

# Your South Bay Public Affairs Team



Left to Right: Judy Lloyd, Associate Community Benefit/Health Specialist; Margot Hardy, Communications Manager – San Jose; Kathy Mirtallo, Communications Manager – Santa Clara; Joanne Seavey-Hultquist, Community Benefits Specialist; Dawn Bussey, South Bay Public Affairs Manager; Alan Villatuya, Sr. Public Affairs Representative - San Jose; Kimberly Ellis, South Bay Public Affairs Director; Elizabeth Sills, Community Benefit/Health Manager; Todd Kleinheinz, Sr. Public Affairs Representative – Santa Clara; Theresa Marie, Sr. Administrative Assistant; Hanh Nguyen, Associate Public Affairs Representative – San Jose; Darcie Green, Community & Government Relations Manager – San Jose; and Lisa Jafferries – Community & Government Relations Manager – Santa Clara



At Kaiser Permanente, we have long recognized the connection between health and place— maintaining good health is easier when people are surrounded by healthy choices in their schools, workplaces, health care facilities, and neighborhoods. Yet, building healthy surroundings is not an endeavor that can be led by one individual or organization alone. It is a collaborative effort that must involve the entire community.

That's why at Kaiser Permanente, we coordinate funding and resources to support community partners, organizations, schools, and agencies to enable our community to thrive. We are incredibly grateful to the employees and volunteers of these local agencies for helping families in our community. Their dedication, enthusiasm, and kindness make a difference every day in the South Bay.

We also want to thank Kaiser Permanente physicians and employees who contribute their time and expertise to our community in a variety of ways, such as conducting educational programs, sharing research findings and clinical guidelines, providing care and support to people with low-incomes, and lending a hand to community health care facilities. We are lucky to work alongside such talented and giving people who are helping to build healthier lives and a stronger South Bay community.

To better serve Santa Clara County, we have combined the Kaiser Permanente San Jose and Santa Clara public affairs and grants programs into one new South Bay program that allows us to have a more coordinated approach to providing resources to the community. It is my pleasure to introduce you to our South Bay Public Affairs team, pictured above. Kaiser Permanente has assembled a talented group of individuals who look forward to working with you to make an even greater impact on the health of our community in 2012.

Warm regards,

  
Kimberly Ellis

South Bay Public Affairs Director





# MLK Day

Kaiser Permanente employees and physicians donate their time, talents and expertise to a wide variety of causes that are important to our community. Each year we celebrate Dr. Martin Luther King Jr. and remember his legacy and life’s work with a day of volunteerism by 200 local Kaiser Permanente employees and physicians.



# January

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2012

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# Heart Month: Go Red

Over the last two years, South Bay Kaiser Permanente employees and physicians proudly participated in the American Heart Association Heart Walk, raising over \$121,000 for this important cause.

“Heart disease is the Number 1 killer of men and women in the United States. The key is to recognize your risks and do something about them—Kaiser Permanente will help you every step of the way.”

— Chris Boyd  
Sr. Vice President and Area Manager  
Kaiser Permanente Santa Clara Medical Center



## February

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# Healthy Trails

Over 14,000 people have participated in the Healthy Trails Challenge since 2007.

“Kaiser Permanente’s partnership with the Santa Clara County Parks and Recreation Department represents a unique way to encourage children and families to improve their health by exploring scenic county trails in their own backyards.”

— Dao Nguyen, MD  
Chief of Health Promotion  
Kaiser Permanente San Jose Medical Center



## March

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# Earth Day

“Both Kaiser Permanente and Full Circle Farm share the same goal of embedding healthy eating and active living more deeply in our community. The farm offers year-round educational opportunities, including the annual Earth Day celebration which engages families in exploring all the farm has to offer.”

— Susan Smarr, MD  
Physician-in-Chief  
Kaiser Permanente Santa Clara Medical Center



# January

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# Bike to Work

Recently retired, Dr. David Levin rode his bike to work almost every day for 32 years.

“It is important to be a role model to patients plus it reduces your carbon footprint. As a bonus, on the way in, you are energized and ready to work; and on the way home, you’re relaxed because you’re not stuck in traffic!”

— David Levin, MD, OB/GYN  
Assistant Chief of Service  
Kaiser Permanente Santa Clara Medical Center



# January

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# Teddy Bear Clinic

500 Kaiser Permanente employees and physicians have given out nearly 20,000 bears to kids since the first Teddy Bear Clinic in 2007.

“It happens to be a teddy bear, but the Teddy Bear creates a space for talking to kids and parents about really important health maintenance messages... which is what Kaiser Permanente is all about.”

— Don Mordecai, MD  
Northern California Director  
of Mental Health and Chemical  
Dependency Services



# January

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# ReThink Your Drink

To promote the ReThink Your Drink campaign, Kaiser Permanente has helped to distribute over 150,000 books titled “Potter the Otter: A Tale About Water,” created by FIRST 5 Santa Clara County.



“This is really a cute book with a powerful message. If we can do something to stop childhood obesity, we can prevent a whole spectrum of adult obesity conditions that shorten lives.”

— Raj Bhandari, MD  
Physician-in-Chief, Kaiser Permanente San Jose Medical Center



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# Jazz Festival

## Salsa Dancing

At the San Jose Jazz Festival, the Kaiser Permanente Salsa Stage has people moving and shaking. Dancers keep cool by drinking a variety of delicious healthy water offered at the Kaiser Permanente Water Bar.



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# Earthquake

“As a pediatrician, I know that exercise should also be fun! Our partnership with the San Jose Earthquakes helps us spread our message of total health to over 1800 elementary students across the County while encouraging movement and play.”

— Calvin Gordon, MD  
Assistant Physician In Chief  
Kaiser Permanente San Jose Medical Center

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# Binational Health Week

Kaiser Permanente supports local public and community-based organizations in improving the health and well-being of underserved Latino residents as a partner in Binational Health Week. The two-week long series of health promotion and education activities reaches 10,000 participants and provides 3,000 health screenings to community members.



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## Farmers’ Markets

“Eat A Rainbow Everyday” is a motto we promote at Kaiser Permanente that reminds us all to enjoy our fruits and vegetables. We provide access to fresh produce for all members of our community by accepting WIC-FMNP Coupons and CalFresh/EBT at our hospital-based Farmers’ Markets.

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# Volunteerism

“At Kaiser Permanente we have a commitment to our members and the communities we serve. Each year, hundreds of employees volunteer their time and talents in an effort to improve the health and well being of Santa Clara County residents. Together we THRIVE!”

— Irene Chavez  
Sr. Vice President and Area Manager  
Kaiser Permanente San Jose Medical Center



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# Community Benefit

Like our approach to medicine, our community involvement supports prevention-focused, evidence-based programs and long-term, sustainable change. To make a greater impact in our communities, we work side-by-side with our community partners. Our physicians and practitioners contribute their time and expertise as community champions for our grantees. We conduct educational programs and we share our research findings and clinical guidelines with our partners and the public. Through our local grants program we support programs and organizations that are working to address the health needs of our most vulnerable residents in Santa Clara County. Our grantmaking supports projects addressing: obesity, violence and substance abuse, as well as access to health insurance coverage and health care services. In 2011, Kaiser Permanente contributed over \$2 million in the South Bay.



## Obesity Prevention

Our Obesity Prevention priority area funds efforts to decrease calorie consumption, increase consumption of fresh fruits and vegetables and increase physical activity in community and institutional settings.

**Alum Rock Union Elementary School District\*** (\$150,000)  
LPG - Alum Rock Healthy Eating Active Living Program

**American Heart Association** (\$25,000)  
Healthy Students, Healthy Futures

**Bay Area Nutrition and Physical Activity Collaborative\*** (\$50,000)  
ReThink Your Drink/ Soda Free Summer

**Bay Area Women’s Sports Initiative** (BAWSI) \$40,000  
BAWSI Girls and Salud por Vida programs

**Breathe California of the Bay Area** (\$15,000)  
Let’s Get Moving to School

**Children’s Discovery Museum of San Jose** (\$50,000)  
Kick Start Eat Smart at Children’s Discovery Museum

**Choices for Children** (\$35,000)  
“5 Keys” - Obesity Prevention Behaviors

**Community Alliance with Family Farmers Foundation** (\$19,500)  
Farm to School in Gilroy Unified School District

**Full Circle Farms** (\$20,000)  
Healthy People, Healthy Gardens & Farms

**Generations Community Wellness Centers** (\$40,000)  
Santa Clara County Movetrition Project

**The Health Trust** (\$42,000)  
Early Childhood Obesity Prevention Project

**Mountain View-Whisman School District/ Healthy Ventures** (\$8,000)  
Silicon Valley Healthcorps Nutrition-Based Garden Club

**Playworks** (\$51,000)  
Playworks Silicon Valley

**Santa Clara County Office of Education** (\$27,500)  
Fit for Learning Program

**Tower Foundation/San Jose State University** (\$49,500)  
McKinley Moves! Mobilizing an Underserved Multicultural School Community

**Veggielution** (\$20,000)  
Healthy Food Access and Engagement for Low-Income Families

**YMCA of Silicon Valley** (\$25,000)  
YMCA Vida Saludable Healthy Living



# Substance Abuse and Violence Prevention

Our Substance Abuse and Violence Prevention priority areas funds efforts to implement effective strategies to decrease and prevent youth substance use and young adult violence.

**Alum Rock Counseling Center** (\$25,000)  
Ocala Middle School Mentoring & Support Services Program

**Asian Americans for Community Involvement** (\$30,000)  
Project Plus

**Gardner Family Care Corporation** (\$25,000)  
Substance Abuse Prevention - Youth

**Girl Scouts of Northern California** (\$25,000)  
“Got Choices” - Violence Prevention Program

**May View Community Health Center** (\$30,000)  
Smoking and Tobacco Cessation among MayView Clients

**Next Door Solutions to Domestic Violence** (\$30,000)  
Kids Club Program and Youth Leadership Forum

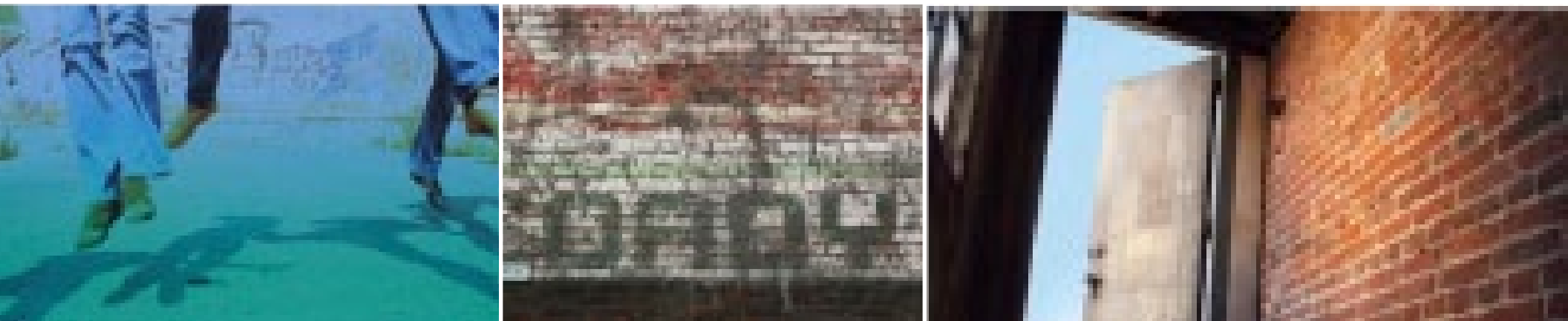
**People Acting In Community Together, Inc.** (\$25,000)  
Promoting/Protecting Healthy Youth Development - Safe Schools!

**Rebekah Children’s Services** (\$25,000)  
Violence Prevention and Early Intervention Groups

**Rotacare Clinics** (\$20,000)  
RotaCare Smoking Cessation Initiative

**Tower Foundation/San Jose State University** (\$30,000)  
Integrating SJSU Violence Prevention Education

**YMCA of Silicon Valley / Project Cornerstone** (\$25,000)  
Building Developmental Assets through Bullying Prevention



# Access

Our access to health insurance coverage and health care services priority areas funds efforts to increase access to health care services for low-income and uninsured individuals and increase the number of low-income people enrolled in and/or maintaining health insurance coverage.

**Alzheimer’s Association** (\$20,000)  
Community Ambassadors Program (CAP)

**Asian Americans for Community Involvement\***  
2011 HIV/AIDS Initiative (\$75,000)

2011-2013 Quality Improvement Initiative (\$150,000)

**Breast Cancer Connections** (\$25,000)  
The Gabriella Patser Program

**Community Health Partnerships of Santa Clara County**  
Medicaid Coverage Expansion Outreach & Education Campaign (\$42,000)

2011-2013 PHASE Initiative\* (\$200,000)

2011-2013 Specialty Care Initiative\* (\$400,000)

2012 Consortia Core Operations Support\* (\$80,000)

**InnVision, The Way Home** (\$25,000)  
InnVision Healthcare for the Homeless

**Mayview Community Health Center\*** (\$150,000)  
2011-2013 Quality Improvement Initiative

**Santa Clara Family Health Foundation** (\$45,000)  
Community Outreach Program – Health Insurance Enrollment

**School Health Clinics of Santa Clara County** (\$20,000)  
Patient Navigator

2011-2013 Quality Improvement Initiative\* (\$150,000)

**Second Harvest Food Bank** (\$25,000)  
Expanding CalFresh Outreach to Low-Income People

**VMC Foundation/ Hep B Free Santa Clara County** (\$20,000)  
Accelerating Hepatitis B Elimination in the Vietnamese Population

**VMC Foundation** (\$35,000)  
Medical Respite Program (MRP)

2011-2013 PHASE Initiative\* (\$200,000)

**\*denotes regional funding**