

CMA Foundation News

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

The CMA Foundation: The Bridge Linking Physicians and Their Communities



Rolland C. Lowe, MD

The CMA Foundation is a partnership of leaders in medicine, related health professions and community which supports advances in individual and community health. In each of our projects, we weave our mission of partnership between physicians and the rest of the community. We have found the challenges of improving individual and community health in such a large and diverse state much easier to tackle through collaboration and coalition building.

I am reminded of the fable about the town that was very poor and there was no food. Someone suggested they make "stone" soup. So a big pot of water was soon boiling and the stones were put in. "If only we had some salt." One of the townspersons found salt. Soon, someone else found some carrots, some rice, etc. In a short time, they had a huge pot of soup to feed the entire town. Could one person do it? No, it took the entire town. One of our examples of "Stone Soup" is the AWARE (Alliance Working for Antibiotic Resistance Education) Project. In the two years since AWARE's inception, we have developed a reputation for a project that is one of energy, excitement, creativity and consensus. We have :

- Brought physicians together with state and local government public health leaders, other healthcare providers, health plans, academia, and consumers in a manner that respects the value of each member of our collaborative and shares the benefits and success of the effort.
- Brought together groups that do not normally work together, and in collaboration.
- Worked with diverse populations to develop culturally sensitive materials and approaches to reach key groups in California.
- Sustained and grown our collaboration as it goes through change.

The CMA Foundation and physicians throughout California are dedicated to improving community health. We encourage you to continue your involvement with the CMA Foundation and your community.

AWARE Wraps Up It's Second Year

For the first time in California, under the leadership of the State Health Department, a surveillance system is in place to track antibiotic resistance. Just 20 years ago, more than 99% of all bacterial infections in California caused by *Strep Pneumoniae* bacteria were effectively treated with penicillin. Today, the level of penicillin resistant infections has increased to 30%. And, one-third of these are highly resistant. California is at a critical juncture. Preserving the strength of our antibiotics and reversing this trend is imperative.

The CMA Foundation's AWARE project has grown to become the largest, most diverse project in the nation. We continue to broaden our efforts to raise both the public's and clinician's understanding of the importance of appropriate antibiotic use, thanks in large part to our AWARE partners.

Once again, the last week in September was designated Antibiotic Awareness Week by Governor Gray Davis. The California PTA distributed 4500 Campaign Kits to councils and districts for parent and student education. The California Pharmacists Association

distributed almost one million bag -stuffers to health consumers about appropriate antibiotic use. And, with the support of Blue Shield of California, public service announcements featuring Dick Van Dyke and Bill Nye, 'the Science Guy', are playing on radio and TV stations throughout California and in several other states.

Along with these efforts to raise the public's awareness, the AWARE project has begun efforts aimed at improving clinical practice.

A survey of California primary care physicians revealed the strong support for the development, not of new clinical practice guidelines, but for a compendium of existing guidelines. The compendium will bring together guidelines from the CDC, AAP, ACP-ASIM, and IDSA to name a few, and will be made available to physicians, pharmacists, physician assistants and nurse practitioners. The compendium is targeted for distribution the fall of 2002. If you would like more information about the AWARE project, contact Elissa Maas at 916-551-2555 or visit us at www.aware.md.



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Medical Student Grant Program

The CMA Foundation is pleased to announce our Medical Student Grant Program. The Foundation will award small grants to California medical student organizations in support of projects that promote community health and well-being. For the complete guidelines you may download them from our website at www.cmanet.org or call Carol Lee at 916.551.2562. The following is an overview of the guidelines.

Medical student organizations in all allopathic and osteopathic programs in California will be eligible to apply for grants. Grants will support health-related educational, advocacy, community service, and other outreach programs that enhance the well-being of California's communities.

Grants will average \$250-\$1000, with lesser or greater amounts awarded when necessary and appropriate.

The application will require a one-page (maximum 250 word) statement describing the project or program.

Applications should be received by the LAST DAY of each month to be considered early the following month.

No later than six months after awards are made, grantees will be required to provide a summary review of the program supported through the CMAF grant, with a budget outlining utilization of funds.

We look forward to the interesting and important work that will be generated from this program in support of improving the health of Californians.

Appreciation Given to the Corporate Advisory Committee

The CMA Foundation is thankful to the Corporate Members for their ongoing support that enables us to continue and embark on new quality programs. We acknowledge the following:

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Broadening the Face of Leadership The Ethnic Physician Project

Major challenges in health care today face our ethnic communities. From diabetes, heart disease, osteoporosis, and access to care, California's ethnic communities continue to face many health disparities. Ethnic physicians and their organizations should be at the center of efforts to address these issues.

The CMA Foundation has embarked on an initiative to strengthen the infrastructure of ethnic medical organizations, medical groups, and IPAs in California. Short term, the project will develop a database of California's ethnic physician organizations and convene these groups to set priorities for future action.

While California's population continues to grow in its ethnic diversity, admission to medical school and entry into health professions by most ethnic communities lags far behind. As an example, Latinos comprise roughly 32% of the

state's population but only 4% of California's physicians.

In the past several months, CMA Foundation board and staff have met with leaders from a number of ethnic physician organizations. These leaders believe that strengthening their organizations can improve health in their communities, better link them with youth in a mentoring process, improve the cultural competency and sensitivity of physicians in California and increase the leadership of ethnic physicians in organized medicine.

Funding support for the Ethnic Physician Project comes from The California Endowment, The California Wellness Foundation, Johnson & Johnson, Aventis, GlaxoSmithKline, and Blue Cross of California. If you would like more information about the Ethnic Physician Project contact Carol Lee at 916-551-5262.

Donors Help Further Foundation Mission

Thank you to everyone who donated to the Gary Krieger, MD Memorial Fund. The family has been deeply touched by your generosity. Thank you as well to those of you who gave in memory of Helen Nyquist and those who supported our First Annual Golf Tournament. The support we continue to receive from physicians and friends allows us the opportunity to pursue our programs. The Board of the California Medical Association Foundation sincerely appreciates your donations.

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1st Annual Golf Tournament

Thanks to the dedication of our golfers and sponsors, the 1st Annual Golf Tournament on November 17th was a great success. Over 60 golfers, CMA Foundation staff, and volunteers gathered at the Dunes Course at La Quinta Resort to golf. The tournament raised over \$6,000, thanks to the support of golfers, sponsors, and proceeds from the raffle.

The tournament began with a "shotgun" start. A reception and award ceremony were held after the tournament. Winner for Closest to the Pin was Scott Curvey, Ivan Seele won for Men's Longest Drive and Todd Weaver, MD, Robert Takamoto, MD, and Gerald Ferguson, MD, won 1st Place with a score of 65. Raffle winners included Robert Green, MD, who won a two night stay at La Quinta, and Michael Rossini, MD, who won a one night stay at the Sacramento Sheraton Grand.

Next year's tournament will be held at the CMA Leadership Academy in November at La Quinta. To take part as a sponsor or golfer next year, contact us at 916.551.2550.

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In Honor of Helen Nyquist

We are sad to inform you that Helen Nyquist passed away, at the age of 93.

Helen lived a full and wonderful life and was beloved by all who knew her. She was very active up until the end of her life. She enjoyed her retirement years in Bishop and Sacramento following her 35-year career at the California Medical Association.

Helen spent the latter part of her CMA career at CMERF, the predecessor organization to the CMA Foundation. Therefore, remembrances in her name have been asked to be made to the CMA Foundation. Tax-deductible contributions may be sent to CMAF, 1201 J Street, Suite 350, Sacramento, CA 95814.

We will all miss her generous and spunky personality and love of life.



California Medical
Association Foundation

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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.

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Foundation Welcomes New Board Member

The Foundation would like to welcome and introduce you to our new member on the Board of Directors: Lia Margolis.



Ms. Margolis is the President and CEO of the Latino Coalition for a Healthy California. Prior to this appointment she has had a distinguished career in public service, extensive training and professional experience in health care delivery, business administration and facilities/program/strategic planning. In addition, as President and CEO of Lia Margolis & Associates she provided consultative services to a number of local, state and federal health care divisions and community health organizations. She served as primary consultant on the

establishment of the California Latino Medical Association, the Latino Healthcare Access Roundtable and chairs the recently formed Latino Health Alliance for California.

Women's Health Conference

Bridging Medical Care & Communities to Improve the Health of Women 50+ was a huge success. One of our goals was to bring together a diverse group of professionals with a vested interest in women's health, and we did just that. The attendee breakdown was 17% from aging organizations, 19% allied health professionals, 22% physicians, 25% from women's organizations and 16% healthcare organizations. We are grateful to everyone who helped make the conference the great achievement that it was including our Advisory Committee, the impressive group of speakers, our generous supporters, the hardworking volunteers provided by the CMA Alliance, and last but certainly not least, our conference co-sponsors from the Department of Health Services, the COPE program and the Office of Women's Health. A final report on the conference, which will include policy recommendations, will be available January 2002. In the meantime, we are working to build on the momentum we have created. In January we will also be announcing the next phase of the California Women's Health Initiative. Thank you to our generous supporters:

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