Health Care & Social Issues in the High Desert
St. Mary Medical Center
Medical Office Building – Suite 200
April 23, 2010

AGENDA

**Moderator:** Kevin Mahany, St. Mary Medical Center

**Speakers:**
- Jason Barker, St. Mary Medical Center
- Margaret R. Peterson, PhD, Desert Valley Hospital
- Kevin Mahany, St. Mary Medical Center
- John Lindsay, Victor Valley Community Services Dental Program
- Jacqueline Morgan, CalWORKs Coordinator, St. John of God

**8:00-8:15** Welcome & Introductions - Debbie Cannon,
High Desert Resource Network, Alumni 2005

**8:15-9:00** Welcome to SMMC; Medical Center response to reform
Jason Barker

**9:00-9:45** Health Reform – How it impacts healthcare and employers
Margaret Peterson

**9:45-10:00** Break

**10:00-10:30** Health Reform and a Healthy High Desert
Kevin Mahany

**10:30-11:15** Dental Programs in the High Desert
John Lindsay

**11:15-11:45** Meeting social needs in tough economy
Jacqueline Morgan

**11:45-12:00** Evaluation & Closing Remarks
Kevin Mahany
Margaret R. Peterson, PhD, Chief Executive Officer (CEO) for Desert Valley Hospital and Desert Valley Medical Group has been in the High Desert for the past four years. Her experience includes being CEO of Victor Valley Community Hospital and prior to that President and CEO of Simi Valley Hospital in Simi Valley, California. She has extensive experience in hospitals throughout the Country and spent numerous years in academia as a Professor and Chairman of a baccalaureate nursing program. She has been honored by several organizations for her community leadership and named as “2005 Woman of the Year” by the 38th Assembly District of the California State Legislature. Most recently, she received the President’s Award for Leadership from the Victorville African American Chamber of Commerce. She has been a member of the Rotary Club of Victorville and current member of the Board for the Victorville Chamber of Commerce. Dr. Peterson serves as co-chair of the Victorville Chamber of Commerce Legislative Action Committee, the Chairman of the Inland Empire Hospital Association of Southern California (HASC) Emergency Services Committee and has served as a member of the Inland Empire Health Plan (IEHP) Provider Relations Board. Dr. Peterson received her Bachelor of Science degree in Nursing from Columbia Union College in Takoma Park, MD, her Master of Science degree in Cardiovascular Nursing from The Catholic University of America in Washington, DC followed by her Doctor of Philosophy degree in Administration from Miami University in Oxford, Ohio. Dr. Peterson and her family have lived in the High Desert for the past three years and she is deeply committed to the delivery of quality healthcare to the residents of the High Desert.
Kevin Mahany is Director of Advocacy and Healthy Communities at St. Mary Medical Center a 186 bed not-for-profit acute care hospital located in Apple Valley, CA. The hospital employs approximately 1200 employees with a medical staff of approximately 320. St. Mary Medical Center is part of the St. Joseph Health System (SJHS) based in Orange, CA.

Kevin, his wife Maria and their two children Megan and Michael are residents of Apple Valley. Prior to moving to the High Desert they lived in Irvine, California and Bowie, Maryland. Kevin has a Master’s Degree in Marketing and Administration from the University of Maryland, is a former Peace Corps volunteer, and has worked in the areas of health promotion and protection for over 10 years.

Kevin’s work with advocacy includes engaging community partners and hospital employees on health care and social policy issues. Examples include national health reform, improving San Bernardino County’s efforts to enroll uninsured children and health promotion in the Victor Valley. Currently Kevin is working on a number of programs addressing obesity including a community collaborative named Healthy High Desert. In collaboration with government and private partners the goal of Healthy High Desert is to promote healthier living through improved nutrition and physical activity.

In 2008 the St. Mary Medical Center Foundation honored Kevin as their 2008 Samaritan of the Year. Kevin enjoys running, golf, helping coach his son’s basketball team, discovering new music with his daughter Megan and supporting Maria with her equine assisted counseling practice.
Executive Summary

National health reform coupled with growing federal and state budget deficits are driving major change in the health care industry.

The rapid growth of federal health programs like Medicare and Medicaid are prompting an increased focus on hospital and physician innovation. Soon the best doctor is the doctor you never have to see.

Coupled with mounting debt is the nation’s growing problem of poor lifestyle choices and our inability to manage chronic diseases the most disturbing of which includes diabetes, heart disease and obesity.

Local efforts are underway throughout San Bernardino County to address its residents high rates of disease and inactivity. Healthy High Desert is a Victor Valley initiative aimed at promoting health, physical activity and increased access to healthier foods. The aim is to make the healthier choice the easier choice. This presentation highlights local health issues as well as attempts to prevent the next generation of obesity.

Life expectancy decrease

“The youth of today may, on average, live less healthy and possibly even shorter lives than their parents”

S. Jay Olshansky, PhD et al

Surgeon General’s Call to Action

Principles (2 of 5)
- Encourage environmental changes that help prevent overweight and obesity
- Develop and enhance public-private partnerships to help implement this vision

Proportion of Adults Meeting Moderate Physical Activity Guidelines
PRC Survey - CY 2007

[Graph showing data]
The Inland Empire Area is...

- 4th most obese in US
- Most sprawling in US

Source: America's Most Obese Cities, Forbes.

6 leading causes of death
San Bernardino County residents, 2006

- Heart disease
- Cancer
- Chronic lower respiratory diseases
- Stroke
- Accidents
- All other causes

Source: California Department of Health Services, County Health Status Profiles 2007.

Overweight and obese adults
San Bernardino County residents, 2005

- 56% Overweight or obese
- 65% Overweight or obese


Heart Disease Death Rate

Source: California Department of Health Services, County Health Status Profiles 2007.
Preschool Age Children in SB County

Any day:
- Ate fast food
- Did not eat fast food

Weekdays:
- Watched TV 2 hours or longer
- Watched TV less than 2 hours

Source: 2003 California Health Interview Survey.

School Fitness Testing
San Bernardino County, 2006-07

5th, 7th, and 9th graders

Pass all 6 tests
25%

Can't pass all 6 tests
75%

% Failing Fitness Test - Adelanto

% Failing Fitness Test - Apple Valley

% Failing Fitness Test - Hesperia

% Failing Fitness Test - Victorville

1. **EMBRACE AN ILLNESS AND WELLNESS MODEL**
2. **REALIZE A BALANCE BETWEEN HOSPITAL AND COMMUNITY BASED CARE**

**ACHIEVING OUR GOAL TO CREATE A HEALTHY COMMUNITY**
Healthy Eating Active Living

- Healthy Eating Basics/Healthy Eating on a Budget
- Family Physical Activity
- Label Reading and Grocery Shopping
- Disease Prevention and Healthy Weight Loss
- Overcoming Barriers to Change and Goal Setting
- Healthy Living Review

Healthy for Life/PE4Me Jr.

- St. Joseph Health System Initiative
- Piloting at County’s Head Start Program – Apple Valley
- 17 full day children in pilot
- Pediatrician & Registered Dietitian support

Instant Recess

- 10-Minute Medium to High Intensity Exercise
- Completed in classroom beside desk
- Teacher lead
- DVD / CDs voiced and demonstrated by Los Angeles Lakers Players
- Pilot Program – Apple Valley – Yucca Loma School

Local Pediatrician Outreach using American Academy of Pediatrics Guidelines

- Provide tools
  - 5-2-1-0 Posters / Handouts
  - Obesity Pocket Guide
- In-Service Training
  - Prepare staff for using tools
  - Offer Free Community Workshops on Healthier Lifestyles (see flyer of June 2010 series)

St. Mary as a Baby Friendly Hospital

Health research confirms breastfeeding your baby is superior to the use of formula.

Additionally, research is showing a stronger link that breastfeeding reduces the risk of infant and pediatric obesity.

St. Mary Medical Center in partnership with the County’s Perinatal Coalition is attempting to increase the percentage of mothers who breastfeed their newborn for the first six months of life.

Healthy High Desert = Healthier Communities

Healthy Adelanto
- Form a Healthy Adelanto committee
- Opened a Skateboard-Bike Park
- Opened Community Swim
- Pilot Fresh Produce
- City forms Park & Rec. Dept.
- A “Healthy” General Plan update

Healthy Apple Valley
- Support Town’s Vision 2020
- Formed Healthy AV Committee
- Support funding/grants
- A Healthier Park & Rec. Master Plan update
- Support local health promotion efforts

Healthy Hesperia
- Form a Healthy Hesperia Committee
- A Healthy General Plan update
- Partner with Hesperia Park & Rec. on increased Fitness events – Hesperia Days
- Support grant opportunities

Healthy Victorville
- Form a Healthy Victorville Committee
- Advocate city plan for non-motorized trail system
- A Healthy General Plan
- Support committee member programs including efforts at employer wellness and grant opportunities
How you can help!
SESSION: Health Care & Social Issues  
April 23, 2010  
St. Mary Medical Center

Name:  
Company:  

Your evaluation will be used to help develop and improve future curriculum. Please rate as 5 being highest and 1 being the lowest.

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| Speaker- Dr. Margaret Peterson   |        |         |
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| Speaker- Kevin Mahany            |        |         |
| Comments:                        | 1      | 2       |
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| Speaker- John Lindsay            |        |         |
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| Speaker- Jacqueline Morgan       |        |         |
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| Overall session rating           |        |         |
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FOR MARKETING PURPOSES

Would you be willing to write a short paragraph on what you have learned from today’s course?

Write paragraph in the box.  

_____ Yes  
_____ No