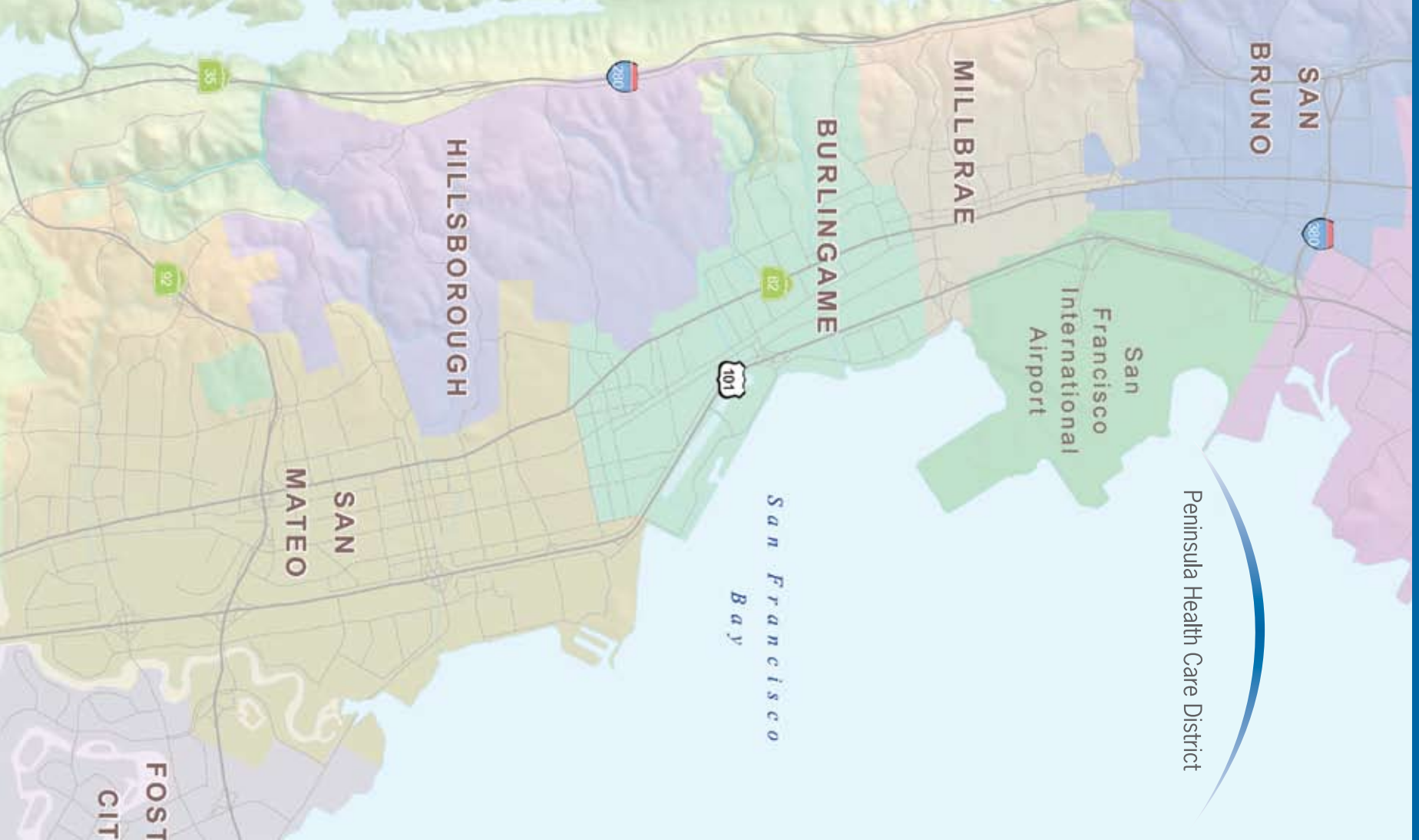


The Peninsula Health Care District is proud to serve the residents of our Peninsula communities.



BOARD OF DIRECTORS

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VISION

That all residents of the District enjoy optimal health through education, prevention, and access to needed health care services.

VALUES

Leadership, public education, personal responsibility, inclusion, stewardship and transparency.

MISSION

To ensure Peninsula Medical Center provides needed core services, to support programs that share our vision, and to do so in collaboration with other providers and qualified members of our community.

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Peninsula Health Care District
ADVANCING HEALTH THROUGH LEADERSHIP

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Health District News

ADVANCING HEALTH THROUGH LEADERSHIP

Aging Gracefully: Planning for the Future

"Baby Boomers" (our friends born between 1946-1964) are the largest generational cohort in recent history. Everything from health care to housing to transportation will be impacted by the increasing number of residents over the age of 65, both on a national level and in our own backyard.

San Mateo County leadership began planning for this phenomenon five years ago. The County Health System, Department of Housing, Transit District, Commission on Aging, and the Health Plan of San Mateo collaborated with the Lewin Group, a health and human services consulting firm, to develop a projection model that would provide insights into the health and living needs of seniors for the years 2020 to 2030. Approved by the Board of Supervisors in 2007, this model has yielded critical data and qualitative findings to augment a range of County planning efforts.

Helping Seniors Thrive

The results of this evaluation culminated in a comprehensive call to action and three community-wide goals, with suggested strategies for achievement:

Goal I: Older adults must be able to get around without driving

- Expand public transit connections
- Increase the number of neighborhood destinations that can be reached on foot and bike
- Implement street designs that are safe and inviting

Goal II: Older adults need accessible homes in accessible places

- Prioritize affordable housing for both renters and homeowners
- Increase the number of transit-oriented housing units
- Implement senior-friendly design standards (for example, wider doorways, reinforced bathroom walls for grab bars, and labeling to reduce cognitive confusion)

Goal III: Older adults must remain socially connected to family, friends and the community

- Increase the number of public gathering places
- Organize volunteer opportunities
- Engage the local community in identifying new transportation options
- Enhance the traditional "senior center" model; modify programs to promote participant interaction and networking through activities and access to technology
- Support systems that assist older adults in maintaining good health

Senior Health: A District Priority

Peninsula Health Care District leaders have utilized these findings, as well as information gathered through current strategic planning efforts and presentations by community health leaders at District Board meetings, to focus its investments on current **and** future health needs. In particular, services that promote independence and keep seniors in a home setting is an important focus for the District Board. This is evident through recent District grant support for programs such as the Senior Focus Adult Day Care Center, Alzheimer Resource Center, Wise and Well Clinics, and the Peninsula Jewish Community Center's *Get Up and Go* escorted senior transportation program (find out more on page 3).

Additionally, the District has advanced several studies to assess future needs, including dental care access for frail elderly and special needs adults, assisted living, memory care, and long-term acute care. Reports and recommendations on the outcomes of these studies will be presented at Board meetings throughout the year and summarized on the District's website, www.peninsulahealthcaredistrict.org.



Seniors on the move: District residents take part in the PJCC's Get Up and Go transportation program.

BY THE NUMBERS

A projection of our aging San Mateo County population from 2010 to 2030:

- 53%** more adults between the ages of 65-74
- 71%** more adults between the ages of 75-84
- 148%** more adults over the age of 85
- 44%** of older adults will have been born outside of the US
- 50%** increase in demand for physicians
- 108%** increase in demand for sub-specialty treatments
- 20%** of residents over 65 will have a physical or mental disability
- 70%** increase in the number of older adults with Alzheimer's Disease
- 59%** increase in demand for hospital beds

Sources:

- *Maintaining the Health of an Aging San Mateo County, Fall 2010*
- *San Mateo County Aging Model: Better Planning for Tomorrow Policy Brief Issue 1*
- *San Mateo County Aging Model: Better Planning for Tomorrow Policy Brief Issue 2*

Unless we make significant changes, tomorrow's older adults will need health care and community-based services far beyond what our public and private systems can provide.

—*"Maintaining the Health of an Aging San Mateo County," SM Health System Health Policy and Planning, Fall 2010*

Visit these websites to stay up to date on the County's planning model, resources and progress:

- www.smhealth.org/hpp
- www.streatsalivesmc.org
- www.peninsularides.org
- www.epa.gov/aging/bhc/guide
- www.epa.gov/agingepa/resources
- www.lesleyseniorcommunities.org

CEO MESSAGE

Preparing for a Winning Season: The Power of Teamwork!

As the San Francisco Giants prepare for a new baseball season and (we hope) a repeat of last year's World Championship, I'm reminded of the life lessons their 2010 season richly illustrates. You don't have to be a rabid fan, as I am, to be inspired by the team's



commitment to winning through teamwork, and their focus on the end-goal: being the best you can be.

There are lessons for all of us interested in good health by watching the teamwork and perseverance of the Giants.

- It is not the responsibility or talent of one person that creates success, but rather the shared vision, effort and spirit of the entire team.
- Mastery of any skill starts with attention to the fundamentals.
- The road to a championship can take many turns, but a commitment to doing the right thing, day-in, and day-out, can get you there.

These guiding principles apply to our community's health just as much as to the Giants' drive to the top. The team's shared vision was a World Series Championship. This community's shared vision must be optimal health for every resident.

Health is much broader than the delivery of services by doctors and nurses, and it is much more than just the absence of disease. To be a "healthy community" requires every participant to recognize its holistic and interconnected nature. Health is influenced by housing, education, environment and employment, as well as access to health services, treatments, and technologies. Personal health is directly impacted by making sound choices. Optimal community health is achieved when all stakeholders accept their role in achieving that vision.

There are fundamentals for achieving and maintaining good health, just as there are fundamentals for playing winning baseball. They

This community's shared vision must be optimal health for every resident.

are basic and apply to all of us: regular exercise, good nutrition, weight management, no smoking and alcohol in moderation. We should all focus on mastering these proven drivers of health—and do so with the knowledge that achieving them is a shared responsibility of every resident.

As we watch the Giants embark on a new season, let's all start a personal journey of making healthy choices and participating in our community's health. A winning team does not focus on who failed, but rather how to leverage the talent of the entire organization to achieve what we all want for ourselves, our families and our communities: a long, healthy and enjoyable life and our own definition of a "Championship Season."

Cheryl A. Fama

NEWS FROM THE COMMUNITY

Health Reform at the Local Level

When President Obama signed health care reform into law last March, the County of San Mateo seized the opportunity to continue its health coverage expansion efforts by forming the Community Health Reform Advocacy Committee (CHRAC). CHRAC continues the work of the County's Blue Ribbon Task Force which, prior to the passage of the federal reform law, was tasked with developing a local plan for providing health coverage to the county's 65,000 uninsured residents.

CHRAC's membership is composed of a broad array of representatives from the public, private and non-profit sectors, as well as representatives of faith-based groups and organized labor. Its responsibilities include keeping the community well-informed about the new law and its myriad provisions. By now it's common knowledge among many that young adults may remain on their parents' health plans until the age of 26, but other important



Supervisor Carole Groom

provisions are less well-known. For example, the State of California now offers affordable coverage to medically uninsurable residents through its high-risk pool, the Pre-Existing Condition Insurance Plan. CHRAC has established a website at www.co.sanmateo.ca.us/healthreform where residents can learn more about specific provisions of the new law.

While health reform will expand coverage to most of the county's uninsured, it will not cover all of them. Yet another of CHRAC's responsibilities will be to develop a plan for covering those who will remain uninsured once the new law is fully implemented in 2014.

Passage of the health reform law presents our nation and our county with a unique opportunity to improve our health care system by making it more efficient, equitable and effective. The Community Health Reform Advocacy Committee is working diligently to ensure the new law optimally benefits all residents of San Mateo County.

(Carole Groom is President of the San Mateo County Board of Supervisors and is co-chair of its Community Health Reform Advocacy Committee).

CareOptions: Better Choices for Health Care

By Maya Altman, Executive Director, Health Plan of San Mateo

The Health Plan of San Mateo (HPSM) together with San Mateo County hopes to soon launch CareOptions, a comprehensive long-term care program for HPSM's elderly and disabled Medi-Cal members. HPSM is the local health plan for San Mateo County's historically underserved residents, including 58,000 Medi-Cal members.

CareOptions will focus on those individuals who are most at risk of entering a nursing home. The program will offer services designed to help people stay at home or live in home-like settings, such as personal care services, home modifications, adult day health care or any other service an individual might need to avoid living in an institution.

How can we achieve this at a time of severe financial distress for county and state government? The key is that we will seek no new funding—only local flexibility to spend money in ways that make more sense. Right now HPSM cannot use Medicaid funds to pay for alternative services that could help people stay in their communities. Yet we know most people would

prefer to avoid nursing home care if possible. In the long run, because alternative services are usually less expensive than nursing homes, we know this program will also save the State money.

We are now working with the State of California to obtain the necessary federal approvals for CareOptions. If all goes well, look for a program launch in early 2012. For more information, visit www.hpsm.org.



Message from the Board of Directors

A SALUTE TO OUR COMMUNITY PARTNERS

At the regular District Board meeting on January 27, the District held its third annual Community Partners Awards Ceremony to honor three **Community Health Champions**, our **2011 Grant Recipients**, and new this year, **Community Volunteers** who make our partners the caring, successful organizations that they are. We were honored to have **Assemblyman Jerry Hill** join us for the presentation of awards.

Community Health Champions

For their leadership and advocacy on behalf of the health and well-being of our residents, the District was pleased to honor the following individuals for their service:

- **Supervisor Rose Jacobs Gibson**, for her work to identify and address health disparities, and leadership of a County-wide effort to address childhood obesity
- **Mayor Jim Ruane, City Manager Connie Jackson, Fire Chief Dennis Haag, and all First Responders** from San Bruno for their extraordinary leadership and exceptional responsiveness to the devastating consequences of the explosion and fire in their city on September 9, 2010
- **Ron Pass, Community Volunteer for Ombudsman Services**, for serving as a “model volunteer and mentor” over the past nine years as he tackled grievances and quality-of-care issues for institutionalized frail elderly and special needs adults residing in more than 500 facilities around the County

2011 Grant Recipients

The Board awarded \$2 million in financial support for fiscal year 2011 to organizations that carry out the vision of the District: **that all residents enjoy optimal health through education, prevention, and access to needed health care services.** These grants support programs that directly impact the health of our residents:

- **African American Health Advisory Committee**, to expand the “Fun, Fitness and Nutrition Program” for youth
- **Caminar Medical Clinic**, for expanded staffing to serve residents with mental health issues
- **Children’s Health Initiative**, to provide primary care access for low-income children
- **College of San Mateo Nursing Program**, to support a year of education for 10 students
- **Community Network for the Underserved OB Program**, to allow low-income mothers to deliver in their community
- **Mid-Peninsula Boys and Girls Club**, to promote nutrition and physical fitness programs for youth
- **Ombudsman Services**, to expand capacity to address and resolve quality of care issues for seniors
- **Peninsula Jewish Community Center**, to expand the hours of service for the *Get Up and Go* escorted senior transportation service
- **Samaritan House**, to support the operations of free health and dental clinics for the uninsured
- **Senior Focus**, to support the Adult Day Care Center, Alzheimer Resource Center, and the Wise and Wellness Clinics at San Bruno and San Mateo Senior Centers
- **Women’s Recovery Association**, to support the Women and Children’s program
- **Youth and Family Enrichment Services**, to support the Insights Program that treats youth and families dealing with substance abuse and dual diagnosis issues, and the Suicide Prevention Crisis Center

Community Volunteers

Eunice Kushman, *Caminar Medical Clinic*

Ralph Cole, *Mid-Peninsula Boys & Girls Club*

Susan May, *Peninsula Jewish Community Center*

Lana Appenrodt, *Ombudsman Services*

Gene Reinhardt, *Ombudsman Services*

Dr. Roger Cho, *Samaritan House Dental Clinic*

Nelda Paulding, *Senior Focus*

Sweta Kikani, Anissa Morre, Samantha Spangler, Amy Stratton and Katherine Warner, Interns from the *Women’s Recovery Association*



The District's 2011 Community Health Champions, Grant Recipients and Community Volunteers at the January 27 event.



A team from San Bruno was recognized as a Community Health Champion for their leadership during the fire and explosion in September 2010. Pictured above (left to right): San Bruno Councilmember Ken Ibarra, Terry Jackson and Mayor Jim Ruane.

District Announces Gift for Red Cross Resource & Recovery Center in the Heart of San Bruno

At the January 27 meeting, the District Board unanimously approved a \$100,000 gift to facilitate the opening of a Red Cross Resource & Recovery Center at 458 San Mateo Avenue in downtown San Bruno. The funding will be used for tenant improvements to the commercial space.

This one-stop outpost will house a range of recovery resources for those still contending with the aftermath of the San Bruno pipeline explosion, including case workers, mental health services, and educational information. In the future the facility will also host community gatherings, disaster preparedness classes, and volunteer trainings.

“To be able to support the opening of a center like this hits at the core of the District’s mission to provide access to needed health care services, particularly during times of great need,” said District Board Chair Dan Ulyot. “September’s explosion in San Bruno is the biggest health disaster our County has faced in the past 20 years, and we must invest in the proper resources to promote a healthy future for all our residents.”

Harold Brooks, Chief Executive Officer of the American Red Cross Bay Area Chapter, was on hand for the announcement. “The Red Cross identified a need for a centralized location to administer long-term recovery services in order to better serve the community during this challenging time,” said Brooks. “We are grateful to the District for helping to make this Center a reality, and to partner with them in our efforts to help those affected rebuild their lives.”

San Bruno Mayor Jim Ruane also expressed his appreciation. “This gift supports ongoing, accessible assistance for residents in need, which is critical as we move forward as a community.”

The Center is scheduled to open later this year.



Director of Disaster Services for the American Red Cross Bay Area Chapter Gregory Smith (left) with CEO Harold Brooks.

2011 DISTRICT BOARD MEETINGS

All meetings begin at 5:45 PM

March 24 • April 28 • May 26 • June 23
July 28 • August 25 • September 22
October 27 • December 8

For locations and more information about Community Health speakers at each meeting, visit peninsulahealthcaredistrict.org.