



Healthy Journey

A Accomplishments

1999-2002



The Medical Center
Foundation, Inc.



The Medical Center Foundation is an affiliate of Northeast Georgia Medical Center and works to increase community support of Northeast Georgia Medical Center and Health System. The Foundation raises funds to improve the health and well-being of people of Northeast Georgia.

Thank you for choosing to be an active part of this highly successful initiative.



Healthy Journey

mapping support for a
healthier community

Thank you for your support of the 1999 – 2002 *Healthy Journey Campaign*. Without your help, the \$8 million goal could not have been met.

Thanks to you, The Medical Center Foundation raised over \$8 million in under three years.

Following are highlights of the accomplishments made possible through *Healthy Journey* funding:

- Ronnie Green Heart Center
- W.D. Stribling Heart Clinic
- Hospice services
- South Hall Middle School's CHOICE After School Program
- School Nurse program
- SAFE KIDS
- PeachCare for Kids
- Cardiology and cancer screenings and education
- Walters Auditorium
- The Medical Center Open Golf Tournament
- Employee community outreach

Accomplishments Accomplishments Accomplishments

Ronnie Green Heart Center



Built partially from a donation from the estate of Ronnie Green by his parents, Frank & Lillie Mae Green, the Ronnie Green Heart Center offers comprehensive cardiac services to the residents of northeast Georgia. New services include open-heart surgery and all types of cardiac cath interventional procedures like angioplasty and stent placement. It also offers state-of-the-art equipment with the latest technological advances and a private sleep room for a family member the night of the patient's surgery.



W.D. Stribling Heart Clinic



Funds raised through the Northeast Georgia Medical Center Auxiliary and the *Healthy Journey Campaign* helped to support the W.D. Stribling Heart Clinic. The clinic provides comprehensive cardiology diagnostic equipment in one location with easy access for inpatients and outpatients alike. The centralized services located in the Outpatient Services building include the following:

- All types of stress testing with echo and nuclear imaging
- Multi-site EKG, holter and event monitoring services
- Expansion of the Vascular Lab
- Private prep and recovery space for patients
- Spacious waiting area for family members
- Meeting room space for cardiac conferences
- Specialty clinics including Pediatric Cardiology and Congestive Heart Failure

Hospice Services

Serving 13 counties in Northeast Georgia, Hospice of Northeast Georgia Medical Center provides end-of-life care and bereavement services for individuals with a terminal illness. Donations received through *Healthy Journey* to support Hospice provide much needed services such as assistance with in-home respite care, music vigils and assistance with day-to-day services needed to keep hospice patients in a home-like setting with family members and friends. Along with proceeds from the Love Light Tree sponsored by the NGMC Auxiliary, \$200,000 has been raised for the benefit of hospice patients and their families.

South Hall Middle School's CHOICE After School Program

The CHOICE program is a unique after-school program at SouthHall Middle School which provides at-risk kids a safe place to go after school where they receive academic assistance and enrichment, remedial instruction, information on careers, post-secondary education and more. From 1999 – 2002, students enrolled in this program jumped from 65 to 256. A Saturday session was implemented in year two of the program, which resulted in 12 additional students. In year three, Saturday session enrollment increased to 31 students.

Other facts:

- 80% of the students in the program are considered “at-risk.”
- 90% are from low socio-economic backgrounds.
- 24% of students enrolled made the honor or academic roll for the first time.
- 72 students received scholarships to Gainesville College's Summer Scholars program during the summer of 2002.



Without support from the *Healthy Journey Campaign*, this program could not have expanded to accommodate the numbers of children served.

School Nurse Program

By providing funding for three RNs in the Hall County School System and one RN in the Gainesville City School System, the School Nurse Program was able to establish more resourceful school clinics, thereby meeting student needs more fully. Thanks to the School Nurse Program, student-learning time increased because far fewer students went home because of a health-related concern, and student absenteeism decreased.

From August 2001 – May 2002 in the Gainesville City School System alone, over 30,000 students were seen by school nurses. In the Hall County School System, over 300,000 student visits were seen from 2000 – 2002.

In addition, as a direct result from the Medical Center Foundation's collaborative with the School Nurse Program, both school systems benefited from receiving a grant through the Philanthropic Collaborative for a Healthy Georgia. This additional grant provided funding for equipment such as audiometers, vision screening machines, otoscopes and more.

SAFE KIDS

During the last three years, the lives of over 40,000 children and families in our northeast Georgia community have been touched by the Gainesville/Hall County SAFE KIDS expansion programs funded by proceeds from Marketplace, an annual event of the NGMC Auxiliary, and the *Healthy Journey Campaign*.

As a result of having the only localized child injury database in the state, the Medical Center has been able to track the type and severity of injuries that our community's children sustain. This information drives the program planning and allows SAFE KIDS to prioritize injury prevention efforts and utilize the resources provided through the *Healthy Journey Campaign's* funding in the most efficient manner.

Although injury statistics continue to rise and fall with seasonal trends and increases in the population, the fourth quarter injury data for the 2001 campaign year indicated a 17% decrease in overall childhood injuries for Hall County. There have been no child drownings in the three-year period that the Life Jacket Swap Program has been in existence. During this same time frame, an increased incidence of child deaths related to non-use of child safety restraints is an indicator that injury prevention efforts continue to be needed within our community, and that our work is not done.

As an overview of SAFE KIDS Expansion Program activities funded by the Healthy Journey Campaign, the SAFE KIDS program is pleased to report:

Model Safe Playground

The SAFE KIDS Model Safe Playground, which was funded by proceeds from the 2001 Medical Center Open Golf Tournament and the *Healthy Journey Campaign*, was built on the joint site between the Boys and Girls Club and Fair Street Elementary School. This state of the art playground, which opened in May 2002, currently serves approximately 300 children each day. This facility will also be used as a "working" teaching tool for community groups, PTOs and day care facilities throughout the northeast Georgia area to learn about integrating safety features into new or existing playgrounds.

Helmet Safety Campaign

SAFE KIDS members educated 8,847 9 – 14-year-old students (the highest risk age group for bike related injuries) on safe biking and skating skills and distributed and fitted 5,293 multi-sport helmets during the Helmet Safety Campaign provided throughout the Gainesville City and Hall County school systems. An additional 1,757 helmets were distributed through community based programs which specifically targeted children of all ages residing in Housing Authority apartment complexes, participating in D.A.R.E Camp and other summer camp programs as well as participating in the Secret Santa program.



Baby Walker Round Up

In an effort to reduce the number of falls and scald burns, SAFE KIDS collected 485 baby walkers at a Baby Walker Round Up. In exchange, participants received exersaucers, a safer alternative.



Child Safety Seats

Through a distribution program at the Hall County Health Department, SAFE KIDS distributed 1,051 car safety seats and provided hands-on installation training. An additional 788 child safety seats were distributed through the Pediatric, Mother and Baby and Emergency Services departments at Northeast Georgia Medical Center as well as through community based check up events and booster seat distribution programs to families in need.

Smoke Alarms for Hearing Impaired Children

Through partnerships with the Gainesville City and Hall County fire departments, over 1,900 smoke alarms and 850 carbon monoxide detectors have been distributed throughout the Hall County area. In addition to the distribution of these standard safety devices, SAFE KIDS was also able to install special smoke alarm devices into the homes of 10 children with hearing impairments, which enable them to receive a tactile warning much like the vibration of a pager in addition to the standard audible warning the regular devices emit. In addition to safety equipment, all families also received guidance from fire fighters on developing a fire escape plan for their homes.



Life Jacket Distribution

The Life Jacket Loaner and Life Jacket Swap programs distributed over 700 new life jackets and swapped an additional 200 previously used jackets to families who needed appropriate infant, child and youth sized personal flotation devices for their children using Lake Lanier. For the third year, no Hall County children drowned in the lake.



Fire Safety House

The “Fire Safety House” mobile unit provided over 17,000 children with fire prevention education as well as fire escape planning and practice. This year, the *Healthy Journey Campaign* funded the “Severe Weather” addition, which was added to the unit so that children could also learn how to respond in the event of severe weather such as a tornado.

Teacher’s Safety School

The “Teacher’s Safety School” (summer continuing education program) provided safety training to teachers and paraprofessionals from 18 area elementary schools. The goal of the program was to provide the teachers with up-to-date safety resources and creative teaching strategies that could be easily integrated into the curriculum for their particular grade levels.

SAFE KIDS *(continued)*

Awards and Honors

The Gainesville/Hall County SAFE KIDS Coalition has been recognized over the past three years with numerous awards which were bestowed for excellence in programming and overall performance as a coalition. These awards include:

- Award of Merit for Outstanding Water Safety Services in May 2000 from the National Water Safety Congress, Washington, D.C.
- SAFE KIDS Outstanding Program Award from SAFE KIDS of Georgia for the Helmet Safety Campaign in February 2000
- Joy Maxey Award for the Most Outstanding Lead Agency in the State of Georgia from SAFE KIDS of Georgia in February 2000
- SAFE KIDS Outstanding Lead Agency Award in January 2001 from the National SAFE KIDS Campaign, Washington, D.C.
- Buckle Up America! Award from the UGA Occupant Safety Program in May 2001
- Outstanding SAFE KIDS Coalition of the Year from SAFE KIDS of Georgia in February 2002



The greatest achievement made possible by Healthy Journey funding was that SAFE KIDS could continue to reach and educate families in ways that prevented serious injury and death to children.

PeachCare for Kids

PeachCare for Kids is the state's low-cost health insurance program for children. For only \$7.50 per month or \$15 for two or more children in a qualifying family, parents can get insurance for their children so that they have access to doctors, dentists and other healthcare services.



With the help of *Healthy Journey* funding, a community outreach campaign was executed which resulted in helping over 1,000 kids become enrolled. As of January 2003, more than 6,000 children in Hall County are enrolled in PeachCare. This funding was crucial because it allowed Northeast Georgia Health System (NGHS) to continue a state grant funded grass roots community outreach campaign started in 1999. By finding the most effective avenues for promotion, and building on those, NGHS was able to get the word out to thousands of Hall County families who qualified for this excellent program that improves the health of our community's children.

Cardiology and Cancer Screenings and Education

Heart disease and cancer are, unfortunately, the most prevalent diseases in Hall County. Early detection and prevention are valuable weapons in fighting these diseases. In an effort to improve community health and make the necessary healthcare and prevention services available to everyone, NGHS conducts health education and outreach activities that target at-risk populations.

Following are some of the highlights of screenings and education made possible through *Healthy Journey* funding which includes funds raised through Marketplace, the annual shopping event sponsored by the NGMC Auxiliary:

Peripheral Vascular Screenings

A precursor to heart disease, Peripheral Vascular Disease (PVD) is a common circulation problem in which the arteries that carry blood to the legs and arms become narrowed or clogged, sometimes causing pain or numbness, but often causing no symptoms at all. Northeast Georgia Medical Center, with funding from *Healthy Journey*, has hosted three Legs for Life National Screening Programs for PVD. In total, over 500 people have been screened, with at least 66 found to be at moderate to high risk and referred to their primary care physicians for further evaluation and treatment.

Joint Oncology and Cardiovascular Screenings with Hall County Health Department

- In 2000, 420 oncology and cardiology screenings were provided; 88% of participants lacked health insurance and/or a physician.
- In 2001, more cardiovascular screenings were held in partnership with the Health Department that included the assessment of risk factors for heart disease, blood pressure checks, body mass index and peripheral vascular screening. A total of 56 were screened, with 53 abnormal results.

Cancer Help Institute

With funds from *Healthy Journey*, oncology services was able to receive a patient education grant from the Cancer Help Institute that enables Northeast Georgia Medical Center's cancer programs in both Gainesville and Toccoa to participate in a national study of computer-assisted patient education. All data from the study will be shared with the National Cancer Institute. A portable computer containing the Cancer Help Institute Software will be used in patient areas and at community events such as Relay for Life to help provide cancer patients and their families with timely information to help them fight their cancers. A touch screen makes information easy to access. Other features of the easy-to-use computer program include expanded content in both English and Spanish.

Prostate Screenings & Health Education

Over 150,000 men are diagnosed with prostate cancer in the U.S. every year. Early screening can detect prostate cancer before it has spread. In 2001, free prostate screenings were held in Gainesville in which 52 men were screened; five of those had abnormal results and were referred for follow up. In 2002, free prostate screenings were offered in Gainesville and Cleveland to men who were at increased risk and did not have a physician or health insurance; 56 men were served.



Walters Auditorium

Donated by Jim and Peggy Walters, the state-of-the-art 250-seat auditorium on the main campus of Northeast Georgia Medical Center serves as a clinical teaching site for physicians and staff as well as a community education center on health topics for residents throughout northeast Georgia. The auditorium was dedicated in December 2000.



The Annual Medical Center Open Golf Tournament Community Recipient

Since 1997, before the upstart of the *Healthy Journey Campaign*, over \$700,000 has been raised from The Medical Center Open to benefit the health care of the community. Beneficiaries over the past several years include:

- Good News at Noon Dental Clinic – \$150,000
- Meals on Wheels Satellite Sites serving an additional 180 individuals – \$84,665



- The Salvation Army's Centers of Hope Family Transitional Housing Apartments – \$92,749 *
- School Nurse Program for Gainesville City and Hall County Schools – \$82,530 *
- SAFE KIDS Model Safe Playground to be used by Fair Street Elementary School and the Boys and Girls Club – \$90,820 *
- Hall County Fire Services Automated External Defibrillators (AED) Program – \$149,170*

(* Included as part of the *Healthy Journey* campaign)

Employee Community Outreach

NGHS Employees raised \$68,000 over the past three years to support research and community education programs through these community fundraisers:

- American Cancer Society's Relay for Life
- American Heart Association's American Heart Walk
- March of Dimes' WalkAmerica

Overall, NGHS employees raised over \$700,000 for the *Healthy Journey Campaign*.



Following are the names of the Development Council of The Medical Center Foundation who worked tirelessly raising funds to improve the health of our community through the *Healthy Journey Campaign*:

*Woody Stewart, Chairman,
Development Council*

*Nell Wiegand, Chairman,
The Medical Center
Foundation Board*

Lynne Allen

Gloria Bearden

Paul Collar

John Darden

Sally Darden

Sharon Freeman

Lori Gibbs

Jill Hill

Jack Hodge

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Glenda Pierce

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