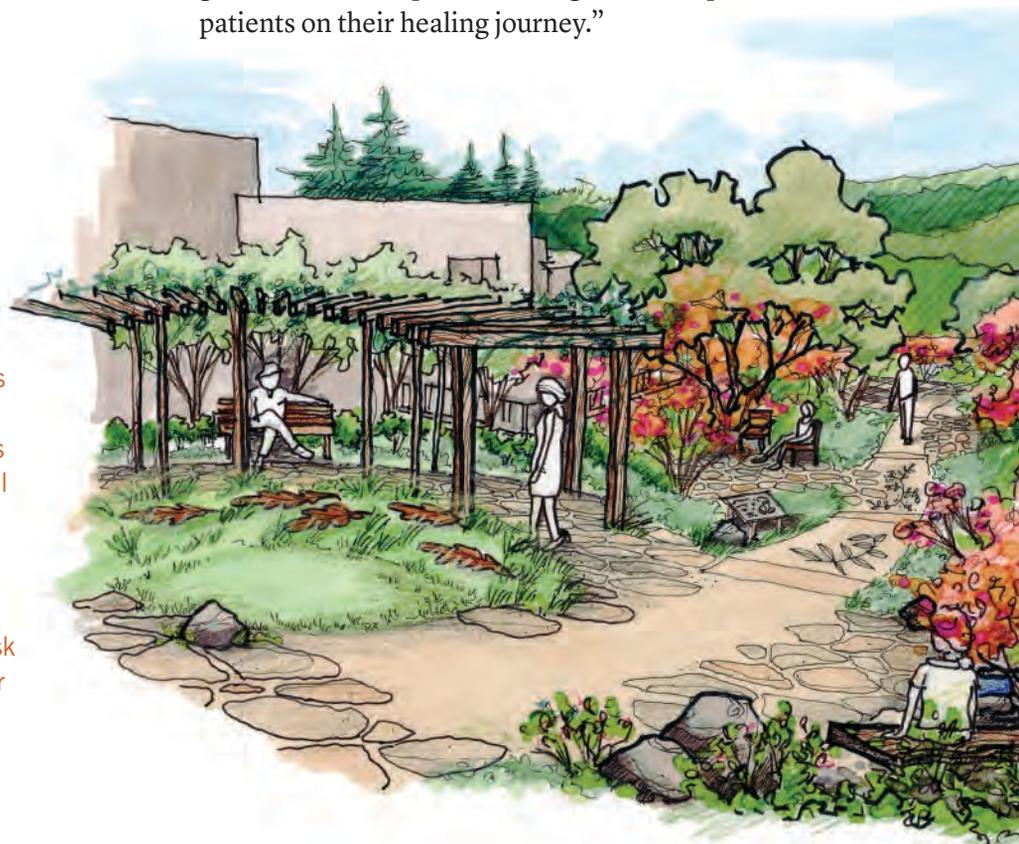
"We're excited to support Dominican Hospital Foundation in their new endeavor, especially the creation of a putting green designed for rehabilitation," said Steve John, CEO of Monterey Peninsula Foundation.

"As the host of both the AT&T Pebble Beach Pro-Am, and the Nature Valley First Tee Open at Pebble Beach golf tournaments," John continued, "it made sense for us to support this life-affirming outdoor garden. The therapeutic use of golf will help patients on their healing journey."



The Dominican Hospital Foundation is now actively raising funds from community members and organizations to ensure completion of the three phases of the Healing Courtyards Initiative. There are many recognition opportunities available, from \$1,000 to \$500,000. All donations will be matched by Monterey Peninsula Foundation.

Interested in learning more? Call the Dominican Hospital Foundation and ask for Beverly or Ana at **831.462.7712** or visit www.supportdominican.org.



Paying Tribute to a True Community Leader

Maureen Benito Donates \$250,000 to Dominican Hospital's Healing Courtyards Initiative

Norman and Maureen Benito have been grateful patients of Dominican Hospital for many years.

For more than six decades, Norman and Maureen Benito were rarely apart. Even before they were married, the two lifelong Santa Cruz residents were neighbors growing up.

"I was married at 18 to the love of my life, the boy next door, and we were together every day for 61 years," says Maureen Benito.

And they were a full and happy 61 years. Norman started his career working for two funeral homes in Santa Cruz County and later started his own, Norman's Family Chapel, in Soquel. It was truly a family business. Maureen and Norman, their parents, as well as their son, Gary, who later went into the mortuary business himself, helped to run the funeral home.

"A good, simple, happy life is what we had," Maureen says.

Running Norman's Family Chapel was just one part of the Benito family's involvement in the community. Norman was actively involved with organizations such as the Santa Cruz Elks Lodge and the Boys and Girls Club of Santa Cruz, among others. Norman was honored with a certificate for his service in the U.S. Navy by President Barack Obama. He served on the board of the Dominican Hospital Foundation for many years and on the Board of Fellows for Santa Clara University.

Dominican Hospital meant a great deal to both Norman and Maureen. In fact, the two were so close with the founding Sisters that they helped the young couple by babysitting Gary when he was growing up.

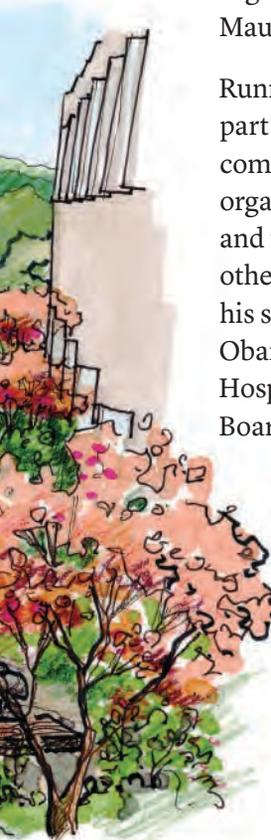


Norman and Maureen Benito

Maureen also has a deep history with Dominican as founder of the Guild along with Angel Goscila. The Guild's first event featured Merv Griffin and Eva Gabor.

In 2014 at the age of 82, Norman passed away, surrounded by his family. To pay tribute to his memory, Maureen has donated \$250,000 to the Dominican Hospital's Healing Courtyards Initiative, which will transform six garden areas to reduce stress and promote healing for patients and their families. Maureen's gracious donation will name the Norman & Maureen Benito Central Surgery Courtyard.

"I just want his memory to live on forever because he was such a good and giving man and so fond of the hospital," Maureen says. "He always said that we were a family helping other families."



A Story of Humankindness

A Team of Local Health Providers
Start a Charitable Fund for Patients

The physicians and staff of Dignity Health Medical Group-Dominican have created a special fund at Dominican Hospital Foundation to help patients in need.

More than a year ago, a Care Management Team was formed to address medical and social issues for high risk patients. Through home visits and the implementation of social services, team members (including a physician’s assistant and a social worker) help patients avoid hospitalization or nursing home placement, meet their health care goals, and improve overall quality of life.

Often the Care Management Team worked with patients who had no family, and were reliant on very limited resources. It became clear that some patients needed extra help. And so employees

started to reach into their own pockets to pay for medications, supplies, transportation, clothing, food, application fees, and co-pays.

John, an elderly patient with mild dementia, was one of these patients. “John would often take the wrong medication, or too much of it so he would be completely confused and disoriented,” says David, John’s longtime friend and health care advocate. “He would often lose his wallet, or forget his PIN, and so would not have enough to eat. Cheryl and Kim from the Care Management Team got him on the right track. They stabilized his medication, bought him lunches, and went out of their way to help him. Their kindness and generosity made all the difference in the world. John is now in a safe, caring environment and this would not have been possible without them.”

“We know from research that patients who cannot afford their medications get readmitted to the hospital because they were unable to pick up their prescriptions due to cost. We try to assist patients and look for alternative ways of funding certain items, but sometimes there are no alternatives. Thanks to the Dominican Hospital Foundation we now can make tax-deductible donations so that our care managers can provide immediate financial help when needed,” says Kim DeSerpa, social worker.

“I don’t know how I was ever able to really take care of patients without the help of our Care





Management Team. Their contributions have been invaluable in our most complex cases,” said Robert Keet, MD the Care Management Team medical director. “I am delighted that we now have a fund that can support extending this good will.”

Carol Dantzler, clinical operations manager, was the first to donate to the fund. “I was so inspired by the work of the Care Management Team and their kindness, compassion, and generosity. Sometimes it is the small things that make a big difference.”

Photo, above: Cheryl DeMonner, certified physician assistant, Dr. Robert Keet, medical director, and Kimberly De Serpa, clinical social worker.

Photo, left: David (left) and his friend, John. John did not have any family in the area. The Care Management Team was able to locate John’s cousin in Colorado and arranged for his placement in an assisted living facility close to family.

To contribute to the CARE fund

Please call Dominican Hospital Foundation at **831.462.7712**, visit www.supportdominican.org, or e-mail givingtodominican@dignityhealth.org

Dominican Hospital and Dignity Health Medical Group’s employees can donate PTO or make payroll deduction donations.

No donation is too small. Your support makes a big difference in the life of someone in need.



Dominican Hospital 14th Annual Golf Tournament Raises More Than \$57,000 for Healing Courtyards Initiative

Fourteen years ago, Stephan Plager, MD and Jack Watson, MD, along with a group of dedicated local physicians, organized the very first golf tournament to raise funds for the Katz Cancer Resource Center at Dominican Hospital. Since then, the annual tournament has raised more than \$600,000 for patient care, including the Mobile Wellness Clinic, cancer services, and most recently – the Healing Courtyards Initiative.

“Every year, the golf tournament brings together doctors, nurses, and staff of Dominican Hospital, business owners, and donors for an important and meaningful cause,” said Jack Watson, MD. “We are grateful for the passion of these businesses and individuals as we join forces to bring the very best health care possible to our community.”

100 percent of the proceeds go directly to patient care without any overhead taken out,” said Bette Harken, chair, and a long time member of the golf tournament committee. “The funds we raise and the generosity of our sponsors make a lasting impact. However, it is not only the funds that make the difference. We had more than 100 volunteers this year as well as our committee members giving their time to the cause - the

Healing Courtyards Initiative. Without them, the golf tournament would not be possible.

Tournament Committee

Bette Harken, <i>Chair</i>	Martina O’Sullivan
Sister Rita Eileen Dean	Sister Michaela Siplak
Angelo DeBernardo	Beth Watkins
John Fisher	Dr. Jack Watson
David Harken	

Photo 1: Martina O’Sullivan, director for community engagement at Dominican Hospital, welcomes guests.

Photo 2: Congratulations to Camisa Composti (second from right) – this young golfer won the women’s Closest to Pin award with 20’5.” Camisa and her team members, Rod Composti, Rob Moyer, and Randy Nickels, won the Co-ed 1st Place in the Tournament.

Photo 3: Matt Fardig and Osa Aimufua, with sponsors Frank Cedarblade, HGA, and Rodney Terra of FTG Builders, Inc.

Photo 4: After a day on the course, players and guests gathered for a classic DeLaveaga banquet dinner.

Congratulations To The Winning Teams

Men’s 1st Place: Shadowbrook Team—Ted Burke, Brian McMillen, Charlie Parker, and Casey Swindamann

Women’s 1st Place: Dominican Team—Kathy Finnigan, Teresa Doran, Mary Garrison, and Kimberly Kieft

Co-Ed 1st Place: Camisa Composti, Rod Composti, Rod Moyer, and Rany Nickles

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 Erick Eklund, Diocese of Monterey
 James and Connie Hatch





Our Every Success Begins with Our Supporters

The Foundation’s Donor Appreciation event in July at the Hollins House was attended by more than 100 community leaders and committed Dominican Hospital Foundation supporters. Thanks to their generosity, more than \$6 million has been raised since 2012. “This is an exciting time for the Foundation,” said Ian Mackenzie, Foundation board member and chair of the donor recognition program. “We are experiencing growth at all levels. Since 2012, our number of donors increased from 1,200 to almost 1,800.”

Photo 1: Foundation President Ted Burke and Hospital President Nanette Mickiewicz, MD, thank Jon Sisk for his service as Foundation president.

Photo 2: Stanford neurosurgeon Ciara Harraher, MD with her husband Michael McDonnell.

Photo 3: Jim Thompson enjoys the event accompanied by Robbie Dunton.

Photo 4: Hospital employees and Foundation donors Lillian MacMinn and Kerry Nehls (L), with Kerry’s daughter Kristina Rohrkemper.

Photo 5: New Foundation board member Larry Brenner with wife Holly (L), and Mary Rose Mackenzie with daughter Megan.





Best Practices

The Dominican Hospital Foundation is always looking to learn best practices and improve. To that end, the Foundation board recently spent half a day with Bill Littlejohn, CEO of Sharpe Hospital Foundations, senior VP of Sharp HealthCare and former president of the Association for Healthcare Philanthropy. He helped assess our future direction and spoke of the need for serious health care investments by community donors. It's not so much about filling an unmet need as it is about investing together in the community's health care advances and improvements. A strong hospital and a generous community can have a huge impact on the quality of health care for all of us.

Bill also met with a committed group of physicians, hospital leadership, and the hospital board's executive committee, as well as the hospital's directors and managers. The visit sparked ideas and conversation about the strong alignment between the Foundation and the hospital's priorities. We look forward to some focused, thoughtful planning in the months ahead as we create a strong culture of gratitude and philanthropy at Dominican.



Photo 1: Dominican Hospital President Nanette Mickiewicz, MD, and Foundation Board members enjoying refreshments and a lively discussion about new concepts learned at the workshop.

Photo 2: Bill Littlejohn, CEO of Sharpe Hospital Foundations and senior VP of Sharp HealthCare.

Dominican Hospital Foundation Welcomes New Staff

We're excited about the knowledge and passion of our new staff members. Their skills and ideas will be a significant contribution to the Foundation.



Brooke Newman – Philanthropy Coordinator

Brooke is a recent East Coast transplant and is very happy to be in Santa Cruz. With more than 15 years of experience in the nonprofit sector, she has

worked for a variety of organizations, including Project Vote Smart, the American Red Cross, Mount Sinai School of Medicine, and the World Trade Center Health Program. She received her bachelor's degree in political science from the Eugene Lang College at the New School University and her MPA at the Baruch School of Public Affairs. "I am excited to be a part of the Dominican Hospital Foundation team and contribute to their efforts of bringing the very best health care to our community," Brooke said.



Carina Sierra – Administrative Coordinator

Carina's accounting, database management, and organizational skills are an invaluable asset to the Foundation. Previously Carina served as sponsorship and

fundraising coordinator for the Monte Foundation in Aptos. In addition to her time at the Monte Foundation, Carina also worked at Deluxe Foods of Aptos as an administrator. "I feel like I have finally found my home here at Dominican," she notes. It is no wonder why Carina feels so at home at Dominican Hospital -- she was born here over two decades ago. Carina has lived in Santa Cruz her entire life, and brings an understanding of the "strong community" sense that Dominican Hospital embodies.

Contact Us

1555 Soquel Drive, Santa Cruz, CA 95065
831.462.7712

GivingToDominican@dignityhealth.org
visit: supportdominican.org

Like us on: facebook.com/DominicanHospitalFoundation



Beverly Grova



Anastasia Elgina

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Anastasia Elgina, Philanthropy Manager
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Carina Sierra, Administrative Coordinator
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Brooke Newman, Philanthropy Coordinator
brooke.newman2@dignityhealth.org



Create Your Own Dominican Legacy

Join over 100 community members who made a legacy gift to Dominican Hospital Foundation



"We wanted to give back to the community. That's why I decided to make a legacy gift to Dominican Hospital Foundation through a bequest in my will."

— **John Fisher**
Dominican Hospital Foundation
Board Member

You – or a loved one – have benefited from patient care at Dominican.

So maybe you want to give back to our community because of the care you or others received.

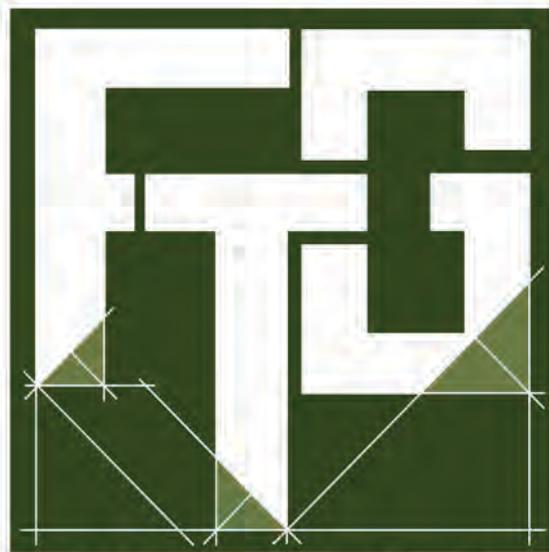
Perhaps you want to demonstrate your values to family and other loved ones by making a legacy gift to the Hospital in your will.

When you make this commitment we'll invite you to join our Bob Swenson Legacy Society. Joining is yet another way to demonstrate your values. We named this group after the founder of Dominican Hospital Foundation, Bob Swenson. He too wanted to share his values.

No gift is too small. Anonymity is an option. Your example encourages others.

For confidential information: Please contact Beverly Grova at (831) 462-7712, Beverly.Grova@DignityHealth.org

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Shifting Focus of Care Beyond the Hospital

How Dominican is Meeting Affordable Care Act Mandates Through its PEP Program

When people think of the Affordable Care Act (ACA), they often tend to view it strictly in terms of how it has impacted their own health insurance.

But for health care providers such as Dominican Hospital, the implementation of the ACA sparked many changes, including a need for a greater focus on population health – managing the overall health of patients and being held accountable for the health outcomes of those patients – and a reexamination of how best to care for the community.

“The ACA is about keeping people healthy,” said Susan MacMillan, senior director of strategy and business development at Dominican. “At Dominican Hospital, we can’t just look at what happens to patients while they’re in the actual building any longer. We need to make sure our patients are not just limited to having a good visit while here, but are meeting their health care goals outside of the hospital.”

One way to assist community members with meeting their

health care goals has been through Dominican’s PEP Program for community health and wellness education.

“When we look at developing our service lines, we look at the full spectrum of care,” Ms. MacMillan said. “We’ve developed PEP classes for each of our service lines; it’s monitored care. The classes are taught by professional therapists who are on the watch for changes in a patient’s health. Then we can intervene early.”

Karen Gosling, MPT, director of rehabilitation, community health and wellness education at Dominican, said that patient education is essential to achieving good health.

“In the past, doctors told patients what to do, and patients may have followed the advice without asking why,” Ms. Gosling said. “These days, the patient has to be captain on his or her own health care team. We need to empower the patient, and education is key. They need to





Dominican PEP Program classes, such as Exercise for People Living with Parkinson's Disease, help improve overall health and prevent hospital visits and readmissions.

know why they are on a particular medication, why exercise is beneficial, and why they have to stop eating high-sugar foods.”

Ms. Gosling offered an example of a patient's discharge as to how the ACA has changed how hospitals are reimbursed for care.

“The ACA has put into play different reimbursement incentives to really take care of people all the way through the continuum of care,” Ms. Gosling said. “If someone is discharged but then needs to be readmitted within 30 days, we do not get reimbursed for that second visit. The burden is on us for patients to have a successful discharge.”

Like Ms. MacMillan, Ms. Gosling points to the PEP Program in playing a large part in helping community members achieve their health care goals.

“Dominican has really been at the forefront of preventive medicine for a long time by providing its PEP Program,” Ms. Gosling said. “The program is specifically designed

to identify high-risk groups and intervene early when needed. Now, there are penalties involved when good outcomes are not reached for these high-risk groups.”

Groups that include people with Parkinson's disease, lymphedema, and neurological impairments have access to specialized and affordable classes through the PEP Program.

“There is something for just about everyone in our PEP catalog — whether you are expecting a child, looking to improve your balance, or planning for surgery,” Ms. Gosling said. “We're trying to catch people before they begin losing strength or mobility. We can help keep people active, healthy, and out of the hospital by offering fun exercise and wellness classes in a group environment that they want to come to.”

Learn more and register for classes at [dominicanhospital.org/Classes_And_Events](https://www.dominicanhospital.org/Classes_And_Events) or call 831.457.7099.

Navigating Medicare's Annual Election Period

Eight Things You Should Know

Every Medicare eligible person needs to make a choice about the health plan coverage that is right for you. We know it isn't easy to sort through the options, so we have put together some information to help make the process easier.

- 1. Enrollment Dates** - Medicare's Annual Election Period, the period when you can enroll in a Medicare Advantage plan or a separate Part D plan with a Jan. 1, 2016 effective date, is from Oct. 15 to Dec. 7, 2015.
- 2. Physicians Medical Group of Santa Cruz (PMG)** has a Medicare Advantage Patient Liaison, Debbie Reed, and she is available to offer objective information about health plans, community meetings, resources, and providers. Just call 831.465.7888.
- 3. Community Meetings** are hosted by Medicare Advantage health plans and community brokers. They offer an educational opportunity and enrollment resources. Just ask PMG's Medicare Advantage Patient Liaison for information or contact your local broker, health plan representative, or physician.
- 4. 100% Accepted** - All PMG doctors accept Medicare Advantage plans. Other Medicare plans may not be accepted so consider checking with your provider before you enroll. If you are enrolled in a Medicare Advantage plan, Medicare services are covered through the plan.
- 5. Prescriptions** - Most Medicare Advantage plans offer prescription drug coverage.
- 6. Instant Care Team** - Your doctor is your partner in health care and can work with you to coordinate the care you receive from specialists, hospitalists, and therapists. This relationship is particularly valuable if you are managing a new or chronic condition.
- 7. Provider Look-Up** - If you don't have a primary care physician or are looking for a certain specialist, visit www.pmscc.com. On the home page there is a Physician Search Tool which can help you find the right provider for you. You can also call PMG's Medicare Advantage Patient Liaison, Debbie Reed, at 831.465.7888, for help with finding a physician who is a good match.
- 8. Health Insurance Counseling & Advocacy Program (HICAP)**, a Senior Network Services program, offers free, local, objective health insurance counseling services to people with Medicare. Call 831.462.5510 for more information.

Enrollment Dates:
October 15–December 7, 2015

PMG Medicare Advantage Patient Liaison:
831.465.7888

Health Insurance Counseling & Advocacy Program:
831.462.5510

Debbie Reed
PMG Medicare Advantage
Patient Liaison



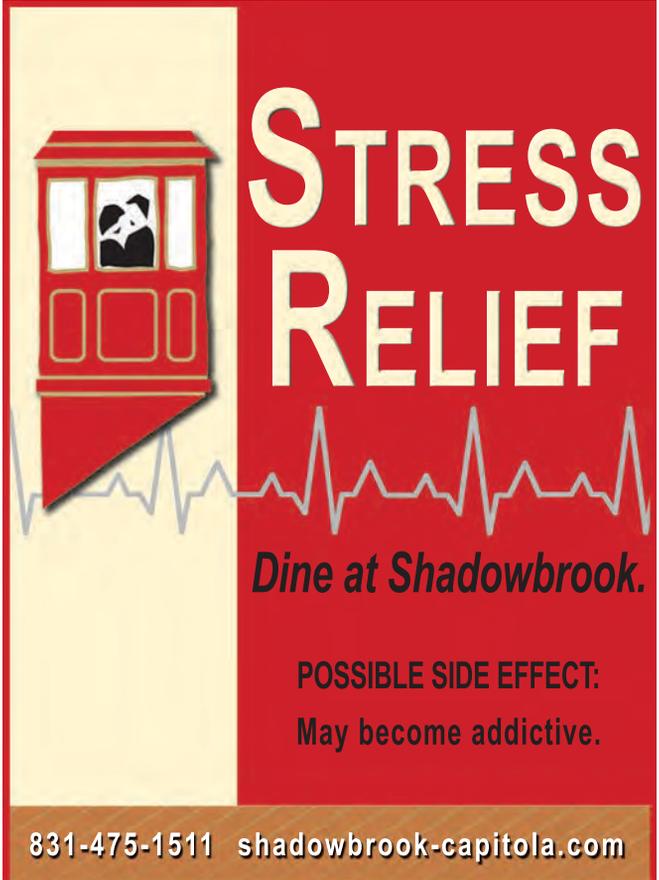
Medicare Advantage Patient Liaison

If you have questions about Medicare Advantage plan enrollment, benefits, or being a patient at a PMG practice, contact Debbie Reed.

- **Community meeting dates**
- **Enrollment resources**
- **Plan benefits**
- **Affiliated physician information**

Debbie is the former Program Manager of HICAP, Senior Network Services Health Insurance Counseling and Advocacy Program in Santa Cruz County. Call her at 831.465.7888.

 Visit: pmsgcc.com/debbie | Call: 831.465.7888



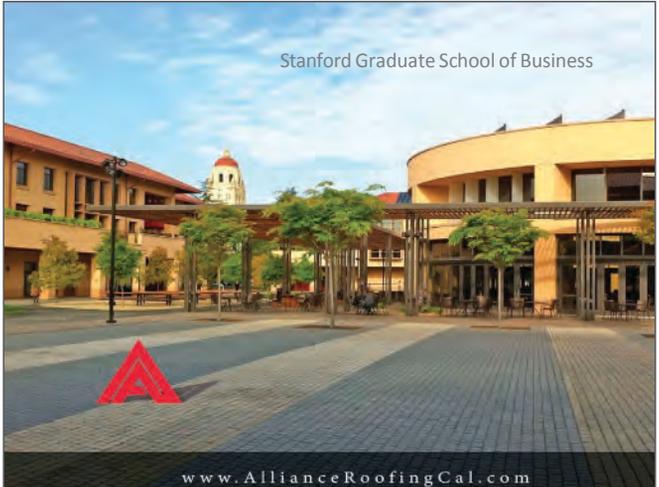
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Shooting for the Stars

Dominican Implements a New Cancer Rehabilitation Program to Improve Survivors' Quality of Life

When an athlete is injured, physical therapy is often prescribed. If an individual suffers a stroke, occupational therapy is frequently recommended.

However, when a cancer patient has completed treatment, he or she is likely to be sent on his or her way without undergoing a single moment of rehabilitation therapy.

With a new program debuting in mid-December, Dominican Hospital will make oncology rehabilitation services available to its cancer patients. The goal: to improve the quality of life for survivors adversely affected by the side effects of cancer and the subsequent treatment.

Developed by Oncology Rehab Partners in Marlborough, Mass., the Survivorship Training and Rehab (STAR) Program provides training and information to participating

hospitals and cancer centers, allowing them to offer specialized oncology rehabilitation care to cancer patients.

“Because of the modern treatments we have, cancer has become more of a chronic condition,” said Kathy Finnigan, RN, manager of oncology services at Dominican and the oncology director of Dominican’s STAR Program. “If cancer has been part of a patient’s health history, he or she may have been left with a loss of or decrease in mobility, strength, muscle mass, and ability to focus. He or she may even end up with other ailments never experienced before cancer, such as lymphedema or peripheral neuropathy caused by surgery, chemotherapy, or radiation treatment.”

Ms. Finnigan credited a donation by Mary Solari to the Dominican

Cancer Program with providing the seed money necessary for the STAR Program to be implemented.

“The STAR Program gives us the means to provide a continuum of care beyond the patient’s acute cancer treatment,” said Elise Hale, CCRP, the hospital’s clinical research coordinator and its STAR Program coordinator. “We can help our patients feel better if they’re experiencing lingering effects that have affected their quality of life.”

Ms. Hale explained that toward the end of a Dominican cancer patient’s treatment, they are given an assessment screening tool by a nurse navigator at the Katz Cancer Resource Center. The resulting information is communicated to the patient’s oncologist, who will determine if a referral to the program is warranted.



Karen Gosling, MPT, Dominican's director of rehabilitation, community health and wellness education, credited the Dominican Hospital Foundation for funding a grant to provide the necessary 25 hours of specialized training in oncology rehabilitation for the nurses, physical therapists, occupational therapists, and speech therapists who will be working with patients in the STAR Program.

"At Dominican, we have a world-class cancer program as well as a comprehensive outpatient rehab program," Ms. Gosling said. "Now, the two programs are working in collaboration to provide excellent care through the continuum of cancer recovery.

"The staff and I are all excited to know that we will be able to have better opportunities to help patients recovering from the effects of this devastating illness."

Photo: Members of the Katz Cancer Resource Center will work with oncologists to help cancer patients participate in the STAR Program.



For more information on Dominican's STAR Program:

Contact Katz Cancer Resource Center at **831.462.7770**.

A provider referral is required.



In and About the Hospital

Always Learning

Dominican Hospital Helps Local Health Care Professionals Stay Updated on the Latest in Their Fields

Health care professionals never stop learning.

Whether the impetus is an advance in technology or coming across an unusual case, those in the medical field are consistently learning something new throughout the course of a workday. And because many medical organizations and associations require their members to complete a certain number of hours or courses each year, health care professionals also find

themselves attending conferences and workshops on a regular basis.

Dominican Hospital has helped make the acquiring of Continuing Medical Education (CME) hours convenient for area physicians, clinicians, and other health care professionals by hosting a series of symposiums throughout the year.

Held in the evenings at the Chaminade Resort & Spa, located in the hills above Dominican's

main campus, the symposiums are funded by the Dominican Hospital Foundation. As an Annual Healthcare Sponsor of Dominican Hospital Foundation, Chaminade generously donated the space and refreshments for these events.

“We are proud to invest in our community and value the very important work that Dominican is doing to keep Santa Cruz County healthy,” says Jeff Livingston, director of sales and marketing at Chaminade.

Recent symposium topics have included Oncology, Complete Spine Care, and Complete Orthopedic Management.

“Our intention is to promote a high level of practice in the various fields in our community,” said Karen Gosling, MPT, director of rehabilitation, community health and wellness education at Dominican as well as the organizer of the CME events. “Attendees learn which services are available and what are the new and emerging technologies and procedures relating to that field, all while earning CME credits.

“For us, we get to highlight what Dominican has to offer,” she continued. “The events also provide an opportunity for those in attendance to learn and work together as a team. Cases are discussed, and we all learn how to provide better care to our community.”

Photo: Medical professionals at one of Dominican's recent Continuing Medical Education symposiums learned about the benefits of a comprehensive approach to orthopedic care.

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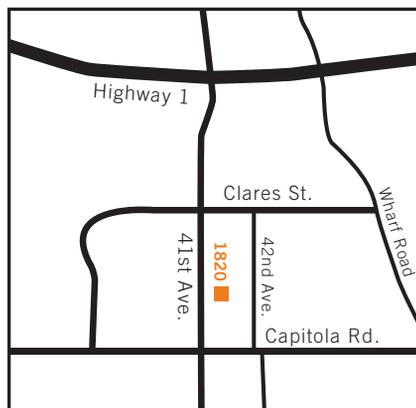
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Dominican Hospital Social Accountability Report 2015

Fiscal Year Ended June 30, 2015

Benefits For The Poor	
Traditional Charity Care	\$1,734,000
Unpaid costs of Public Programs	
Medicaid	\$25,072,000
Other Public Programs	\$116,000
Community Services	
Community Health Services	\$571,000
Donations	\$597,000
Community Building Activities	\$1,200,000
Community Benefit Operations	\$-20,000
Total Community Services	\$2,348,000
Total Quantifiable Benefits for the Poor	\$29,270,000

Benefits For The Broader Community	
Unpaid Costs of Medicare	\$30,044,000
Community Services	
Community Health Services	\$2,736,000
Subsidized Health Services	\$783,000
Research	\$4,000
Donations	\$1,669,000
Community Building Activities	\$106,000
Community Benefit Operations	\$732,000
Total Community Services	\$6,030,000
Total Quantifiable Benefits for the Broader Community	\$36,074,000
Total Quantifiable Community Benefits	\$65,344,000
<i>As a percentage of the Hospital's operating expenses</i>	<i>19.8%</i>
Total Quantifiable Community Benefits excluding Medicare	\$35,300,000