

CMA Foundation News

The California Medical Association Foundation (CMAF) is an independent non-profit, tax exempt research and educational foundation and a subsidiary of the California Medical Association

It's All About Relationships *(So my Chinese Culture tells me)*



Rolland C. Lowe, MD

In the past 18 months, our Foundation has embarked on many programs (e.g. seminars on pain management, external review, mental health parity; conferences on medical group insolvency, medicine and public health; and projects such as stopping the sale of tobacco in pharmacies). Uniformly we have received very positive comments from the participants both on the quality of the speakers and on the openness and collaborative approach of our staff. We have been grateful and energized by the encouragement and support.

We often measure success of programs individually by measurable outcomes (the tangibles) with each program having a beginning and an end. But, we are mindful that equally, if not more important, is the nurturing of a continued, positive, learning experience with all our partners and friends in healthcare (the intangibles). It is everyone's effort and not just physicians that will make the improvement in the community happen.

We have three new initiatives: 1) Educating the community about antibiotic resistance, 2) Working with physicians at the county level to improve community health, 3) Supporting the physicians in the ethnic medical organizations to link more effectively with their communities of color. All three initiatives call upon us to reach out even more to achieve our objectives and fulfill our mission. We understand it is not just getting the job done, but how we get it done. We have to build even stronger relationships with our partners in health, because as my Chinese culture tells me, in the long run it's all about relationships with each other and our community.

Antibiotic Resistance Public Awareness Campaign Gears Up

The California Antibiotic Resistance Project has a new name - the Alliance Working for Antibiotic Resistance Education, AWARE. One of the first efforts of AWARE will be the initiation of its public awareness campaign beginning this fall. We must reach consumers with a message about using antibiotics correctly, for themselves and their children if we are going to make progress in increasing appropriate use of antibiotics. One of the first statewide efforts to be undertaken by AWARE will be a media campaign beginning this fall. Thursday, September 14th will mark the official launch of AWARE throughout California, to coincide with International Antibiotic Resistance Day. This back-to-school event will initiate our public awareness campaign.

Following this event will be an ongoing media campaign during the fall and winter months to continue driving home messages about the health threats associated with antibiotic overuse and misuse. In the month of August, 10 regional sessions will be held to train primary care physicians, pharmacists, health plan medical directors and health officers to serve as local spokespersons for AWARE.

We will also use this media campaign to promote the benefits of flu and pneumonia immunizations for older adults as well as promoting breastfeeding and other ways to cut down on the number of ear infections in infants and young children.

Watch and listen for information about the appropriate use of antibiotics in your community coming this fall! If you would like more information about AWARE's media efforts or the project, contact Elissa Maas at 916.551.2555 or email her at aware@calmed.org.

Pain Management Series Comes to a Conclusion

The CMA Foundation recently concluded its series of Pain Management seminars. The final three seminars took place in April in Redding, May in Sacramento, and June in San Jose. The CMA Foundation was honored to have Dr. Richard Payne of the Memorial Sloan-Kettering Cancer Center as a speaker for both the April and June seminars. The other speakers for the seminars included Dr. Philipp Lippe, of the American Academy of Pain Medicine, Dr. Lee Snook, of Metropolitan Pain Management Consultants, and Bill Marcus, Deputy Attorney General, State Department of Justice.

The seminars were very successful, with an average audience of 50 physicians, nurses, pharmacists, and social workers. Some of the comments that were made about the seminar include "Thank you for a very informative evening and "One of the best seminars I've been to in the past year!" The current clinical and regulatory issues that face the area of pain management were covered.

For more information about the conferences and conference materials, please contact Becky Esty at 916/551-2573 or e-mail besty@calmed.org.



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Foundation Welcomes Two New Board Members

The Foundation would like to welcome and introduce you to two new members of our Board of Directors:

Delmar R. Tonge, MD - Doctor Tonge is a practicing obstetrician/gynecologist and an infertility specialist at Modesto Arts Medical Group, Inc. He has had over twenty years of leadership in the medical community including serving as President of the Stanislaus County Medical Society and as Chairman of Section III of the American College of Obstetrics and Gynecology. He has also served on the CMA

Board of Trustees. Doctor Tonge received his medical degree from Loma Linda University School of Medicine.

James T. Hay, MD - Doctor Hay is a practicing family physician with North Coast Family Medical Group in Encinitas. He is the President-elect of the San Diego County Medical Society and has served the California Medical Association in many capacities such as chairing the reengineering task force. Doctor Hay received his medical degree from Jefferson Medical College in Philadelphia.

Donors Help Further Foundation Mission

At the Annual Session the Foundation held two significant fundraising events: the Donor Challenge and the Annual Leadership Recognition Dinner. We would like to thank everyone who donated to our cause at these two events, and of course those who made personal contributions not affiliated with the fundraisers. It is the continued support that we receive from physicians and friends that make all of our programs possible. Thank you!

Annual Dinner

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County Medical Societies Working to Eliminate Tobacco Sales in Local Pharmacies and Drugstores

Monterey and Santa Cruz County Medical Societies are taking an active role in supporting Prescription for Change (previously the Pharmacy Partnership project) by advocating that their local pharmacies and drugstores become tobacco free. They felt this was an important step in addressing illegal youth access to non-prescription tobacco products. They also believe that it is an inherent contradiction for pharmacies and drugstores to sell both tobacco products and medicines used to treat the effects of the very same tobacco products they sell.

Executive Director for both Monterey and Santa Cruz County Medical Societies, Ms. Jill Foley, explained that they developed a letter to community leaders and health agencies in each county requesting that they stop selling non-prescription tobacco products. Once endorsements have been received, the societies will be sending letters to local drugstore managers and independent pharmacy owners requesting that they stop selling non-prescription tobacco products.

Ms. Foley indicated they are making recommendations to their physicians to get involved in the "Proud to be Tobacco Free" campaign, in order to support local drugstores and pharmacies that have already removed non-prescription tobacco products from their shelves. They are encouraging physicians to view the list of participating tobacco free pharmacies and drugstores on the web at www.cmanet.org or at www.hpp2000.org. Both medical societies are also informing physicians of the availability of stickers that can be applied to the back of each prescription sheet they write which encourages patients to fill prescriptions at local tobacco free pharmacies.

Ms. Foley said that this is part of their ongoing effort to ensure they are doing their part in the local efforts to support Prop A (which would pass a tax for emergency medical funds). "We want to work toward stopping youth from beginning a life of addiction to tobacco and this is one way we can reduce future pressure on the medical front," stated Ms. Foley. For further information, contact Prescription for Change Project Director, Christine Fenlon at cfenlo@calmed.org or Jill Foley at jfoley@montereycountymedical.org.

County Corner

African American Health Initiative

The African American Health Initiative was conceived in July 1999. It is a focused community health education campaign aimed at reducing and eliminating health risks among the African American population in San Bernardino County.

AAHI is a collaborative partnership of the San Bernardino County Medical Society, the San Bernardino County Department of Public Health, Inland Wellness Information Network, and over 30 community-based organizations and individuals. It addresses the need for health services that the alienated and disaffected members of the Black community will access and benefit from. AAHI has identified a number of persistently alarming health problems and have come together to formalize and implement strategies that will halt and reverse the trends.

A kick-off dinner on February 3, 2000 thrust AAHI into the limelight and generated a tremendous community support. A large number of dedicated health professionals, educators, and community citizens have been meeting regularly and have established a common mission, specific goals for AAHI, and they are seeking planning grants. In addition, the initiative has received excellent media coverage through local TV, radio and newspapers.

SBCMS board member, Dr. Lisa Perry-Gilkes directs AAHI. She has worked with the target population in private practice and in area hospitals. She is an active civic leader, and is committed to efforts to improve the health of African Americans.

AAHI is confident that with the proper funding they will accomplish satisfactorily their goals and will be evaluated on their effectiveness in improving the health status of African Americans in San Bernardino County.

If you would like to learn more about AAHI, contact Linda Stratton, SBCMS, 909/825-6526.

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The CMA Foundation thanks its Corporate Advisory Committee members for their continuing support that enables us to continue to provide quality programs. We salute:

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CMA Foundation News is a periodic publication distributed to our supporters to inform communities throughout the state of California on the activities and projects that build new collaborative efforts that address critical health care issues. If you would like a special activity mentioned, please send information to CMA Foundation News Editor-in-Chief, Becky Esty.

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Mental Health Conference a Huge Success

The Mental Health Parity Conference held on June 23, 2000 was received with great enthusiasm.

The conference was co-sponsored by CMA Foundation, the California Psychiatric Association, NAMI-California, and the California Association of Health Plans. Over 300 people were in attendance and included representatives from many different areas of mental health from patient advocates and physicians to hospital administrators and health plan representatives. The conference focused on the implementation of Assembly Bill 88, which went into effect on July 1, 2000.

The keynote speakers for the conference were Mary Jane England from the Washington Business Group on Health, and Daniel Zingale, the Director of the new State Department of Managed Care. Assemblywoman Helen Thomson, the co-author of AB88, made opening and closing remarks. She

highlighted the importance of the conference by saying "AB88 needs to be implemented as quickly as possible to make available affordable mental health treatment in appropriate settings and in time to effectively manage symptoms and maximize the degree of recovery possible."

One of the key outcomes of the Conference was the determination that providers and patients need more information regarding how the plans intend to implement AB 88. The next important step will be to disseminate the appropriate information to the key organizations and interest groups in order to effectively implement AB 88.

If you have any questions or would like more information on the conference or conference materials, please contact Becky Esty at 916/551-2573 or e-mail besty@calmed.org.